

INSIDE: Focus on Engineers & Architects • 3 Money Mindset Shifts to Grow Wealth • Content Generation with AI

FEBRUARY 2023

ROUTE 422

ROUTE 422 **BusinessAdvisor** FEBRUARY 2023

A black banner with a diagonal orientation, featuring the company name and tagline in pink and white text. The background of the banner shows a blurred outdoor scene with trees and a utility pole.

TKO PEST CONTROL, INC.
Knocking Out Pests for Over 25 Years

PEST CONTROL

Knocking Out Pests for Over 25 Years



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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



OCCUPATIONAL HEALTH PROVIDERS



**Joseph Albert, DO, MRO,
DOT Certified Medical Examiner
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

Occupational Health

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



4

Cover Story: For over 25 years TKO Pest Control, Inc. has provided expert extermination service and pest control education to commercial and residential clients throughout Philadelphia, Montgomery, Berks, Chester, Delaware, and Bucks counties.



28
Business Spotlight:
Members 1st can help you live your best financial life



38
Browse the Marketplace
to grow your business, network, and keep your money local.

Visit 422bizmag.com for...

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



Follow us on LinkedIn

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



Like us on Facebook

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

Contents

- 8** | **Focus on Engineers & Architects**
Celebrating National Engineers Week February 19-25
- 14** | **Focus on Flooring & Maintenance**
Business Profiles on Local Professionals
- 18** | **Money Tips**
Three Money Mindset Shifts to Grow Your Wealth
- 20** | **Social Media Tips**
Social Media Content Generation with AI
- 22** | **Marketing Tips**
How to Market to Gen Z
- 25** | **Ask SCORE**
Business Planning: The Next Generation
- 30** | **Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 32** | **Regional Chamber of Commerce Round-Up**
Greater Reading / Perkiomen Valley / Spring-Ford / TriCounty Area
- 36** | **The SBRA Community**
Member benefits, Business Spotlight, Events and More
- 40** | **Technology Tips**
FTC Safeguards and What It Means for Your Business
- 42** | **IT Solutions**
What Is Microsoft Viva?
- 48** | **Legal Perspectives**
Financial Powers of Attorney
- 51** | **Downtown Marketing & Development**
Repositioning in the Regional Marketplace

... AND MORE!

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

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

To contact the Route 422 Business Advisor:

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

TKO PEST CONTROL, INC.

Knocking Out Pests for Over 25 Years

By Kathy Hunt

When mice start nibbling from the dog's food bowl and cockroaches invade the kitchen pantry, it's time to seek help from a reliable pest control professional. For over 25 years TKO Pest Control, Inc. has provided expert extermination service and pest control education to commercial and residential clients throughout Philadelphia, Montgomery, Berks, Chester, Delaware, and Bucks counties. Located at 411 North Lewis Road in Royersford, the company has been "exceeding expectations since 1996." Its numerous five-star customer reviews and inclusion on Montgomery County's *The Happening List Best of 2022* all attest to its focus on perfection.



TKO President David Collins with his wife Joann and their daughter Alisha.

PHOTOS BY STEVE LADNER PHOTOGRAPHY



LOCATED IN ROYERSFORD



On October 16, 2021, TKO celebrated its 25th anniversary. Founder and president David Collins recalled that, when he first started the company, he had assumed that he would be its sole employee. "I wanted to be a one-man-band and do my own thing, but I learned there are so many pieces to a successful business, and I must have been doing something right to need these extra people," he said.

After three years of juggling service calls, sales, scheduling, bookkeeping and more, Collins enlisted the help of his wife Joann, who left her career in cosmetology to manage the TKO office. In 2004, when the toll of 16-hour workdays and seven-day workweeks became unbearable, Collins hired his first technician, Bryan Trout. Trout worked alongside Collins for 14 years.

Today, TKO consists of a team of nine employees, including Joann, who handles accounting, and daughter Alisha, a former special needs therapist who serves as the office manager. Collins' nephew Dave Gaugler is among his team of licensed technicians. Gaugler schedules, oversees and supports the company's Philadelphia clients.

