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**Joseph Albert, DO, MRO,
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Medical Director**

Dr. Albert has over 20 years of comprehensive Occupational Healthcare experience. His experience in emergency department medicine is an asset to our team. Dr. Albert is a certified Medical Review Officer and a DOT Certified Medical Examiner.



**James Stephenson, MD, MRO,
DOT Certified Medical Examiner**

A skilled Board-Certified Occupational Health medical provider and surgeon, Dr. Stephenson has over 30 years of clinical health care experience. Dr. Stephenson is a certified Medical Review Officer and a DOT Certified Medical Examiner. An avid traveler, Dr. Stephenson also oversees the Travel Medicine Clinic at our occupational health clinic.



**Monica Kwan-Consigli, PA-C,
DOT Certified Medical Examiner**

Monica has been employed at Pottstown Hospital for over 20 years. During this time, she has been a dedicated medical provider for our Occupational Health Team and Pottstown Hospital's Employee Health Department. Monica's health care expertise in both departments is well respected.



**Theresa Cedzo PA-C,
MSA Health Care Administration,
DOT Certified Medical Examiner**

Theresa's 30 years of comprehensive Occupational Health Medical Provider and Occupational Health Clinic Management expertise is an asset to our team. Theresa also leads our ancillary clinic team.

For More Information: Kathleen Kelly O'Hara,
Client Service Coordinator 610-326-2300 ext. 5555

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BUSINESS SPOTLIGHT

THE SUSTAINABLE ENERGY FUND

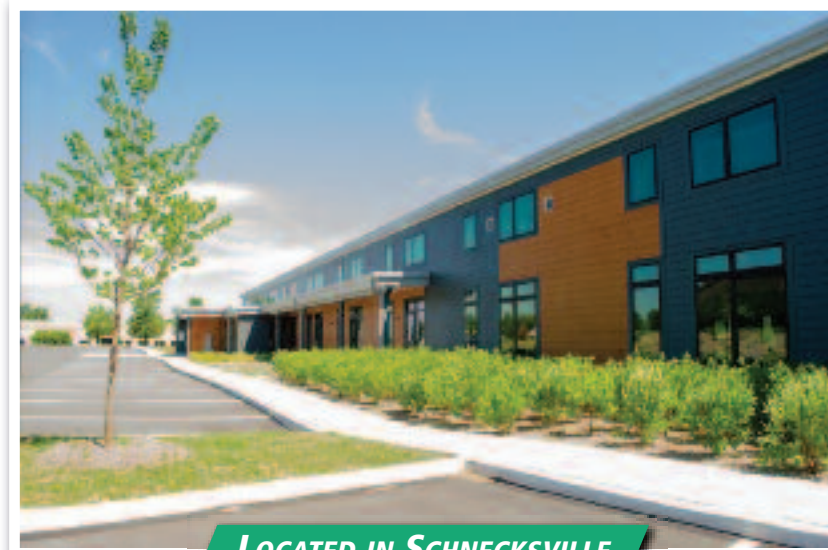
The Sustainable Energy Fund, or SEF, is a 501(c)(3) nonprofit organization dedicated to breaking down financial, educational, and regulatory barriers to a sustainable energy future. Since 1999, SEF has been a leading financier of sustainable energy projects and has expanded its services to seek a sustainable energy future.

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

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

One financial service SEF provides is C-PACE, or the Commercial Property Assessed Clean Energy program. It is a financial tool for commercial, agricultural, and nonprofit businesses to obtain low-cost, long-term financing for energy efficiency, renewable energy, and water conservation projects. With up to 100 percent financing for a clean energy project, C-PACE allows building owners to enjoy the advantages of their energy upgrades immediately and pay for them over time. You can learn more about C-PACE by visiting pennsylvaniacpace.org or calling the SEF office at 610.264.4440.

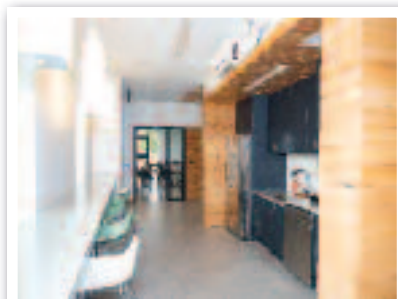
Another product of SEF is Energy Efficiency and Renewable Energy Loans. They help finance projects like building envelope improvements, HVAC (Heating



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Ventilation Air Conditioning), lighting systems, and more. To qualify for this loan, a project must meet one of the following criteria: Reduce energy consumption, generate energy from a renewable source, or replace a dirty fossil fuel with a cleaner energy source.

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



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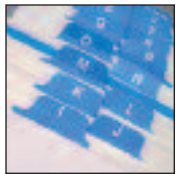
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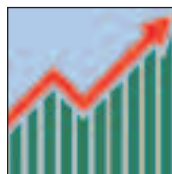
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Cover Story: Pottstown-based Plus One Technology provides small and medium-sized businesses with peace of mind and protection from the risk of cyberattacks...safeguarding their clients' assets, credibility, and customers.



24

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



41

Solopreneur Tips : Ways to Grow a One-person Business.

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Contents

- 10 | Focus on Pottstown Businesses**
Profiles of Successful Pottstown Businesses
- 16 | Focus on Insurance Agencies**
Business Profiles of Local Professionals
- 17 | Marketing Tips**
Why is My Website Not Converting?
- 18 | Social Media Tips**
How to Be Consistent on Social Media
- 19 | Ask SCORE**
Tips for Creating a Social Media Policy
- 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**
Our Students & Their Future
- 38 | Dream Team Tips**
Three Ways to Prepare Your Team to Be Successful When You Take Time Off
- 41 | Ask SCORE**
Ways to Grow a One-person Business
- 44 | Legal Perspectives**
An Overview of Veterans Benefits
- 49 | Change**
As American as Mom and Apple Pie

... AND MORE!

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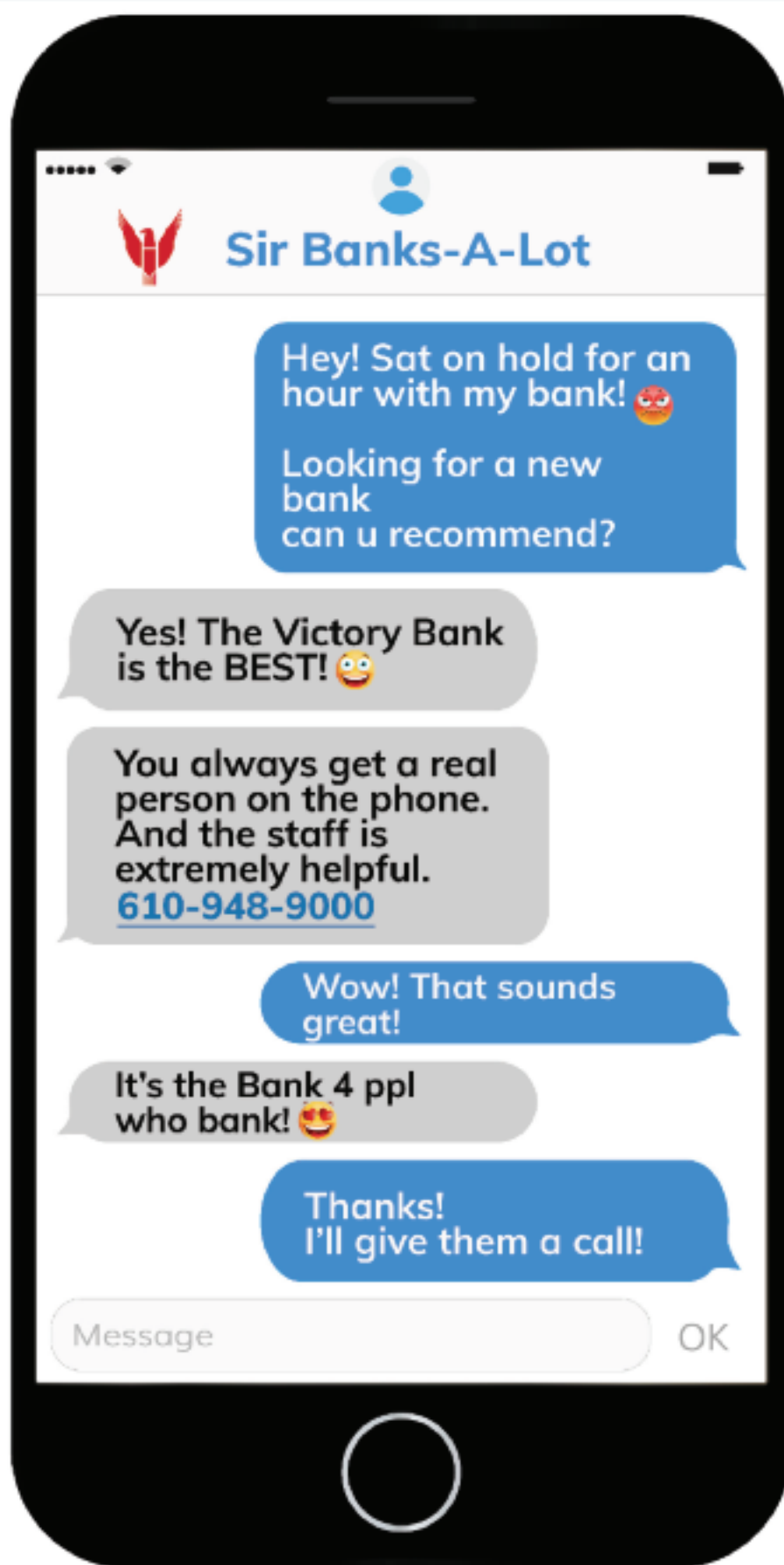


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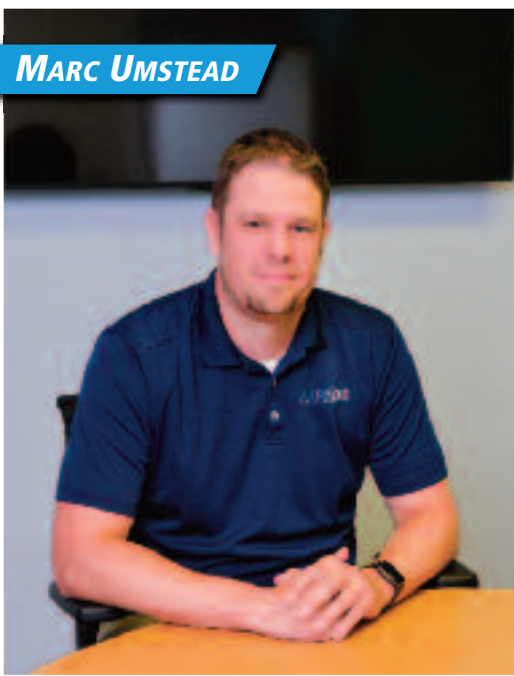
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MARC UMSTEAD



ENSURING YOUR SMALL BUSINESS DOESN'T BECOME THE NEXT CYBERSECURITY HEADLINE

By Kathy Hunt

No one wants to fall victim to a cyberattack. Phishing schemes, email compromise, viruses, and ransomware all cost businesses data, credibility, time, and money. That cost increases with every year. According to a report from *Cybersecurity Ventures*, global cybercrime's price tag is expected to grow by 15 percent annually over the next five years. By 2025 it could reach a yearly price tag of \$10.5 trillion. To avoid the risk of successful cyberattacks and protect your business's assets, credibility, and customers, you need to have a cybersecurity plan in place. That's where the IT business solutions of Plus One Technology come into play. The Pottstown-based company furnishes protection and peace of mind to small- and medium-sized businesses around the country.



PHOTOS BY STYLISH IMAGES



Headquartered at 3277 W. Ridge Pike, Suite B201, Pottstown, Plus One Technology is the brainchild of Marc Umstead. “I had \$10,000 and a dream. I don’t recommend anyone starting a business with just \$10,000,” he said, laughing. “We started slowly growing from there. We incrementally grew 10 to 20 percent each year. From the end of 2021 to the end of 2022, we expect to grow by 40 percent. That’s due, in part, to more businesses becoming aware of cybersecurity needs,” he said.