"I'm proud to say we have 98-percent employee retention," Collins said. "I like hiring people who have had challenges, who are hungry, who are looking for something different. I look deeper into people and, if I see I can help build someone's life up, that's a pay-off for me. I think you should always try to help other people. I start with a clean slate and train our guys as I was trained. I'm very particular, and I learned from some great people," he said.

He cited the late entomologist and Pennsylvania State University professor Dr. Stanley Green as an important influence. He studied under Green at Penn State's Abington campus. Before that, Collins had worked for five years at a local, family-run pest control business. He personally has more than 30 years of experience while the company collectively has over 40 years of experience in pest control.

Collins attributes TKO's continued success to his employees. "It is not me," he said. "It is not one of the best techs. It's a team effort. There is no 'I' in this team and never will be at TKO. I may be the guy who started the business, but we built this together."

Commercial or residential, TKO can handle it all

From warehouses and offices to apartments and houses, TKO Pest Control can expel insects, rodents, and wildlife from all types of settings. In recent years, the 60-40 split between commercial and residential customers has been inching closer to 50-50 as increasingly more homeowners have sought out his team for help with household nuisances such as ants, wasps and yellowjackets, mice, wildlife and more, Collins said. He added that, as more people started working from home due to the COVID-19 pandemic, they began to notice unwanted roommates that had been living, unobserved, in their houses. Unsure how to evict them, they sought professional help from TKO.

"People will call up and say, 'I always see your trucks in commercial parking lots. Do you do homes?'" Collins said. "I tell them that, if we can do restaurants, we can do houses blindfolded." He pointed out that, during the colder months, homeowners may have problems with rodents, which, as warm-blooded mammals, are looking for a cozy place to spend the winter. In the summer, residential calls focus more on ants, beetles, wasps, and other flying insects.

"We do have a large number of commercial clients and are huge in the food industry," he said. "We're here to protect the food industry's reputation. I was Le Bec Fin's, George Perrier's, guy for 21 years. When Chef retired, I started working with his people's restaurants. We do a lot of Center City flagships. I say 'flagship' because, when you get to that caliber of restaurant, one that's world renowned, and everything is really, really, precise, that's when you know you're doing something right. But we don't just do flagships. We take care of the local, corner delis, too. Everyone's reputation is equally important," he said.

When TKO technicians go to any location, they arrive as pest control professionals, dressed in uniforms and booties, prepared to listen and work to remediate the customers' issues. Donning kneepads, they crawl on their hands and knees, searching in every nook and cranny with a flashlight. "They're checking everything," Collins explains. "They want to find problems before the customer does and before the customer's customers do. If it gets to that point, it's too late. Red flags go up. Reputations are ruined."

(Continued on page 6)



TKO DOES IT

Residential Pest Control

When you have a pest problem in your home, call TKO Pest Control, Inc for guaranteed effective solutions and fast response times. We deliver the highest quality pest control services from the city to the suburbs.



Commercial Pest Control

Your business can't afford a pest problem. That's why we provide the safest, most effective, and environmentally safe pest control products and techniques in the industry for our commercial customers.



Wildlife Control

Don't try to handle a wildlife infestation by yourself. Call in our experienced and well-trained professionals to remove unwanted animals such as squirrels, bats, skunks, and raccoons from your home or business.



COVER STORY

(Continued from page 5)

Once the technicians have established what the problems are, they discuss appropriate approaches for controlling and/or resolving them. With homeowners, they consider whether children and pets live in the house, if anyone has health issues or is pregnant, and if the property has any structural concerns, such as a leaky roof or pipes. From there, they come up with a plan that fits the customers' needs. They also thoroughly investigate the pest problem before proceeding with any treatment. Whether the customers represent residential or commercial properties, each receives a personal technician who understands the client's situation, preferences and home or facility.

"Instead of just spraying down the place, we look for the source of infestation," Collins said. "That's the best way, so we don't have to use too many chemicals and we minimize the environmental impact of treatments."

After treating a site, the technician will implement, and also advise, the customer about prevention techniques so that the pests don't return. Pest control is an ongoing effort, one that can't be neglected for months on end. If that happens, the customer will be back to square one, with the same pests and same issues, Collins points out.