Umstead’s customer base reaches beyond the Route 422 corridor and into such states as Florida and Arizona. “Even companies that are headquartered in Southeastern Pennsylvania have employees everywhere. With so many companies no longer having offices, work has become almost borderless,” he said.

IT solutions for every need

When Umstead started his business in 2005, he opted for the name Comp-U-Ship, which reflected the company’s involvement in computer warranty repairs. In 2020, to better represent the range of services he offers today, he changed his company name to Plus One Technology. The new name aligns with the company’s commitment to deliver solutions that increase technological efficiency, reliability, and security.

In the company’s early days, Umstead and his team focused on software and helping businesses streamline their workflow. He pointed out that, in 2005, technology remained somewhat novel for many businesses and software programs such as Microsoft Excel were not as commonplace. Since then, Plus One Technology has deployed Microsoft’s suite of products to hundreds of customers with varying needs and requirements.

Along with being an authorized Microsoft 365 provider, Plus One Technology administers business email services, including integrated calendars and shared contacts, as well as VOIP (voice over internet protocol). The latter enables businesses to use internet-based phone systems to make and receive calls from any location that possesses an internet connection.

Computers have become the lifeblood of almost every business. With that in mind, Plus One Technology has created networking solutions to ensure that computers and other electronic devices keep working and business continues at a steady pace. Using high quality, monitored networking devices, Plus One troubleshoots issues regarding speed, connectivity, security, and reliability. Should abnormalities or failures in internet service arise, a member of Plus One Technology will notify the business and address the problem.

To further ensure business productivity and safety, Plus One has partnered with the industry leading partners to provide next generation backup solutions. Together they supply reliable data backup, continuity, and recovery. Plus One also provides cloud computing, which has enabled employees around the world to work remotely. The Cloud also removes the need for costly hardware and hardware upgrades and enables increased performance, reliability, and security.

Along with supporting computer systems and other electronic devices, Plus One Technology sells equipment. It has a range of Lenovo products, including laptops, desktops, and servers, in its inventory. Plus 1 Technology also implements networking solutions that allows them to remotely monitor all their client’s networks and provide notification if internet is lost or other connectivity issues exist.

Furthermore, the company can perform dark web monitoring. The service entails searching for, and tracking, an organization’s information on the dark web. This is the area of the internet where personal and confidential business data can be illegally bought and sold. Dark web monitoring can be done on an ongoing basis or as a one-time evaluation to determine what information, if any, regarding your business has been exposed.

“What we really provide is peace of mind,” Umstead said. “Mike Ciano has been our project manager for 15 years, and between the two of us we have over 50 years of business process optimization experience.”

Continued on page 8)

PLUS 1 TECHNOLOGY

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 - VOIP Phone Service
 - Security Awareness Training
- Dark Web Monitoring
- Password Management

COVER STORY

(Continued from page 7)

He noted that one of the company's founding principles is "Do the right thing."

"As corny as it sounds, we try to exemplify it every day," he said. "We always recommend the right solution for our clients even if it means we make less money, or the client is going to save money. We pride ourselves on always recommending the right solution for each particular client situation and environment."

Safeguarding businesses against cyberattacks

As the number of cyberattacks on businesses continues to increase, so, too, has the number of new and existing customers interested in securing their businesses' data. The combined escalation of attacks and customers has influenced how Plus One Technology approaches cybersecurity.

"We used to offer customers a choice about what security solutions and services they implement," Umstead said. "Now we have a recommended solution that we advise customers to take. In the end, if something goes wrong with what you'd chosen and you have a ransomware attack or your email gets compromised, you're going to come back and yell at me. As a business owner, you may not be in the position to know what the best option for security is. We're supposed to be the trusted resource and tell you what you should have. If you're hiring us, you're

"Our goal is to take the stress out of IT through our innovative products and services."

hiring us to be the people making cybersecurity decisions, and we don't want your company to be the next cybersecurity headline," he said.

Plus One Technology specializes in cybersecurity and offers free consultations to evaluate your current cyber security environment. It then provides an assessment of your overall security situation. After that it implements a comprehensive security plan that includes round-the-clock, live phone support and after-hours, emergency service.

"We've had companies come to us after they've suffered an attack under another provider, and they ask what they have to do so that this never happens again," Umstead said. "We believe in protecting you from the start so that you don't have to go through the pain of experiencing an attack. Ten years ago, a lot of these protections didn't even exist. Unfortunately, it's the world we live in — you have to have these protections in place."

He observed that, over the past 17 years, none of Plus One Technology's customers have been affected by a ransomware attack.



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- Meet with each of our clients at least twice a year to understand your goals and how we can use technology to help you reach those goals.
- No long-term contracts required.
- After our initial consult you will be provided with our 5 year IT budget. This budget will layout a hardware replacement plan, planned network upgrades, and any other projects to meet your goals.

In all likelihood, hackers may attempt to gain access to a company's computer system at some point. Ideally, when that occurs, the proper security measures will be in place so that the assault is thwarted, and business continues as usual.

Umstead recommends that businesses consider getting cyber insurance to protect against the events that can't be completely mitigated.

"There are still humans involved and, no matter how much protection you have in place, people are still pressing buttons," he explains. "A big piece of our cybersecurity package is education, and we do cybersecurity training every year. We want people to wait two seconds and think before they press a button. Just remember, 'Think before you click.'" Their innovative cyber security awareness training platform rewards company employees for being engaging in further cyber security training. "Investments in your workforce can provide tremendous payback".

"Think before you click" is essential when combatting business email compro-

mise (BEC). In this scenario hackers posing as company executives, vendors, or other respected individuals email an employee and ask for a transfer of funds. Alternately, the attackers may access a client email list and contact all of the company's customers with their financial request. They rely upon trust, particularly the belief that the email request is legitimate and originates from someone whom the recipient knows. According to the Federal Bureau of Investigation's Internet Crime Report, in 2020 BEC cost businesses over \$1.8 billion and accounted for 37 percent of all losses.

"For a long time, smaller companies have assumed that their own or a friend's relative who is studying IT or who works in a related field can take care of their cybersecurity," Umstead said. "We see over and over how that doesn't work. Sixty percent of small businesses that suffer a cyberattack close within six months of the attack. Whether you're a business of one or 200, you need a trained, experienced specialist to handle cybersecurity."



Commitment to sustainable IT management

In addition to its commitment to cybersecurity, Plus One Technology is dedicated to sustainable IT management. In layman's terms, a company engaged in sustainable practices tries to impact the environment in a positive, rather than negative, way. Plus One Technology does this through such initiatives as recycling and repurposing hardware.

"When a customer refreshes their hardware, we bring in their old equipment, crush the hard drives, refurbish what we can, and give it to local nonprofits at low or no cost," Umstead said. Some of these computers are then donated to lower-income families in the region. We really try to find a new use for equipment."

The company has begun working with a new vendor to recycle more equipment and electronic waste (e-waste). Umstead explained that recycling electronics, or e-waste, is not a simple task. The amount of metal in a single computer is slight and difficult to extract. Plus, a computer does not contain only one metal but a mixture of gold, silver, copper, aluminum, iron, zinc, and more. Some of its materials are



hazardous. According to a United Nations report, the complexity of separating metals from each other and metal from plastic and glass has resulted in over 75 percent of the United States' obsolete electronics ending up in landfills.

Along with reducing e-waste, Plus One focuses on reducing energy consumption. "We try to do what we can. We recommend that customers use tiny, ultra form factor computers, which have smaller footprints when they become

obsolete. They also run on the same amount of power as a laptop," he said.

Plus One purchases and resells energy efficient desktops, laptops, and servers. It also buys its hardware from a manufacturer that abides by green manufacturing laws. Among other things, green manufacturing advocates the use of non-polluting manufacturing processes, minimization of waste, and conservation of energy and natural resources.

In its attempt to reach a carbon-free or negative carbon footprint, the company is replacing its company cars with electric vehicles (EV). Umstead noted that Plus One Technology recently purchased its first EV.

Supporting a range of fields and customers

During its almost two decades of business, Plus One Technology has worked with a range of small- and medium-sized companies, including dental and law practices, manufacturer's representatives, and accounting firms. In the case of accounting firms, the team at Plus One Technology has considerable knowledge of such software as CCH, Quickbooks, Sage, and Peachtree. It understands compliance requirements and the demands of tax season.

Plus One Technology also works with nonprofits and offers discounts to them. During the COVID-19 shut down, Umstead gave the company's nonprofit clients a \$250 credit toward any monthly invoice and/or service. Whether you're a nonprofit or for-profit business, all of Plus One's clients receive assistance with long-term planning and budgeting for IT. Plans and solutions are presented in an understandable way.

"One of our strengths is that we talk to people normally and don't pitch products and services," Umstead said. "We sell peace of mind, the knowledge that your business has the right kinds of backups and security in place. You have someone there to stop anything from happening."

To schedule a free consultation for hardware, software, cybersecurity, and other IT concerns, call 610.792.5660 or schedule an appointment online at plus1technology.com. Umstead and his team can address all of your IT needs. Most importantly, when it comes to cybersecurity, they provide you and your employees with peace of mind.



FOCUS ON POTTSTOWN BUSINESSES



O'Donnell, Weiss & Mattei, P.C.

The pending commercial development and investment, in both Pottstown and Phoenixville, is exciting and O'Donnell Weiss & Mattei, P.C. is proud to be a part of that growth and revitalization.

Our OWM business lawyers work with small family businesses, large corporations, partnerships, joint ventures, sole proprietorships, limited liability companies and non-profit organizations. We help companies achieve their goals and navigate through the legalities of today's extremely demanding business environment, guiding them through business formation, drafting and negotiation of contracts and agreements, meeting the formal obligations for a business entity, succession planning, etc. We consider

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Express Data Payroll / Panacea Payroll Processing

Express has been providing reliable payroll services to local employers since 1987 and now offers a full cadre of professional support services.

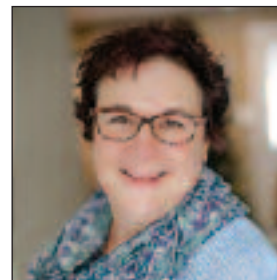
Jennifer Scotese started working for Express Data Systems in 1988 as office manager but quickly accepted more and more responsibilities over the years as the business grew. In 2002 Jennifer took over as company President when founder, Jay Berman, retired. Since her ascension to the lead role at Express, Jennifer has overseen steady growth of the company that now services nearly 500 clients with an all-female staff of nine.

Leading the growth of Express has come naturally to Scotese, who oversees operations, sales and marketing. Since being named President she has implemented improvements for clients related to payroll processing to enhance Express Data Systems value as a partner.

In 2014 Scotese and her team added enhanced Human Resources and Timekeeping options so clients would

have a reliable one-stop shop for quality business service support. After that, they brought in new and improved "Pay as You Go" Worker's Compensation and rolled out applicant tracking and employee onboarding.

Panacea Payroll is a mirrored offering of Express but with a national service area. Designed specifically to support businesses in the cannabis industry, Panacea Payroll employs specialists with knowledge of the medical marijuana category.