No worries with wildlife

Insects and rodents aren't the only pests that TKO controls. When wildlife encroaches into living or work spaces, TKO is on the job, ready to expel such creatures as squirrels, bats, birds, raccoons, skunks, snakes and mice. Because wildlife extraction is unique to each location and creature, TKO dispatches a trained professional to create a customized plan for quick, humane removal. The basic steps for crafting this plan don't vary, though.

Initially, a TKO technician will determine how the pest(s) entered the property and then block and seal the access points. Over the years, TKO has established that wild animals often enter buildings through gaps in exterior walls and roofs, vents in attics, plumbing, dryers and ovens, and garage door openings.

After finding, humanely trapping and relocating the animal, the technician will finish sealing the entry routes while still leaving vents and doors fully functional. In some cases, a one-way door or tunnel may need to be installed over the entry/exit hole to allow any remaining animals to escape but not to return. Such devices are frequently used with squirrels.

Before leaving the site, the technician will offer tips and techniques to ensure that wildlife won't be tempted to come back to the house or commercial facility again. TKO provides free estimates for wildlife and all other pest control matters.

TKO

PEST CONTROL, INC.

Exceeding Expectations Since 1996

www.tkopestcontrolinc.com

★ ★ ★ ★ ★
610-792-5461

TKO Pest Control Inc. provides solutions rather than random efforts by using the most environmentally friendly and effective, state-of-the-art materials and techniques available to the pest control industry today.

Please call for an inspection and needs assessment for your home or place of business.

MICE: The uninvited house guest

- Can cause fires by gnawing on wires
- Can contaminate food and food prep areas
- Can spread diseases such as hantavirus, salmonella, and listeria
- One pregnant female can produce up to 60 babies in one year if left untreated



Resilience paired with a passion for the public

Collins' personal, yet professional, approach to business can be attributed, in part, to his childhood. Raised by a single, working parent in his maternal grandparents' Norristown home, he learned the virtues of helping others and treating people with respect from his mother, Roseann Collins. He grew up, in his words, "very, very poor" and discovered the value of hard work at a young age. At 12 years old, he began cleaning a local supermarket warehouse and, by 13, he was shining shoes outside the Montgomery County Courthouse. He worked throughout his high school years in a co-op program. He credited his maternal grandfather, Vincent Colucci with his strong work ethic. Colucci simultaneously held down three jobs to support his family and also boxed as a hobby, and it is in his honor that TKO — which stands for "technical knockout" in the boxing world — is named.

In 2007, a near fatal motorcycle accident resulted in the loss of Collin's right leg above the knee. Even with this major setback, Collins kept on working. He recounted a pre-dawn service call at Le Bec Fin that took place shortly after the accident, before he received his leg prosthesis. "I was laying on the floor, with my crutches next to me, putting some traps under the equipment — I had shorts on because they were better for walking — and I hear, 'Oh my god! Oh my god! I

never knew you had one leg! You just lost your leg and you're here?' Then Georges Perrier calls his people over, shows them that I'm working there with one leg, and says, 'Look at this guy! He's not complaining! He's a worker! That's what I want to see in people!' It was amazing," he said.

An event that tested everyone's resilience was the COVID-19 pandemic. "During the pandemic, when restaurants had to close their doors, we had to make people understand the importance of continuing the (pest control) service," Collins said. "When buildings are shut down, it's even more important to stay on top this. If you open your doors, after months and months of being closed, and you've got all these pest problems, you have to work from scratch toward a clean slate all over again."

Understanding that the pandemic had financially undermined many of his customers, Collins helped his clients keep their businesses pest-free. "We allowed people to float a little bit," he said. "I know you're hurting. You've been loyal to me. I'm going to be loyal to you." That's what it is to have a good relationship. You be there when people need you. And that's what we've done. Other than two businesses that had no choice but to close, we didn't lose a single customer during the pandemic."

In addition to restaurants, the company works with bakeries, casinos, theaters, country clubs, nursing homes, schools, offices and apartment complexes, and federally inspected meat and poultry processing plants. Fully

licensed, certified, bonded and insured, TKO is a member of the **National Pest Management Association**, **Pennsylvania Pest Management Association**, and **Spring Ford Chamber of Commerce**.

"I'm very passionate about how I do things," Collins said. "I like people to like me, and I like dealing with the public. I find it to be exciting and a challenge to deal with people. In this role, it tends to be even more so. When someone contacts us, they're already upset. Something negative is going on in their house. They may have had bad experiences with other companies, and they put you in that same place. I teach all my people not to get upset and to put themselves in the customer's position. I tell them to challenge themselves as human beings and find some commonality," he said.

He also instructs his staff to be upfront with customers. "My technicians have to be accountable for everything," Collins said. "They will never lead the customer to believe that they have the answer for everything. If they are stumped, they let the customer know this and then they reach out and get the proper information from me. If I don't know it, I'll reach out to entomologists and chemical companies to get the proper information. They won't leave a customer hanging, wondering how long something takes and when things will change."

For additional information about TKO Pest Control, Inc. services or for a free estimate, please call 610.792.5461 or visit the website <https://www.tkopestcontrolinc.com>. As Collins points out, "It's not a matter of if you need a good pest control company. It's a matter of when."

FOCUS ON ENGINEERS & ARCHITECTS



All County & Associates

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

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

All County and Associates, Inc. is the first choice of the construction and real estate community. Having worked on thousands of projects, ACA sets itself apart by developing and maintaining long-term relationships. These relationships are represented through a dedicated referral network of satisfied customers. Our team is a trusted source for our rapid and thorough responses,

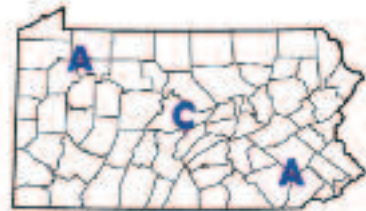
and our ability to handle a project big or small. We never deviate from our primary focus of helping them make informed decisions. It is our goal to have our clients educated and familiar with the processes. This allows for the best communication and understanding of ALL parties involved.

If you have an upcoming project and would like a proposal for our services, please call 610.469.3830 and visit www.all-county-assoc.com. Our team of licensed professionals look forward to getting to know you and learn more about your needs.



All County and Associates, Inc.

Helping You Make Informed Decisions



All County and Associates, Inc.

Full-Service Civil Engineering Firm

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



Tel: 610-469-3830

Web: www.all-county-assoc.com

Email: info@all-county-assoc.com

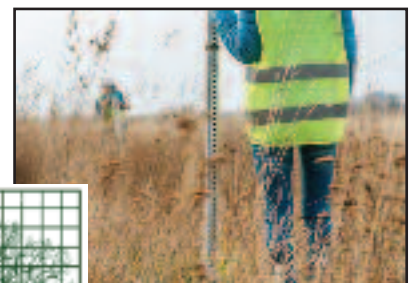
Serving Berks, Bucks, Chester, Delaware and Montgomery County Since 1992



Ludgate Engineering

Engineering for Land Development

Ludgate Engineering has provided civil engineering for land development since the company was founded by Bob Ludgate Sr. in 1976. Although rules and regulations have changed, the planning process still deals with the several impacts imposed by almost all development plans. While the site civil engineer provides plans to identify and offset or mitigate impacts, the Engineer must do so in a way that does not impede the essential functions the site shall provide, nor shall the plan compromise the Architect's vision of the development. Each site plan deals with the impacts of traffic management and parking layout. Managing stormwater for drainage and flood prevention often governs the design. Bringing sewer, water, and other utilities to the site can present difficult problems for the Engineer to solve.