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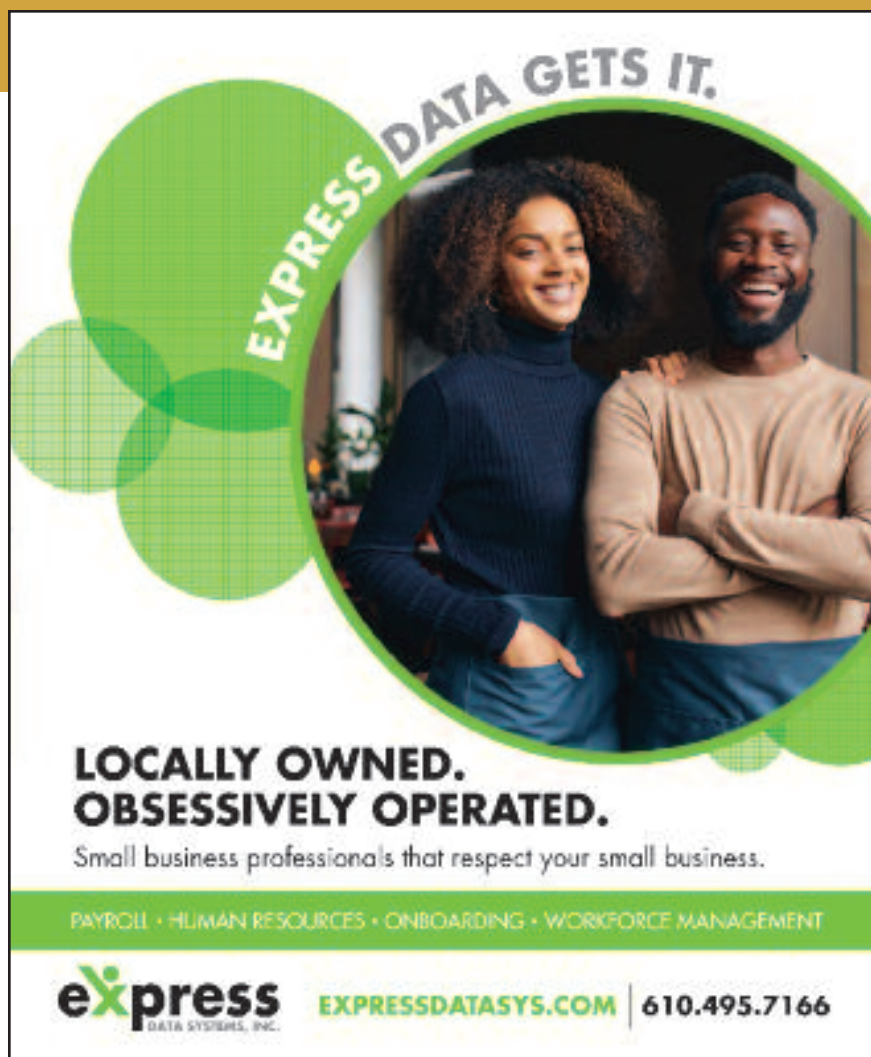


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Hobart's Run is Open for Your Business

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

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

To learn more about Hobart's Run and how we welcome local business development, please email **Twila Fisher**, Executive Director, at twila@hobartsrunpottstown.org, or call **610-780-6324**

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Hobart's Run's All-Women Staff Makes Big Impact

The Hobart's Run team is comprised of full-time Hobart's Run directors Twila Fisher and Cathy Skitko and part-time administrative coordinator Stephanie Trauner. Together, they are dedicated to the 501(c)(3)'s mission to create a clean and safe community; foster inclusivity; provide homeownership and property pride incentives; and generate business development in the Hobart's Run focus area, bordered by Queen Street; N. Washington Street; Beech Street, Grant and Jackson Streets; and Keim Street in Pottstown.

Twila, director of economic development, has devoted her career to public service. In 2017 she was awarded "Person of the Year" by the Rotary Club of Pottstown for her work in the community. Twila serves on five local boards and committees. She is the mother of four daughters ages 16-24 and enjoys DIY projects, cooking international foods, and playing the mandolin.

Cathy started her career as a journalist then ran a free-lance writing business. After 21 years as The Hill School's communications director, Cathy shifted her full-time focus to Hobart's Run in



(L to R) Stephanie Trauner, Twila Fisher and Cathy Skitko.

2018. The mother of two grown sons, she volunteers for six Pottstown organizations, including serving as co-president of Steel River Playhouse, and advises Hill's student service program. She loves to travel when she can.

After graduating from Mount Holyoke College with a degree in English, Stephanie worked as a technical writer and editor and in accounting for an engineering firm. She then spent 15 years in Pottstown raising her children and supporting women as a birth doula. She loves cooking, event planning, and watching the wonderful transforma-

tion happening in Pottstown.

Learn more at hobartsrunpottstown.org, and follow their Facebook page @HobartsRun and Twitter and Instagram @hobartsrun.

Neighborhood Initiative, a 501(c)(3), was launched by The Hill School in 2016 to create a clean and safe community; foster inclusivity; provide incentives for home ownership and property pride; and generate quality business development. While specifically focusing on a 900-parcel area, Hobart's Run supports revitalization efforts throughout Pottstown.



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FOCUS ON POTTSTOWN BUSINESSES

Visiting Angels Senior Home Care in Pottstown

Visiting Angels Pottstown, owned by the mother-and-daughter team of Doris and Alycia Wertman, is celebrating its 12th Anniversary this year as the area's leader in non-medical, senior home care, serving families in Montgomery, Chester and Northern Berks Counties. They provide in home Alzheimer's and dementia care, errands/shopping, light housework, medication reminders, meal preparation, hygiene assistance and much more to seniors and adults, so they can remain independent in their own home, no matter where that home may be. Every home care situation is different, and Visiting Angels Pottstown offers flexible arrangements, an array of options, and expert services to clients from a few hours each week, to 24/7 live in care.

The range of services provided by Visiting Angels Pottstown fall under three umbrellas: Personal Care — which includes bathing, dressing, grooming, toileting and transfers; Housekeeping — light housekeeping, laundry, meal preparation, etc.; and Companion Care — “The fun stuff,” according to Doris. “After

all the work is done you might want to make them some lunch and sit down and eat with the client, because that's always so important, keeping them mentally and physically engaged. It may be one short visit a week, or it may be 24-7. We do it all.”

Doris and Alycia recognize that each client has a unique set of needs, and care should be unique as well. Doris and her team work closely with families and other health care professionals to create a care plan that addresses all of each client's individual needs. As those needs change, they will adapt that care plan to address any changes in the client's health or well-being.

Doris and Alycia also stress that Visiting Angels Living Assistance services are provided by experienced caregivers who understand the importance of providing quality care with compassion, dignity and respect. They believe in treating each client like family. Providing assisted living services with a special touch is what they do each and every day.

Caregivers and office staff are in regular communication with each other and with

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each client's family to discuss the care being provided. They also have a system of follow up and monitoring that includes frequent phone calls and at home visits. This system of monitoring helps Visiting Angels to ensure the client is well cared for and that they are getting along well with their caregiver. Visiting Angels also empowers the caregiver for each client to follow up with the office or family if they notice any changes in the client's health or well-being. They have the skills and training to notice even the smallest changes in demeanor.

“We are thankful to have had the opportunity to serve the Pottstown and surrounding communities,” Doris said. “It has sincerely been an honor and a privilege to assist families in the area when they find themselves at a very vulnerable time in their lives. As family, Alycia and I both know on a personal level, how great the concern is to be certain our loved one is treated with dignity and respect.”

For additional information, please call 610.487.0574, and visit: www.VisitingAngels.com/Pottstown.




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Company president and founder John A. Bigham III has lived in the Pottstown, PA area his entire life. He attended Owen J. Roberts High School and received his MIS degree from Saint Joseph's University in Philadelphia, PA. Upon graduation from college, John worked for a large accounting and finance firm as a consultant for large insurance companies. He became a producing insurance agent/broker in 2005. Since then John has become successful by utilizing his insurance knowledge and strong work ethic to provide his clients with the necessary insurance coverage at a competitive price combined with superior customer service.

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WHY IS MY WEBSITE NOT CONVERTING?



MARKETING TIPS

By Shelby Macilvain, Communications Manager, beMarketing

Your company's website is one of your top marketing tools, second only to your social media strategy. Not only does it act as your brand's first impression, but it is also a prime driver for sales conversions. Increasing conversions is one of the main goals of your website, compelling visitors to take the desired action to boost your overall revenue. But if you frequently ask yourself, "Why is my website not converting?" you might not be grabbing your potential customer's attention. The digital marketing experts at The Hive share how to increase conversion rates on your website.

1. Utilize SEO — A local SEO strategy typically includes:

- Local keyword research to ensure your content targets the terms your audience searches
- Expert content creation to target your keywords
- Comprehensive content strategy to ensure your material is seen by your target audience
- Optimizing your Google Business Profile
- Strong internal link building so Google crawls your content faster

2. Strong CTAs — Every page on your website should have a single goal with a clear call to action to encourage visitors to

take the next step. Depending on your company, strong CTAs can include "Call Now", "Book Today", or "Schedule an Appointment."

3. Create Mobile-Friendly Pages —

Over half of your customers and potential customers search for your business on their phones. That means your website must provide a seamless mobile experience to convert visitors into customers. A mobile-friendly website includes:

- Easy-to-read text
- Links and navigation are easily accessible and clickable
- Page headers and images look great and display properly
- Fast loading pages



4. Measure Metrics — Start with tracking these six website metrics:

- Number of visitors
- Bounce rate
- Average page views per session
- Session duration
- Average time on page
- Top traffic source

5. Showcase That You Are Trustworthy — Security trust symbols, an SSL certificate, case studies, and user testimonials can improve the security and trustworthiness of your website. Including these can

boost potential visitors' confidence in your website, which will hopefully lead to a conversion.

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HOW TO BE CONSISTENT ON SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

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

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

Here are some great tips to perform regularly:

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

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

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

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

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

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

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



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Ask SCORE

TIPS FOR CREATING A SOCIAL MEDIA POLICY FOR YOUR SMALL BUSINESS

Social media in the workplace is a huge gray area for employers. Putting guardrails around social media use has been a growing challenge as these platforms have become a central part of our lives – and our work.

Social media use in the workplace was once simply a concern over time management. Could you trust your employees to get work done with the distraction of Facebook notifications popping up on their phones throughout the day? Today, there's another layer of complexity as more and more professionals use and rely on social media to do their jobs. Even more, many businesses now rely on their employee's social media content to

promote the company and drive customer awareness.

If you haven't already, consider creating a social media policy for your small business. A written policy will help you clarify the gray area into a more black and white set of social media usage expectations that support and protect not only your business, but your employees as well.

Create a social media policy that clearly states the do's and don'ts of social media use related to your business.

There's a lot to consider when deciding what goes into your social media policy and how to find a balance between the legal rights of the employees, your rights as an employer and the general wellbeing of your entire team.

(Continued on page 21)

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Ask SCORE

(Continued from page 19)

Consider these tips as you set out to create a social media policy for your business.

Tip #1: Recognize that Your Employees Have Rights

Protecting your company from the financial impacts of lost time and reputation damage by restricting social media usage and certain types of content can begin to infringe on your employee's right to freedom of speech and other rights. Do your homework to understand your employees' rights and your rights as an owner before you draw up your social policy.

The National Labor Relations Board is a great resource for learning the details of the National Labor Relations Act and its protection of an employee's freedom of speech.

Tip #2: Be Clear on Your Expectations About Social Use in the Workplace

You need to be upfront with your team about their use of social media during work hours. And, those stipulations need to be spelled out clearly in your policy. If you feel that it's in the best interest of the company to limit social media use to breaks or the lunch hour, then that goes in the policy as a line item. Be specific so there's no confusion.

Tip #3: Talk to Your Employees Before They Endorse Your Product on Social

There's a fine line between employees rallying behind your brand with positive social posts and coming across as endorsing or promoting a product to an unknowing audience. The Federal Trade Commission's Endorsement Guide details specific rules to prevent paid company endorsements as a way to protect consumers. Employees who use their social accounts to promote your product without disclosing that they work for your business put themselves – and your company – at serious risk. Take your lead from the FTC's guidelines and make sure this is clearly spelled out in your social policy.

Tip #4: Create a Policy that Addresses Both General Employees and Social Media Managers

Your policy needs to account for the actions of employees tasked with managing your business' social media accounts. This can include posting and sharing content and commenting on your behalf.

(Continued on page 22)

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Ask SCORE

(Continued from page 21)

Create a separate policy for these members of your team, or create an addendum to your policy that details the guidelines for posting, including a social strategy and plan for the business. Whichever you choose, make sure your expectations are clearly documented and communicated.