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



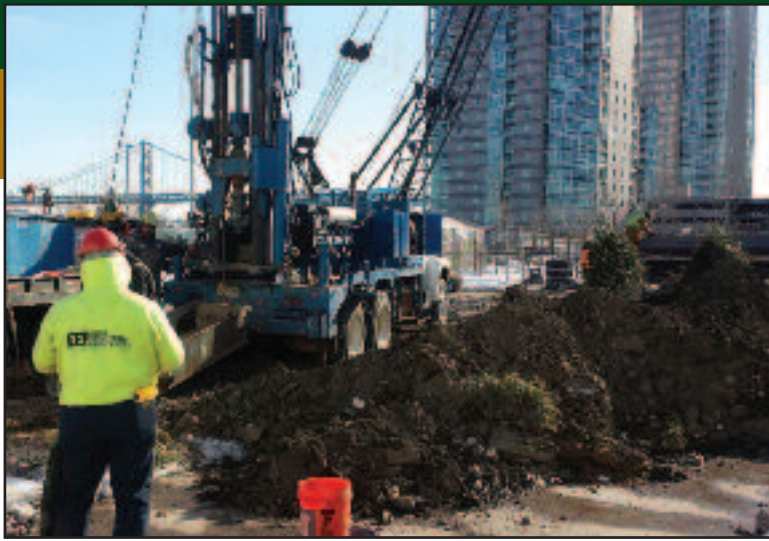
Established 1975

**LUDGATE
ENGINEERING
CORPORATION**

ENGINEERS • SURVEYORS • LAND PLANNERS

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

10 Vanguard Drive, Suite 100, Reading, PA 19606



Earth Engineering Incorporated (EEI)

Earth Engineering Incorporated (EEI) takes great pride in being a high-quality full service geotechnical and environmental engineering consulting firm composed of a group of proven engineers, geologists, and scientists. With offices located in East Norriton, Lehigh Valley and Mechanicsburg, Pennsylvania as well as South Jersey, EEI is well positioned to service the entire 422 corridor and surrounding areas. We at EEI are dedicated to providing swift, professional services needed to meet the demands of today's development projects.

EEI has specific expertise in Geotechnical Consulting, Subsurface Investigations, Construction Inspections & Testing, Infiltration Testing, Geo-Structural Design, Environmental Site Assessments, and Clean Fill Analysis. The cost-effectiveness of foundation alternatives and geotechnical data are evaluated along with site development issues to establish thorough, mindful recommendations. This approach has enabled EEI to contribute to the successful development of many various types of projects by

adding true value to the planning process.

At EEI, our mission is to provide top quality geotechnical and environmental consulting services with a focus on providing best in class services to our clients. We are driven by our core values of reliable, quality driven engineering; on-time, on-budget services with a focus on communication and our client's best interests; honesty, integrity and trustworthiness; and a commitment to building a better community.

Your success is our mission. The 422 region is alive and well and the professionals at EEI, many of which who reside along the corridor, are ready to support the progress throughout the area. We at EEI look forward to contributing to the success of your next project. For additional information, please call 610.277.0880 or visit our website www.earthengineering.com.



Carroll Engineering

Carroll Engineering is thrilled to announce our 50th year of service in 2023! Thanks to our amazing clients and employees over the years who made these 50 years possible. We could not have done it without you! Carroll Engineering's emphasis on client and employee retention and growth is what has made us successful over the last 50 years.

CEC continues to provide quality engineering and surveying services to clients throughout Pennsylvania, New Jersey, and parts of Delaware since opening its doors in 1973. We are known to many authority, municipal, public, and private

clients in the region for our highly recognized professional services. CEC currently has approximately 90 employees divided into nine interrelated departments, five of which represent specific engineering functions Municipal, Water / Wastewater, Planning & Site Design, Structural, and Traffic & Transportation Services. The remaining four departments include Surveying, Construction Administration & Observation, Geographic Information System (GIS) / Computer Aided Drafting & Design (CADD), and Administrative, all of which support our engineering services.

Continued on page 10)

EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists



Subsurface Investigations	Construction Inspection & Testing
Geotechnical Design	Clean Fill Testing
Stormwater Infiltration Testing	Laboratory Soils Testing
Carbonate Site Assessments	Environmental Site Assessments and Remediation

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-897-5761

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

Water Facilities Engineering | Wastewater Engineering
Municipal Engineering | Structural Engineering
Traffic & Transportation Engineering
Environmental Engineering | Planning & Site Design
Surveying | Construction Administration & Observation
GIS & IT | Grants & Funding



**Proud Supporter of
Engineers Week 2023**

Bucks County Corporate Headquarters
949 Easton Road
Warrington, PA 18976
P: 215-343-8700

Montgomery County
630 Freedom Business Center, Third Floor
King of Prussia, PA 19406
P: 610-572-7003

Chester County Office
433 Lancaster Avenue, Suite 200
Malvern, PA 19355
P: 610-489-5100

New Jersey Office
105 Raider Boulevard, Suite 306
Hillsborough, NJ 08844
P: 908-874-7000

FOCUS ON ENGINEERS & ARCHITECTS

(Continued from page 9)

Our services have expanded to include the usage of high-tech capabilities, Drone / UAV, and 3-D Laser Scanning Services to ensure data precision and accuracy for our clients' projects. All our departments serve as valuable resources to each other. Our dedicated staff is a testament to our firm's growth, with the experience provided to each of our clients resulting in many sustainable long-term relationships.