Tip #5: Discuss Your Social Media Policy Openly with All of Your Employees

Documentation is important, but openly communicating your expectations is the secret to the success of your social media policy. Discuss the policy with your employees and welcome their feedback.

Before you add your social media policy to your employee handbook, run it by a group of advisors.

Your social media policy, like any other business policy, has a legal impact on your business and should be run past your attorney before being implemented. It's also a good idea to consult a Human Resources professional to make sure you've thought through every aspect of how social media could impact your business.

Another smart source of guidance is your SCORE mentor. A SCORE mentor can support you as you draft your policy and connect you with a small business attorney and HR consultant who can help you put the best policy in place for your small business.

For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricounty.score.org/content/find-mentor-183>.

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

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TACKLING A CONSTRUCTION PROJECT, WHERE TO BEGIN??



**By Sarah Phillips,
President, Irish Creek
Construction**

Construction often solves a problem that an individual or a company is facing – growth and the addition of more employees or a life event, like new baby usually lead to the need for more space. Employee remote work or kids leaving for college may present a need for less space, and likewise, the amount of space that you already have may be perfect but in need of an update or renovation to change how the space is utilized.

But where do YOU begin?? How to choose a contractor? How to choose an Architect, or is an Architect needed? What is the best layout of the new space for your home or company and what is the most cost-effective method to build it? So many choices can seem endless and daunting to say the least. Many people focus on cost as the main factor when making these decisions, but cost is not the only factor that should be considered and maybe it's not even the most important. A cost-

effective building does not solve any problem if it cannot be used in the time frame needed! Here are a few steps to take to make sure your project gets started on the right track:

Jot down a list of NEEDS for the space.

What are you looking to accomplish in the new space? Starting with your desired end use may help you develop a clearer path throughout the project duration.

Make a list of WANTS for the space.

Of course everyone WANTS Italian cultured marble counter tops, but is it a NEED? Defining this early will better enable you to have more control over budget, as you can get a cost for your 'wants' as alternates and add them into the project as budget and time allows.

Collect Photos!!! Pictures are worth a thousand words and adding photos to your above lists will help you to better communicate exactly what your project should include. Have photos ready of all of the NEEDs of the project and some of your WANTS as well. Also, make sure to include what you do and DO NOT like in the photos.

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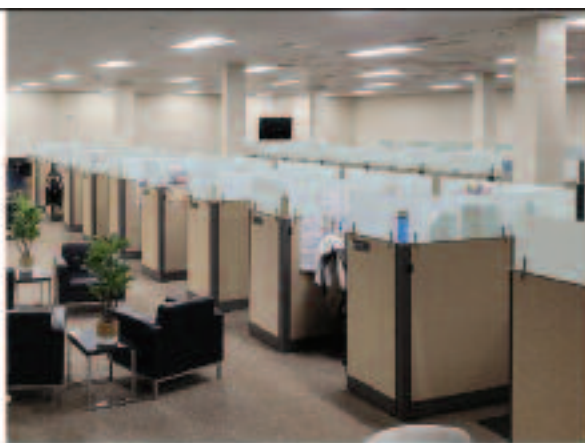
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Do not assume that your Design Team and/or Contractor know exactly what you want without photos or a specific material that you're looking for. There are so many variations in products, product lines and similar material types in today's world that if you want something specific, your best bet is to be sure to research and ask for that specific product.

Talk to people. Most important in beginning the construction process is finding a team that you will work well with. Ask people you know who have recently completed projects and request recommendations, but don't just run to the first suggestion. Use google or other

search engines to find other contractors and Design Professionals in the area and informally interview them. Get a feel for each company and imagine working with that team over the next 6 to 18 months. Ask what their processes are, required contracts, invoicing due dates, schedule to take on your project, etc. Maybe even present a problematic situation and question how they would help you to negate that situation.

Construction can be tough, but by following these simple steps, you can appreciate the construction process and look forward to enjoying your new or updated space.



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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

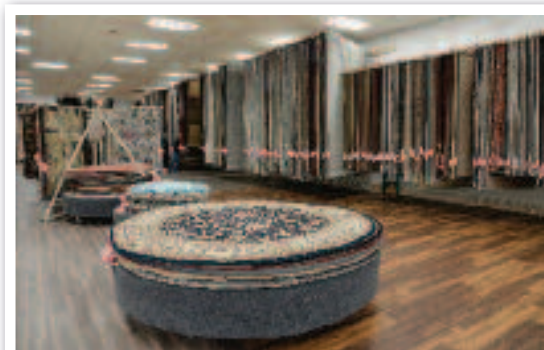
other 'flooring liquidators' cannot match. Our long-standing history with these vendors, and a unique liquid position in the marketplace, allows our buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and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

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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.

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

PHOTOS BY STYLISH IMAGES

ACE Technology Group

March of 2022 celebrated the 20-year inception of ACE Technology Group. The year was 2002, the “Dot Com Bubble” had just burst, and owner and CEO, Chris Shank, had been laid off just days before his wife was due to deliver their first child. What better time to start a business in a new market with an unproven business model than directly after a global technology industry crash?

Two decades ago, small business computer support was on a break-fix basis; usually with a pre-paid block of hours that you could use as needed or on a schedule. A technician would come by your office on specific days, maybe a few times a month, to perform routine maintenance, verify backups were completing, and help employees with any outstanding issues. This model was a win for the IT company but not for the client. The IT company got paid before any work was performed and had little incentive to perform preventative maintenance. If the client had a computer problem, they would typically have to wait for the pre-scheduled day or pay for an emergency visit. This reactive model proved very inefficient for small businesses, and having worked at several large companies, Chris saw the added productivity value of having IT professionals proactively manage the network of computers while also being available to employees for immediate support. So began his mission to find a solution for companies

of all sizes to have secure, affordable, and reliable technology to keep their businesses moving forward.

Putting the Internet to work, Chris understood that remotely supporting IT infrastructure would be an efficient way to “transport” a tech instantly to any office. Remotely supporting employees and businesses without travel time would give companies an affordable option for on-demand IT support without the costly overhead of having their own in-house IT department. Chris envisioned this “Remote IT Department” as a model that would make ACE different, faster, and better than the traditional break-fix consultancy operations that were available at the time. He did not want his new company, aptly named ACE Technology Group, to be categorized as another “break-fix” shop or typical IT consultancy. These archaic business models required customers to have problems so they could “fix ‘em and bill ‘em”. Using the novel concept of remote monitoring and support, coupled with his software engineering background, Chris was able to automate proactive maintenance and develop a fixed-fee business model allowing ACE to align its goals with our clients’ goals — trouble-free IT at an affordable price without the unexpected costs that come from poorly maintained systems.

In 2002, the remote IT management industry was in its infancy and wildly uncertain. ACE was at the forefront of the technology offerings as Chris worked to



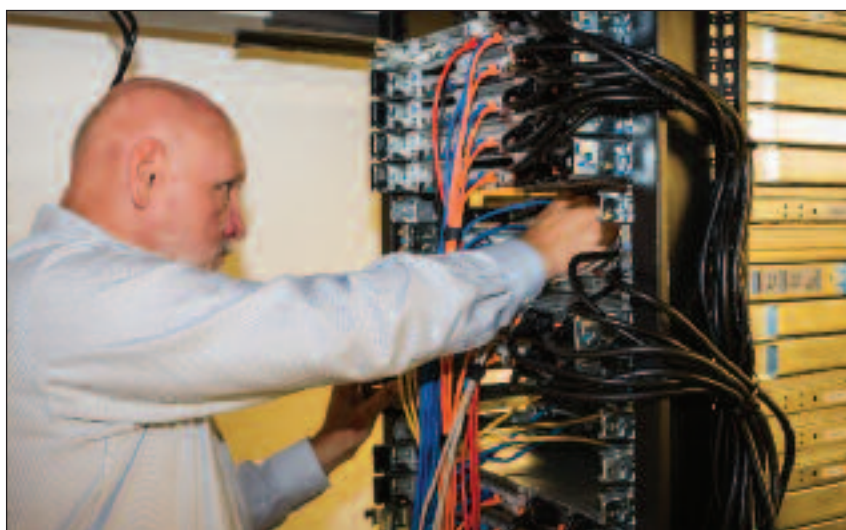
CHRIS AND ANDREA SHANK

assemble a toolkit for his fledgling company including remote access tools, ticket tracking, network monitoring, and billing. After a few years, the industry began to mature, and we had professional-grade tools at our fingertips. Our industry was finally given a name, Managed Service Providers or MSPs. But even back then, ACE was ahead of many of its peers. Chris envisioned ACE not only to be a “Remote IT Department,” but also wanted to include an “Enterprise-Grade IT Infrastructure” that we could extend to our clients. We offered centralized hosted email (with spam & virus cleaning) when many other IT shops were still struggling to support on-premises email servers. ACE also offered remote offsite backup directly to hard disks as part of our standard service plan at a time

when most of our peers were still backing up each customer to a local tape drive; a cumbersome process, prone to failures, slow restores, and a requirement for human intervention to rotate the tapes.

Twenty years later, ACE Technology Group continues to innovate and provide enterprise-grade IT services and infrastructure to help small businesses become more productive, agile, and secure. ACE has a full Infrastructure-as-a-Service (IaaS) hosted cloud offering that reduces costs for our clients by eliminating the large capital expenses associated with owning a physical on-premises server.

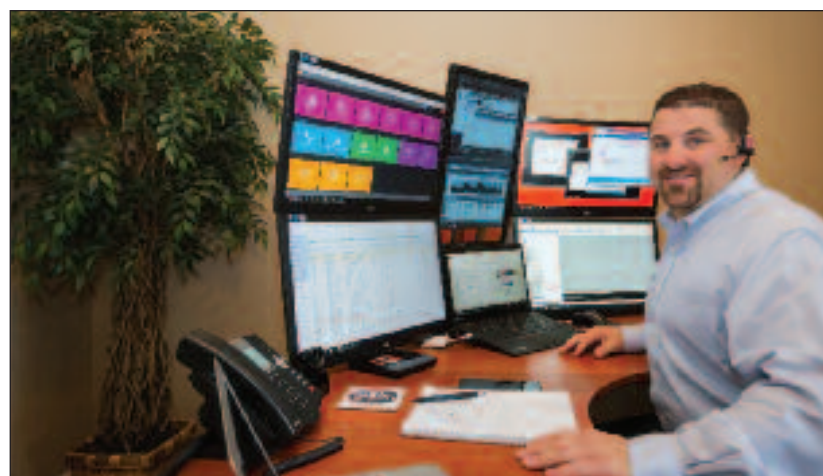
Our attention to security also sets ACE apart from our peers as we integrated modern cybersecurity tools and services into the fabric of our service and corporate culture as standard practice





almost a decade ago. Today, it's not a matter of if your company will face a cyberattack, it's a matter of when. Cyberattacks target large and small businesses alike and can leave irreparable damage. It's critical for companies to properly secure their technology infrastructure in order to protect their businesses and customer data. Cyber threats and scams are always changing and evolving, requiring businesses to constantly adapt to the world around them. Armed with this knowledge, ACE not only examines everything we do through a Cybersecurity lens, we also proactively look for vulnerabilities in our clients' environments so we can advise and assist them to develop a strong Cybersecurity posture.

We believe the job of an IT service provider is to protect the company from one of the largest, yet often overlooked contributors to cyberattacks — untrained employees. Gone are the days of employees getting away with saying "I don't know computers" and abdicating any responsibility for what happens to your network from their computer use. Employees must be responsible computer users, but employers must, in turn, provide proper computer and cybersecurity training. Just as you wouldn't allow



an untrained person to operate a forklift or delivery truck, you shouldn't let an untrained employee operate your business computer. After all, that computer may be a gateway to your financial data, the applications that operate your business, and your customers' personal data; any of which could be compromised or destroyed in a cyberattack.

Businesses can help their employees become responsible technology users by employing security methods composed of multiple layers of mitigation. Anti-spam & virus filtering systems should be integrated into all corporate email; this is

your first line of defense. Anti-virus software (AV) should be installed on every computer and maintained daily with updates. A "Next Generation" firewall with active security and threat detection is needed to guard against modern Internet threats. In addition to these layers, we offer services to test and train your employees by emulating phishing scams, as well as micro-quiz trainings and overall employee training security scoring for your organization. Ongoing cybersecurity testing and training help your employees to recognize attacks and stop them dead in

their tracks before they cost your business untold amounts in damages.

Finally, it's imperative for every business to have a functioning and dependable Backup and Disaster Recovery (BDR) plan in place to recover company data quickly and thoroughly. A BDR plan is key to ensuring that businesses can quickly recover from minor incidents, such as accidentally deleting a file, or catastrophic events, such as a flood, fire, or a ransomware attack. An off-site backup allows businesses to fully restore lost data or quickly create a cloud instance if a physical server is lost or compromised. These are key features that businesses should have in place to protect their livelihoods and employees from the ever-growing threat of a cyberattack. Because ACE has already integrated these security and recovery capabilities into our service offering, our clients get all the benefits of our enterprise-grade technology platform without the high capital expense and maintenance costs.



If you'd like to get to know ACE Technology Group or get a free cyber security audit, please visit us at <https://www.acetechgroup.com/cybersecurity-report/> or call 610.640.4223 and ask for Chris!

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REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



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

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.

GREATER READING CHAMBER ALLIANCE PRAISES REDUCTION OF CORPORATE NET INCOME TAX AND OTHER PRO-BUSINESS TAX CHANGES IN PA BUDGET

Jim Gerlach, President & CEO of the Greater Reading Chamber Alliance (GRCA) issued the following statement praising the passage of the 2022-23 state budget that includes the long-sought reduction of our state Corporate Net Income Tax (CNIT), the allowance for like kind exchanges, paying down the debt in the Unemployment Compensation Security Fund, and other important programs and policies that will directly benefit the Berks County business community.

"GRCA Members have long advocated for a reduction to Pennsylvania's prohibitively high CNIT. This gradual reduction from 9.99 percent to 4.99 percent by 2031 will send a clear signal that PA is truly 'Open for Business.' Thank you to the Berks County legislative leaders who voted for SB 1100 which also included finally aligning the state tax code with federal tax code, allowing for like kind exchanges. This tax change will greatly benefit our small business and agribusiness communities, helping them leverage additional funds to invest in expansion, improvements, and technology upgrades.

"We are very pleased to see \$42 million of American Rescue Plan funds go to paying down outstanding debt in the Workers' Compensation Security Fund which will ensure the Unemployment Compensation Tax levied on businesses will not be increased due to COVID related job loss. This \$45.2 billion budget will see increases in the Education Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit (OSTC) on top of an \$850 million increase for K-12 school districts with \$225 million earmarked for the 100 neediest school districts. The budget also includes the largest investment ever in agriculture, directing significant funding to combatting the spread of disease, such as avian flu, and invasive species, such as the spotted lanternfly.

"We applaud our legislative leaders for their fiscal conservancy in this year of historic revenue by holding new spending to just 2.9 percent over the 2021-22 budget. This budget will pay down \$2 billion in "structural" debt and increase the Rainy-Day Fund to \$5 billion, while preserving \$3.6 billion of the state's surplus for future budgets."

ADREAN TURNER
OWNER & CEO
TURNER COACHING & TRAINING
Member since 2016

GRCA
GREATER READING
Chamber Alliance

WE ARE GREATER TOGETHER
tinyurl.com/weareGRCA

ADVOCACY

UPCOMING EVENTS

PENN STREET MARKET 2022

Thursday Aug 4, 2022

Every Thursday June-September

11 a.m. - 1 p.m.

638 Penn Street, Reading, PA 19602

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

Free to attend! Free for all ages!

Contact Information: Aaron Gantz
agantz@greaterreading.org

CLEAN EATZ RIBBON CUTTING

Saturday Aug 6, 2022

August 6, 2022

11 am to 3 pm

cutting at 12 pm

1665 State Hill Rd

Wyomissing, PA 19610

<https://www.cleaneatz.com/locations/reading-pa>

ANNUAL PICNIC 2022

Tuesday Aug 9, 2022

4:30 PM - 8:30 PM EDT

Rain date: Thursday, Aug. 11

FirstEnergy Stadium

1900 Centre Ave.

Reading, PA 19601

\$45 per person / Member

\$55 per person / Not-Yet Member

\$400 for 10-ticket bundle

\$800 for 20-ticket bundle (includes batter in home run derby)

Contact Information: Rachael Romig
610-898-7775

rromig@greaterreading.org

register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11131>

ADVANCED EXCEL - AUGUST 2022

Wednesdays: August 10, 17, 24, 31

8:00 a.m. - 10:30 a.m.

Shearer Technical

727 Penn Avenue

West Reading, PA 19611

\$300/person - Chamber Members;

\$375/person - Not-Yet Chamber Members

<http://GreaterReading.org>

Contact Information: Mark Dolinski
mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11183>

BCAC MEETING: AUGUST 2022

Friday Aug 12, 2022

9:00 AM - 10:30 AM EDT

Meetings are held the 2nd Friday of each month.

Virtual Event

Login Link sent week of meeting.

Free to attend for BCAC Members Interested in attending? Contact Katie Hetherington Cunfer.

Contact Information:

Katie Hetherington Cunfer 610-898-7773
kcunfer@greaterreading.org

INTRO TO EXCEL - AUGUST 2022

Monday Aug 15, 2022

Four weeks on Mondays:

August 15, 22, 29 and Sept. 12

8 a.m. - 10:30 a.m.

Shearer Technical

727 Penn Avenue

West Reading, PA 19611

\$300/person - Chamber Members

\$375/person - Non-Chamber Members

<http://www.greaterreading.org>

Contact Information: Mark Dolinski,
Vice President Training and
Professional Development
mdolinski@greaterreading.org

register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11180>

Women2Women- LEAN IN CIRCLE INFORMATION SESSION - 2022

Tuesday Aug 16, 2022

5:00 PM - 7:00 PM EDT

Center for Business Excellence

49 Commerce Drive, Reading, PA 19601

Fees/Admission

Free to attend!

Registration required.

Contact Information: Rachael Romig
610-898-7775

rromig@greaterreading.org

INTERMEDIATE EXCEL - AUGUST 2022

Friday Aug 19, 2022

8:00 AM - 10:30 AM EDT

Four weeks on Fridays:

August 19, 26, Sept. 9, 16

Shearer Technical Computer Consultants

727 Penn Avenue

West Reading, PA 19611

\$300/person - Chamber Members;

\$375/person - Not-Yet Chamber Members

www.GreaterReading.org

Contact Information: Mark Dolinski, Vice
President Training and Professional Development
mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11182>

BERKS FBA ALL IN THE FAMILY GATHERING 2022: UNIQUE SNACKS

Wednesday Aug 24, 2022

11:30 AM - 1:00 PM EDT

Unique Snacks (Unique Pretzel Bakery)

215 E Bellevue Ave.

Reading, PA 19605

Complimentary to attend.

Registration is limited and open to family businesses.

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



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:

41 Years

Diamond Credit Union

35 Years

Boyetown Area School District

30 Years

TriCounty Community Network, Inc.

10 Years

VideoRay LLC

5 Years

Turner Coaching Training & Consulting, LLC

WELCOME NEW MEMBERS!

Congratulations to the businesses listed below for being a new TCACC Member!

Rose Garden Preparatory Day School

<http://rosegardenprep.com/>

(484) 624-5094

Child Development- Day Care Providers – Child

Hammond Group, Inc

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

(610) 427-8003

Manufacturers and Processors

2022 ECONOMIC DEVELOPMENT LUNCHEON HIGHLIGHTS



By Eileen Dautrich, TCACC President

At our Economic Development Luncheon on June 23rd, The TriCounty Area Chamber of Commerce was able to recognize the following with special awards:

• **Regional Planning Award** to Berks, Chester and Montgomery County Commissioners for forming the Schuylkill River Passenger Rail Authority.



ABOVE: From left to right: Chester County Commissioner Michelle Kichline, Chester County Commissioner Josh Maxwell, Montgomery County Commissioner Kenneth E. Lawrence, Jr., Berks County Commissioner Michael S. Rivera and Berks County Commissioner Christian Y. Leinbach

• **Community Impact Award** to Montgomery County and Chester County Health Departments in recognition of their tireless and impactful efforts through this pandemic.



ABOVE: From left to right: Montgomery County Health Department-Toyca Williams, Kyle Schmeck, Chester County Health Department- Jeanne Franklin, Dale Weiser, Mike Baysinger



• **Educator of the Year Award** to Stephen Rodriguez, Superintendent of Pottstown School District, for his leadership on Fair Funding.

LEFT: From left to right: TCACC President, Eileen Dautrich with Superintendent of Pottstown School District, Stephen Rodriguez

STAKEHOLDER

Constellation

Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.

DANA

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Precision Polymer Products, Inc.

SCHULTZ technology

VICTORY BANK
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TOMPKINS
BANKING | INSURANCE | WEALTH

BUILDING COMMUNITIES

ceg Herbein
CMAA + AIA + LEED

Maillie
ACCOUNTANTS + ADVISORS

POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION

CREATING CONNECTIONS

Diamond Credit Union
We're your way.

Martin
STATION EQUIPMENT

MONTGOMERY COUNTY COMMUNITY COLLEGE

POTTSVILLE AREA ECONOMIC DEVELOPMENT

OWM
OFFSHORE WIND & MARINE, P.C.

Rhoads Energy

SUPPORTING COMMERCE

benXchange.

TriCounty Area Chamber of Commerce
Building Connections. Creating Opportunities. Supporting Commerce.

Annual GOLF OUTING and CLAMBAKE

MONDAY, SEPTEMBER 12
HICKORY VALLEY GOLF CLUB
1921 LUDWIG RD. GILBERTSVILLE, PA 19525

REGISTRATION OPENS AT 10:30 | SHOTGUN START AT NOON

PRICE PER MEMBER: \$200
PRICE PER MEMBER FOURSOME: \$750
PRICE PER MEMBER DINNER ONLY: \$50

NETWORKING LUNCH, GAMES, COCKTAILS, CASH PRIZES AND MORE!

Presenting Sponsor:
SCHULTZ technology

Rain Date:
September 26

Sponsorship opportunities are available!!

SEASON 9

COMING SOON!

Beginning August 24th, tune in every other Wednesday at 12 PM for a chance to win a gift card!

Tune in on

f in

@TriCountyAreaChamber

Follow our page for updates

Scan the QR to learn more about Chamber Chat!

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@TcaccTri

TriCounty Area Chamber of Commerce

TriCounty Area Chamber of Commerce

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE *Building a Better Community Through Business*

• P.O. Box 127, Royersford PA 19468 • 610.489.7200



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work. The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!



The Owners of Hares Hill Brewing, Operation Backpack, and the Business and Brews Organizers

Business and Brews Donates to Operation Backpack

On Thursday, June 23rd the Young Professionals Network of the Spring-Ford Chamber hosted their second event at the Hares Hill Brewing Company in Pottstown. The group gathered for great food and beverages sponsored by Hares Hill and Nathan Rottmayer, Keller Williams. The Business and Brews group chose Operation 143 (Formerly Operation Backpack) a 501c3 nonprofit organization, providing food to students in our community who would go without over the weekend. We work to help homeless and hungry students succeed by addressing the issue of childhood hunger as their charity of choice for their networking event. Anyone who donated items to Operation 143 received money off their beverages of choice. Hares Hill Brewing also matched all donations and made a contribution of over \$300 directly to the charity that evening. Business and Brews will host their next event during the Spring-Ford Chamber Member Appreciation Event. Beer and Wine will be sponsored by Citadel Credit Union.

UPCOMING EVENTS

Registrations can be found at
www.springfordchamber.com

Chamber Luncheon – Re-Energize August!

Spending Time to Re-Energize Yourself
Thursday, August 11th – 11:30am – 1:00pm
Creekside Bar and Grill

Limerick Community Day

Saturday, August 13th 12:00 – 4:00pm
Limerick Community Park
Registration Now Open

Shark Think Tank

Business Owners Roundtable
Thursday, August 18th 11:30am – 1:00pm
Copperfield Inn at Lakeside
Business owners' members only

Chamber Appreciation Event

Carnival Theme
Wednesday, August 24th 5:00pm – 8:00pm
Pottstown Carousel
All Members and Their Families Welcome
Fun For All Ages / Business and Brews
Networking / Carnival Games / Hot Dogs,
Cotton Candy, Ice Cream and more treats

Chamber Luncheon

Thursday, September 8th – 11:30am – 1:00pm
Sunnybrook Ballroom
Speaker: Donna Botti, DELOS
Updating your social media – Staying on top of
the newest trends

Upper Providence Community Day

Saturday, October 15th 12:00 – 5:00pm
Upper Providence Township Building
Registration Now Open
Fall Festival and Business Expo

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE



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

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

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

FEATURED EVENT:



UPCOMING EVENTS



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REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



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

Welcome to the Perkiomen Valley Chamber of Commerce!

For 65 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. Visit www.PVchamber.net to view membership directory. To sign-up for E-news, send request to info@PVchamber.net. Follow the PV Chamber FaceBook Page @PerkValleyChamber.

WELCOME NEW MEMBERS

United Insurance & Insurance Group -
Edward Dath
Commercial and personal risk solutions
(484) 881-6848; www.unitedinsurancefinancial.com

Holly Lockhoff Nutrition - Holly Lockhoff
Registered dietician providing nutrition counseling
to individuals, sports teams and organizations
(610) 937-2681; www.dietitianholly.com

Carpet Patrol - Lazarus Diaz
Professional and residential carpet cleaning
(484) 687-7511; www.carpetpatrolpa.com

UPCOMING EVENTS

August 3, 2022 - Annual Night Out at Reading Phils

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

August 24, 2022 - Mixer at Providence Place Senior Living

4pm - 6pm

Providence Place Senior Living has teamed up with Troubles End Brewing to create a beer and food pairing menu for the Mixer. Raffle drawings for fabulous prizes! All welcome to attend... members are free; \$10 non-member ticket.

Business Book Club - August (TBD)

Our next book discussion will be held in August at Evansburg Winery. Enjoy a flight of wine, appys and an interactive book discussion, "Bargaining for Advantage" by G. Richard Shell. All welcome to attend.

Save the Dates...

• October 6th -
Mega Multi-Mixer at Arcadia at Limerick Pointe

• December 6th -
Annual Holiday Party 5pm -7pm

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

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.

BE BETTER. GROW FASTER!

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Small Business Resource Association

SBRAssociation.com

814.808.7272

2395 Lancaster Pike Shillington

PVCC 36th Annual Golf Outing at Spring Ford Country Club



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

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

We are there for you and your business.

SCORE

FOR THE LIFE OF YOUR BUSINESS

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com



THE SBRA COMMUNITY OUR STUDENTS & THEIR FUTURE



By Gary Seibert, CEO,
Small Business Resource Association

At the time of this writing, the SBRA is three weeks into a 6-week program called the Emerging Entrepreneur Academy (EEA). We are helping high school juniors and seniors that have shown an interest in someday owning their own business. The program provides the principles of starting and running a business as well as interning with a local business to see how the information they learned is applied. Ten years from now they will be 27 or 28 years old and hopefully, gainfully employed or running their own business. Twenty years from now they will be in their late 30's and in a position of influence in their personal lives as well as in their work and local community. It's hard to believe that this generation of teenagers will be responsible for someday determining the future of our country. My parents said the same thing about me and my peers 60 years ago.

For what it's worth, I believe I have some encouraging news. The student mix in this summer's EEA program is made up of 55% students from Reading High and 45% from other suburban schools. They are giving up six full weeks, 9:00 a.m. to 4:00 p.m. every week day of their summer vacation to learn and then practice the skills of an entrepreneur. These students had never met before our first class on June 20th but within the first three weeks they have bonded and become great friends. They are eager to learn and when put in small groups to solve problems or

perform team building activities, they work together like they had known each other for years.

Our staff is made up of local business owners that have specific experience and expertise diverse topics that they are able to teach through real-life situations. We also have a local Entrepreneur each day that "tells their story" to the students about the good, the bad and the ugly details of their journey. The questions the students are asking and the responses from the speakers are absolutely incredible.

Their note taking is incredible as we've already gone through three reams of paper. The comments we get after each session from the staff is truly encouraging and optimistic as they see young students that really do want to learn so that someday they will become successful business owners in control of their destiny. In many cases, this is totally different from the environment they are growing up in.

Every day we have a panel of four different business owners that are asked a variety of questions related to the daily business theme.

The students are allowed to participate in the discussions with comments or questions. This stimulates a desire to learn more and the panel participants are invited to stay and have lunch with the students which encourages further and deeper discussion. Relationships are being developed, business cards are being given to the students and some of them are even being invited to visit the owner's business to discuss a future internship during the school year.

In the afternoon we always have some type of a team building event that reinforces something we have taught

earlier in the day. The students are learning the concept of teams working together for a common goal as well as how culture plays a key role in the success of a business. Debriefing is the most important part of the activity as it points out and reinforces how the activity is not just fun, it really teaches something useful for success in their personal and business lives.

The last two sessions in the day we call "Digging Deep" where our instructors take the daily theme and provides content and examples that will further help the students better understand the topic and how to apply it in the business world.

Each student has a 3-ring binder that at the end of their six weeks will be their operations and procedure manual for starting their business. Not only will this binder include hundreds of pages of information that will be useful to them in the future but, equally valuable, will be a resource list that they will have to get even more information and help.

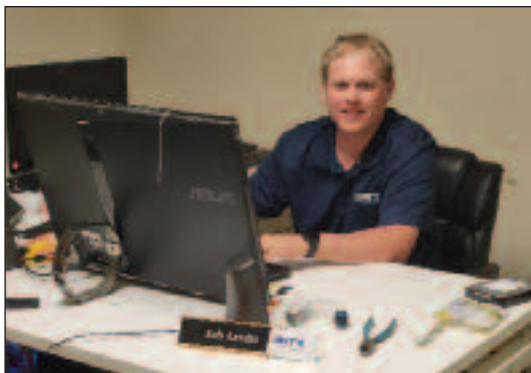
Yes, I am encouraged because these past three weeks have introduced me and all the EEA staff to what we believe will be the future leaders and business owners in Berks and beyond. These young men and women really do want to excel, own a successful company and give back to their community. These students are the remains of the past that built our GREAT country and the future that will keep it GREAT. And here is the best news, I believe that there are hundreds of thousands, even millions of students in our country, right now, that are just like the students we are working with. They just need to be exposed to all the opportunities that are available to them. Not every child needs to go to college but every child needs to find a career path. We will discuss that in more detail next month.



SBRA Business Spotlight



Binary IT Solutions is a Managed Service Provider (MSP) for small and medium sized businesses. Our objective is to dedicate ourselves to handle your IT needs so your business can move forward and grow. Services include but not limited to, cloud management, network support, cybersecurity, PC/Server support, Disaster Recover, plus user training.



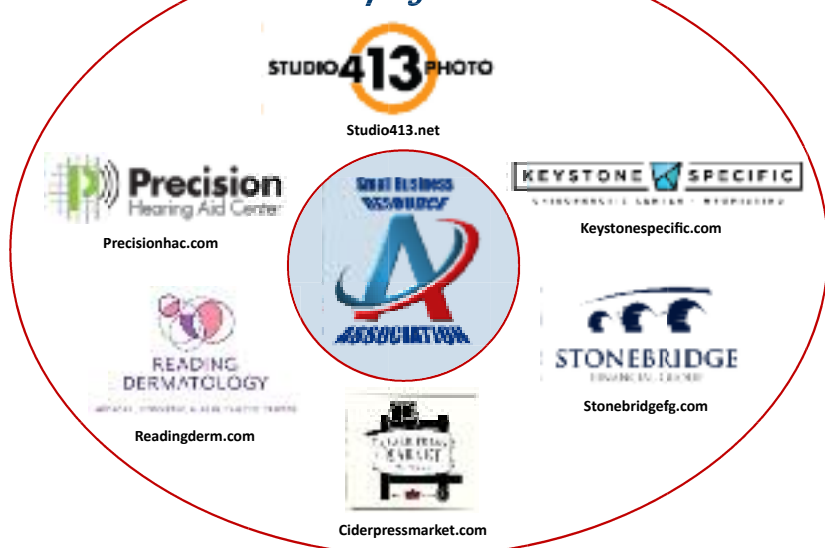
Address: 2669 Shillington Rd #423 Reading, PA 19608

Phone: 610.320.2628

Website: www.binaryitsolutions.tech

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



Thank You to the SBRA's 2022 Emerging Entrepreneurs Academy Sponsors!



SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



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

Free to the public.
Get more details and register at

MEMBER MINGLES – NETWORKING

Wednesday, August 31st, 5:30-7:00

B2 Bistro: 701 Reading Ave, West Reading, PA 19611
Register: <https://www.sbrassociation.com/#EVENTS>

Learn How the SBRA Can Help Your Business Grow

– Membership Benefits Update
Wednesday, August 31st,
9:00-9:30 a.m.

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

NEW SBRA MEMBERS

Binary IT Solutions

Linda Giorgio Real Estate

Amy Markwood

Beyond Your Exit Wealth Management

eXp Realty

My Coffee Connect / Metwalk

N&C Transportation Company LLC

Sterling Life Solutions

Reading Hotels, LLC

Learn how to develop a high performing team for ultimate success and growth!

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- Have a team that knows how to communicate clearly?
- Have a team that embraces change and actively helps you identify opportunities?
- Have a DREAM TEAM that really supports you and your business?

After two decades of successfully supporting small businesses to attain their visions it became apparent that there are 3 key elements you need to master to create a dream team like this...



Team Alignment Framework



Let me help you master the 3 key elements to create complete TEAM ALIGNMENT and take your business to the next level.

Learn more @ www.faustcoaching.com

THREE WAYS TO PREPARE YOUR TEAM TO BE SUCCESSFUL WHEN YOU TAKE TIME OFF



DREAM TEAM TIPS

By Audrey Faust, Business and Certified NeuroCoach

Oftentimes as a CEO,

taking time off can be a double-edged sword. We find ourselves really wanting and needing to take time off to decompress but at the same time filling our minds with what ifs that can make taking time off feel like an insurmountable challenge! I want to help show you that you can take time off and it all starts with preparing your team to be successful when you're away.

1. Be clear before you leave

Let your team know exactly when you're leaving, even to the minute. This gives them plenty of time to check in with you before you leave on anything that they might have questions about or need feedback on.

Organizing a pre-vacation meeting with your key team members will also help to clear up any outstanding issues.

2. Empower the small things

Let your team be in charge of the little things and then designate one individual on your team who is in charge of the larger things. That way there is a clear structure of command and other team members know who to turn to when they have questions about the bigger pieces.

3. Set boundaries and stick to them

These boundaries are making sure that only one person from your team is able to contact you while you're away. Make sure to set boundaries around your available times and preferred method of communication to ensure that you're not being constantly bombarded with things, allowing you to fully enjoy your vacation.

Don't forget to set your out of office reply on and DO NOT reply to any emails until you're back, otherwise you will open the floodgates.

The hardest part about setting boundaries is actually sticking to them but if you do then you're going to give yourself the gift of true rest and relaxation. Not just half relaxation, half mind on that email you've seen pop in.

When we are fully recharged, we come back with more energy, bigger and greater ideas, and more motivation to take your business to the next level.

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



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NCUA NMLS ID #488114

North Montco Seeks Clinical Setting for Allied Health Program

In the wake of COVID, North Montco Technical Career Center's (NMTCC) Allied Health program lost its clinical partnership. Unfortunately, this extraordinary component of the program had to be sacrificed due to the pandemic and necessary safety protocols. The program's focus this summer is to identify new partnerships for the clinical experience in time for the Fall 2022 semester.

At NMTCC, the Allied Health Program is a dual enrollment, college prep program for high school students exporting health-care careers. The program is distinct because it is operated at a participating Montgomery County clinical or hospital location and offers students a chance to observe how professional clinicians operate.

In prior years, the program's students would report to the hospital where they received theory and technical instruction. In addition, through a bi-weekly schedule of clinical rotations, students gained knowledge while working beside medical professionals in various hospital departments, such as Med-surge, ER, Lab, ICU, etc.

Ms. Bossert, RN, MSN and NMTCC's Allied Health instructor, is at the site to greet students during each rotation and escorts them to their assigned rotation. While in the clinical setting, students keep a journal of their observations and learning experiences.

"The Allied Health program is a great way for students to solidify their direction of becoming health care professionals," says Ms. Bossert. She explains, "The goal of this program is to help provide students the feel of the hospital floor as they

prepare for their careers. This partnership benefits participating hospitals by generating community involvement and awareness. Students in this program can help support the participating hospital's mission as a volunteer or help direct community members to useful health-care information."

The NMTCC Allied Health Program is a selective program for students pursuing the college prep pathway. Students apply as juniors from their sending high schools, and only 36 students are accepted each year. "The loss of the observational component, though temporarily, has impact, as this program inspires some of our best and brightest students." Every student that has had this experience to date has pursued careers such as a medical doctor, nurse, pharmacist, physician assistant, therapist, or similar. Most important, though, is that they return to this area after their training and add incredible value to our local workforce."

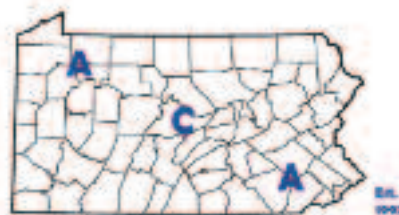
If you are interested in learning more, please contact Dr. Beth Ann Haas at bhaas@nmtcc.org. North Montco offers six high-demand occupation sectors where students build workplace skills and earn the certifications employers want most: Construction Trades, Culinary Arts, Engineering, and Manufacturing. Training in all of the programs reflect current industry trends and advances in technology. Partnerships with business and industry, manufacturing and schools have kept North Montco's programs state of the art to meet the demands of local employers.

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MEDICARE PRESCRIPTION DRUG PLANS



ASK DAVE

Provided by David Morrison, Medicare Education Services

What are the differences between the different Medicare Prescription

Drug Plans? – Joanne G., Norristown

That's a common question Joanne. Before we get to what is different, let's look at what is the same with all Part D Prescription Drug Plans (PDP's).

All Part D PDPs are offered through private insurance companies and go through four stages of spending. A Medicare Beneficiary moves through these stages based on shared spending between the Beneficiary and the drug company, so as you move through the different stages, the cost of your drug will change.

The differences in Part D PDPs have to do with your cost, both in terms of the premium you pay for the plan and the amount you pay for your drugs.

The premium, or money you spend to buy your drug plan, will be different with each plan. There are Part D plans that are included in Medicare Advantage plans. Medicare Advantage (MAPD) plans cover

all your Medicare Parts A and B benefits, as well as Part D coverage. There are also stand-alone Part D plans. These plans have a premium that can range from around \$10/month up to over \$100/month.

Another difference between PDPs is the actual cost of drugs from one plan to the next. Drug companies place covered drugs on a formulary, or list of drugs. Each drug on the list is given a tier, from tier one to tier five, with tier one being the least expensive, and tier five being the most expensive.

Each drug company has a different formulary. That means a tier 3 drug with one company may be a tier 2 drug with another company. Based on your personal drug regimen, different PDPs will be more cost effective for different people. That is why it is wise to review your PDP plan during the Annual Enrollment Period. This ensures you are in the best plan for the drugs you take. People can often reduce their drug cost by selecting a different PDP.

Questions about your drug plan? Call Dave, a licensed agent, at 484.424.5222 for assistance and visit www.MedicareEducationServices.com.

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- ✓ 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.



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

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

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

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MEDICARE PART D

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

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Ask SCORE

SOLOPRENEUR TIPS

Ways to Grow a One-person Business

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

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

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

TIPS FOR GROWING A SOLO-BUSINESS

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

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

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

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

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

(Continued on page 42)



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Ask SCORE

(Continued from page 41)

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

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

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

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

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

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

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

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org. SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.



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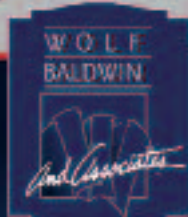
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AN OVERVIEW OF VETERANS BENEFITS



LEGAL PERSPECTIVES

By Michelle M. Forsell, Esq., Wolf, Baldwin & Associates, P.C.

President Abraham Lincoln promised "to care for him who shall have borne the battle, and for his widow, and his orphan" during his second inaugural address in 1865. The mission of the United States Department of Veterans Affairs (VA) is to fulfill that promise for all veterans. However, many veterans and their families are unaware of the plethora of benefits available. This article seeks to provide an overview of benefits available to veterans and their dependents through the VA.

First, a few statistics to put into perspective the veteran population. The VA's Geographic Distribution of VA Expenditures for Fiscal Year 2021, the National Center for Veterans Analysis and Statistics, estimates that the entire country's population is comprised of over 19 million veterans with monetary expenditures of over \$111 billion for compensation and pension and over \$88 billion for medical care. These figures are staggering. In comparison, Pennsylvania has over 770,000 veterans with monetary expenditures of over \$3.1 billion for compensation and pension and over \$3.1 billion for medical care. This information as well as other state statistics can be found at www.va.gov.

The VA provides a variety of benefits to the veteran during lifetime, including healthcare, life insurance, non-service

connected pension, service-connected disability compensation, education and training, and housing assistance in the form of loans or grants. Dependent family members may also be eligible for dependency indemnity compensation, in addition to healthcare (including CHAMPVA and TRICARE programs), life insurance, education and training, and housing assistance. A veteran or spouse may also be eligible for enhanced benefits in the form of housebound benefits or aid and attendance. Aid and attendance may be used to supplement the costs of in-home or facility care. Each benefit has its own eligibility requirements consisting of active-duty service, whether the veteran served during wartime, health needs, or financial need, among other criteria.

(Continued on page 46)

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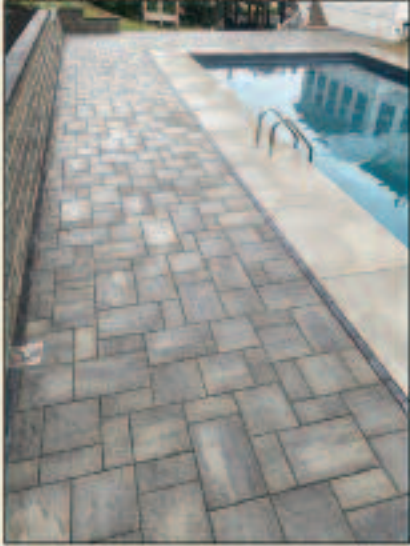
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LEGAL PERSPECTIVES

(Continued from page 44)

And last, but not least, there are also burial benefits consisting of headstones and medallion markers, presidential memorial certificates, a financial allowance, and even burial in a national cemetery.

Although a veteran and the family could attempt to navigate these areas themselves, it is wiser and more beneficial to use a VA-accredited attorney or Veterans Service Organization (VSO), who understand the complexities of the federal law and VA regulations.

There are additional resources available in Pennsylvania at the state, county, and local levels. These resources are in addition to the federal VA benefits. Pennsylvania provides emergency assistance through grants, employment assistance, educational assistance, various pensions, specialty license plates, and Veterans Homes. Pennsylvania's Department of Military and Veterans Affairs can be found at www.dmva.pa.gov.

Additionally, Montgomery County has real estate tax exemptions, shuttle service for medical care to specific VA medical facilities, and burial benefits. And do not forget about the Veteran's Photo ID Discount Card that entitles veterans to discounts on goods and

services throughout the county. Montgomery County's Office of Veterans Affairs can be found at www.montcopa.org/266/Veterans-Affairs.

Local organizations include Veterans Brotherhood located in Pennsburg with a website of www.veteransbrotherhood.vet, and local chapters of the Veterans of Foreign Wars (VFW) and the American Legion, among many others. These local organizations are typically run by volunteers and strive to assist veterans with their daily needs.

I realize that after reading this brief overview of benefits from various sources, it probably feels more like drinking from a firehose rather than sipping from your favorite glass. Rest assured that in future articles, I will dive deeper into some of the specific government benefits available to veterans and their families, including eligibility requirements.

Michelle M. Forsell is an elder law attorney at Wolf, Baldwin and Associates P.C. She is a member of the National Academy of Elder Law Attorneys and accredited by the Department of Veterans Affairs to assist claimants in the preparation, presentation, and prosecution of claims for VA benefits. She practices primarily out of the firm's Pennsburg office and can be reached at 215.679.5912 or by e-mail at mforsell@wolfbaldwin.com.

POTTSTOWN LAW FIRM RECEIVES RECOGNITION

Attorneys named to SuperLawyers & Top Lawyers of Berks County Lists

Wolf, Baldwin & Associates, P.C. in Pottstown, PA recently announces that two of their attorneys have again been named to the list of top attorneys in Pennsylvania for 2022 as published by *Super Lawyers* magazine. Levi S. Wolf and Daniel E. McCabe were named in the practice area of Workers' Compensation.

Additionally, the *Reading Eagle* newspaper named Mr. Wolf and Attorney Bruce Baldwin in their 2nd annual Reader's Choice list of Top Lawyers of Berks County 2022 — Mr. Wolf for Workers' Compensation and Mr. Baldwin in the practice area of Business Law.

"I am honored that my team and I have earned the trust of our clients and colleagues in the law," said Mr. Baldwin. "We aspire to keep earning that confidence going forward."

Super Lawyers magazine uses a patented selection process of multiple phases to create their list of top attorneys in the state. The process starts with nominations by peers. These nominations are validated by third-party research across 12 categories. Candidates are then grouped into categories based on practice area and reviewed by those

attorneys who received the highest totals from each category. In the final selection, five percent of the state's attorneys are named to the Super Lawyers list, and 2.5 percent are selected to the Rising Stars list.

Mr. Wolf was previously named as a "Rising Star" in the *Super Lawyer* magazine in 2011 and 2012, and to the Super Lawyers list each year since 2014. In 2013, Mr. Wolf and Mr. McCabe became two of the first attorneys in the state to be certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court.

"It is very humbling to be acknowledged by my clients and my peers with these honors," said Mr. Wolf. "On its own I enjoy enormous satisfaction when I do a good job for my clients, but it is also nice to

be recognized." Wolf, Baldwin & Associates, P.C. has offices in Pottstown, Pennsburg, Reading, and West Chester. The firm was founded in 1973 by Jack F. Wolf. Bruce Baldwin joined the firm in 1987. The firm currently employs 23 people.



Levi S. Wolf



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BUSINESS PROFILE

Steve Ladner Photography

Master photographer, Steve Ladner, creates beautiful headshots and portraits that engage, that are insightful and connect to the viewer — individual and family portraits, architectural and real estate photography, and powerful headshots for business, artists, and social media. A headshot is simply a portrait with a specific purpose.

Many people are nervous being photographed. Steve is easy to work with. He knows how to make that experience fun, and relaxed. You will be your authentic self. He will coach you so you feel confident and fully present, because how you feel in front of the lens makes all the difference in the results. Steve says that he sees beauty in everyone and everything, and his goal is to bring that out in any person or any subject.

Steve's journey as a photographer began in college. Though he was not formally trained in photography, photography had been his passion starting with photographing his friends, the streets of New York City where he lived, and the cultural events of the time.

Steve was inspired by the photography he saw in fashion magazines, and after studying what he saw, he knew that he could replicate them in his own style. At its best it was art for him. Model agencies liked his work and sent him models, and he was off and running.

Within months, Steve had a portfolio and got his first professional job shooting for *GQ Magazine*. Over the next year, he continued to evolve and to develop his style. After a few more fashion magazines saw his work and hired him, he caught on, and he began a 25-year career as a fashion photographer in NYC.

While living in New York City, Steve shot for magazines such as *GQ*, *Harpers*

Bazaar, *Seventeen Magazine*, *Town and Country*, *The New York Times Magazine*, and advertising campaigns for beauty clients such as Revlon, Almay, Estee Lauder, and Chanel. For the sake of adventure, he moved to Paris, France and spent seven years shooting for fashion clients there including French *Vogue*

and other publications.

In 2009 Steve moved to Chestnut Hill in Philadelphia, and recently moved to the Chester Springs/Pottstown area, and he feels blessed to live in this beautiful horse country.

Prices are reasonable and tailored to the needs and expectations of this community. Included in a session (portraits, headshots, or places) is a curated selection of the very best results — hi-resolution, fully retouched images. There are no additional charges for the digital files or copies. Customized specifications, prints in any size, and coffee table style books are available on request.

Steve Ladner's photography website: www.steveladner.com displays samples of the different photography styles he has mastered. Phone: 917.584.4503.



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

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AS AMERICAN AS MOM AND APPLE PIE



CHANGE

By Barry Cassidy

Recent efforts to change how we feel about sexual identity have caused a stir throughout the hinterland. In a recent article,

I explained that I had no problems calling people by their preferred pronoun.

But now, the term motherhood is under attack. You are no longer a mother but a birthing parent. I fail to see how that would mix with the freedom of pronouns, as it does not appear that all people could give birth. But I do not know, as people are having a problem defining what a woman is.

I think it would be easier to define what a man is, as a man possesses an anatomical membership card. The membership card defines a physical attribute that would, in my humble opinion, make it difficult at best to deliver a child. However, if a man would be willing to give up his membership, I am sure that surgical procedures could enable him to have a natural childbirth, so there could be some validity to the term birthing parent.

I am also not sure what percentage of the population would fit this description. It seems a little odd to me that this is an issue with someone like National Education Association, aka the teacher's union, would engage. Not to be confused with the School Board Association called on parents to sit down and shut up or be labeled a domestic terrorists.

Motherhood has a different meaning in the United States. The well-known saying associated mom and apple pie as being All-American terms. Could this be another

attempt to attack the symbols of America? There have been considerable attempts, some with success, to remove statues of our founding fathers. Now motherhood will undergo the same repositioning.

This change makes me wonder if the apple pie ban is on the horizon. A quick google search revealed an active attempt to attack apple pie. Author and scholar Rajeev Patel stated that

"In the drama of nationalist culture, the bloody and international origins of the apple pie are subject to a collective amnesia." As a fellow London School of Economics alum, I took the time to read his reasoning out of courtesy to the school.

It was hard to read the attacks on Johnny Appleseed (John Chapman) and references to the slave trade in sugar. But apple pie truly is a subversive food. Therefore, we must ban apple pie! I never liked apple pie, but I wouldn't say I like apple, peach, or cherry pie.

I do remember pies being a problem during the year I graduated from high school in 1967 when H. Rapp Brown said, "I say violence is necessary. Violence is a part of America's culture. It is as American as cherry pie. Americans taught black people to be violent. We will use that violence to rid ourselves of oppression if necessary. Then, we will be free, by any means necessary." So, pies have been an issue for a while now.

There is a further complication as my wife Karen calls me "sweetie-pie," but over recent years, she has shortened it to just plain old "pie." Anyone who knows me personally or as an "agent of change" knows that I have the inclination to upset people with what I say. So, I believe I could be the next to come under attack because I am an American.

(Continued on page 50)

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CHANGE

(Continued from page 49)

I salute the flag, sing the anthem, and wear red and blue next to my white skin on July 4th to express my patriotism.

Politically speaking, I used to be on the extreme left in the '60s, and '70's when I was a Student for a Democratic Society (SDS) and Progressive Labor Party (a Maoist offshoot of SDS). Now it appears, without changing too much, I could be a White Nationalist.

Being a Nationalist is not a bad thing. It means you love your country, and you are not a globalist. So, what happens with a global elite? They are pushing for the "Chinese Model," a world government and unified leadership, suppression of speech, denigrating religion, the narrative as press coverage, making it hard to assemble, and endorsing rioting to petition the government. I oppose all those efforts as I like America and I am for the national identity as well as MOM & APPLE PIE.

Please think of how altruistic America is; we are in the middle of another Jimmy Carter-style gas crisis, and America is exporting oil from the Strategic Oil Reserve to China. The Strategic Oil Reserve was set up to be used in case of issues in domestic availability. Because we are Americans and our founding

fathers were altruistic in their reasoning, logically, the government feels that it is our role to help our neighbors and call for sacrifice by our people. What a great gesture. It shows how great of a nation we are.

It appears that coming after motherhood, apple pie is a tactic of a world highly dependent on internet communication. But wait a minute... who is communicating attacks against my dearly departed mom? A foreign government? A lot of upset people? Or could this narrative be "bias bots with an attitude" like I saw advertised in Palo Alto? A store window in Palo Alto advertised for "Bias Bots" with an attitude. Conversational computing devices that can embrace particular communities' points of view.

I will go on a limb here and say that not many US citizens view Motherhood, Apple Pie, and America as bad and that much of this is a controlled multimedia campaign to create uncertainty. Don't change your lexicon. Say what you want, and again...as all the mothers would say... "trust the science."

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

Ask SCORE

6 SIMPLE STEPS FOR GETTING THINGS DONE AT YOUR SMALL BUSINESS

Whether you are running a for-profit or nonprofit business, an ability to organize efforts and initiatives is a necessary skill to achieve success. Effectively executing efforts and accomplishing goals requires planning and coordination among team members (which may be a combination of employees, vendors, suppliers, contractors, etc.).

While some small business owners seem to have a natural knack for project management, it is not everyone's strength. Do not feel defeated if it is not yours and you do not have the resources to hire a professional project manager.

With a process in place to guide you, you—or a designated person from your team—will become more adept at moving projects from start to finish.

The following tips will help you create a roadmap that you can follow whenever embarking on any new project.

Your 6-Step Guide to Successful Project Management

1. Define your goal and get buy-in from all project team members. As you do this, you will want to determine each team member's role and responsibilities. In this step, also consider how the project will affect your company and how you will measure the project's impact.

2. Determine the project deliverables. What key tasks do team members need to accomplish to move the project along the path to completion? You will also need to identify which deliverables depend on other deliverables, so you can establish a timeline that puts tasks in a logical order.

3. List the resources you will need. Assess what you will need regarding budget, person-hours and tools to complete the project.

(Continued on page 52)

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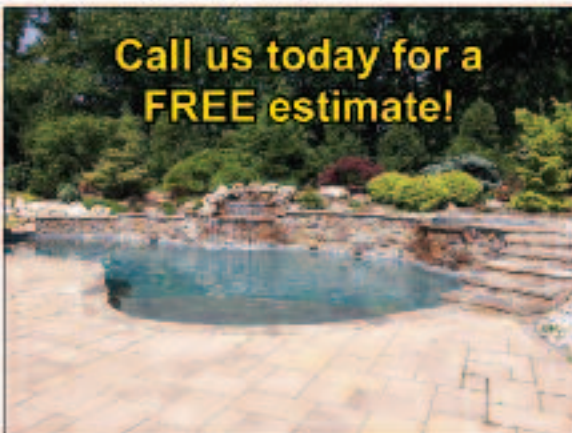
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Ask SCORE

(Continued from page 51)

4. Set a timeline and identify milestones to mark your progress.

After knowing what needs to be done and by whom, create target completion dates for your project deliverables. In your timeline, identify interim goals ("milestones") that can serve as major landmarks along the way. As the project progresses, your ability to reach milestones will help you know if you'll need to adjust your scope, budget or expectations. Milestones also help boost morale as they help project team members see the progress they have made.

5. Define the collaborative process.

Determine how often your team members will meet as a group to report their progress and share any challenges that might prevent them from fulfilling their deadlines. Schedule your meetings well in advance, so everyone on your team can reserve the dates and times on their calendars.

6. Select a tool to help you stay organized and keep all project documentation in a single place accessible to all team members.

A variety of online tools exist that can help you manage projects. Some are more intuitive than others, so assess your team members' comfort level with the technol-

ogy involved before choosing what you will use. A few examples that might be a good fit for your business include Trello, Evernote, Asana, Dropbox and Google Drive.

Although you might try to save time by skipping some of the initial steps in the process, you should resist that temptation. Successful project management begins with thorough planning. Shortcuts in the beginning could lead to misunderstandings among team members—and missed deadlines.

If you need suggestions on how to manage your projects more efficiently, consider reaching out to SCORE. SCORE mentors have expertise in all aspects of starting and growing a small business, and they can provide you with free guidance as you hone your project management skills.

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

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Building a Better Boyertown (BaBB) is celebrating its 20-year anniversary this year! We are thrilled to celebrate this momentous occasion with a roaring 20's-themed dinner celebration at Brakeman's Café on Friday, September 2, 2022, from 6:00-9:00 pm. Guests will enjoy a variety of seasonal appetizers, a plated salad, and a plated dinner. Highlights include a honey-sesame sticky chicken thigh and a peachy BBQ pork slider with smoked onions. Guests will receive a complimentary glass of wine or beer, and there will be a cash bar available featuring your favorite roaring '20s cocktails. Complimentary sweet tea and green tea will also be provided. We cannot wait to celebrate with all you dapper gents and glamorous gals! Feel free to come in your best 1920s fashion.

This event is open to the public, but tickets are limited. To purchase tickets, please visit www.boyertownpa.org or call 610.369.3054.



Brakeman's Café is located 56 S. Washington Street Boyertown, PA 19512.

Building a Better Boyertown is a non-profit organization that seeks to preserve Boyertown's artistic, historical, and agricultural heritage by providing the Boyertown Community with physical improvements, unique opportunities, and social interactions for businesses, residents, and visitors alike. Boyertown is a welcoming, vibrant, and engaging community for people from all walks of life. BaBB cherishes and supports its history, arts, businesses, retail, agriculture and offers an unparalleled tourist experience. If you are interested in donating to BaBB or becoming a member, please call 610.369.3054 or visit www.boyertownpa.org.

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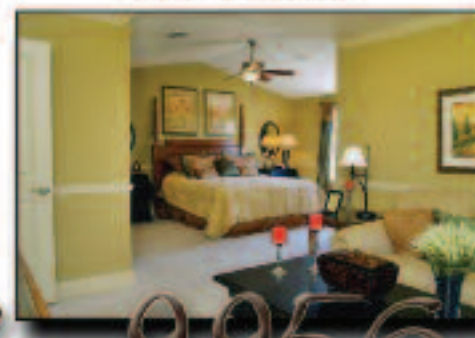
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Theresa Cedzo, PA-C, MSA, has joined the Pottstown Hospital Occupational Health Program. Her 30 years as a comprehensive occupational health medical provider and expertise in occupational health clinic management is an asset to our team. Theresa comes to us from MedCenter 100 (Formerly Brandywine Occupational Health-Tower Health) in Exton. She joins Pottstown Hospital as an Occupational Health Medical Provider and will also lead our ancillary clinic team.

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About Pottstown Hospital: Located in Pottstown, Pa., and a member of Tower Health, Pottstown Hospital is a 232-bed hospital that offers a full range of health services, including inpatient and outpatient, medical and surgical, and diagnostic and emergency care. Pottstown Hospital is accredited by The Joint Commission and has been recognized for its quality outcomes and clinical expertise across many service lines. Its cancer program is nationally recognized. The hospital also is a Primary Stroke Center; Joint Commission-certified for hip and knee replacement; and Heart Failure and Chest Pain certified. Its Emergency Room, which is second busiest in Montgomery County, sees more than 45,000 patients a year. For more information, please visit www.towerhealth.org.

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