Our corporate office is in Warrington, Bucks County. We also have offices in Malvern, Chester County, King of Prussia, Montgomery County, and Hillsborough, Somerset County, New Jersey. To learn more about our firm and high-quality services, check us out at www.carrollengineering.com or follow us on LinkedIn, Facebook, and Twitter. If you need engineering or surveying support on your next project or have questions about CEC, please contact Joel Ardman, Vice President, directly by email at jardman@carrollengineering.com or by phone at 215.343.5700 ext. 243, or Rachel Skidmore, Business Development Specialist, directly by email at rskidmore@carrollengineering.com or 215.343.5700 x255.

Synergy Environmental Inc.

Synergy Environmental, Inc. takes pride in the quality of its professional staff of engineers, technicians, and scientists. Our staff is professional, friendly, and very good at communicating with clients. Synergy is a full-service environmental consulting firm founded in 1998. Synergy's offices are located in: Royersford, PA; Cherry Hill, NJ; and Reading PA. Synergy's personnel have extensive experience working within the regulatory requirements various state and federal programs including USEPA, PADEP, NJDEP and NYSDEC programs.

When it comes to environmental engineering services Synergy is a local company with a very large footprint. Current project locations range amongst the following states: Delaware, Florida, Georgia, Kentucky, Maine, Massachusetts, New York, New Jersey, Ohio, and Pennsylvania. For these projects Synergy maintains a staff of Environmental Scientists, Licensed Professional Geologists; Licensed Professional Engineers; Licensed Site Remedial Professionals; field technicians and field scientists.

Synergy has built its company from repeat and referral business. This is the result of our: 1) Emphasis on problem solving and client advocacy; 2) Cost competitiveness; 3) Ability to respond to the specific needs of our clients, where solutions must be developed which are compatible with ongoing operations and priorities; and 4) Knowledgeable professionals able to conduct regulatory negotiations with a strong understanding of the applicability and interpretation of those regulations.

Our primary service areas and expertise include:

- Environmental due diligence investigations.
- Soil and groundwater investigations.
- Remedial investigations/feasibility studies and remedial action plan development.
- Groundwater remediation system design, construction and operation/maintenance.
- Regulatory permitting and compliance.
- Environmental construction management and landfill closures.
- Real estate transaction assessments.

- Litigation support (civil and criminal).
- Brownfields investigations and remediation planning.
- Public supply well locating, testing, and permitting.
- Underground storage tank (UST) inspections, closures, and investigations.
- Environmental project portfolio management.

Synergy's corporate headquarters and main warehouse are located in Royersford, Pennsylvania. Our warehouse contains a vast array of groundwater and soil sampling equipment, as well as, environmental remediation system components. All remediation systems designed by Synergy are constructed at our Royersford location.

Synergy Environmental, Inc. is located at 155 Railroad Plaza, 1st Floor, Royersford, PA 19468. If you need support for your next project please contact Brian Loughnane at 484.369.2005, by email bloughna@synergyenvinc.com, or visit our webpage www.synergyenvinc.com.



Bobcat of Reading

OPENING THIS MONTH



Bobcat of Reading
5430 POTTSVILLE PIKE
READING, PA 19605

888-243-9029
WWW.CROWNSTONEEQ.COM

Logos for Bobcat, Billy Goat, Echo, and RC Mowers.

Synergy Environmental Inc.
Environmental Consultants

ROYERSFORD, PA • READING, PA
BETHLEHEM, PA • CHERRY HILL, NJ

484-369-5000 | 856-874-4448

Synergy Environmental is a full Service
Environmental Consulting & Remediation Firm

□ Soil & Groundwater Investigations & Remediation □ Construction Management & Landfill Closures □ Real Estate Transaction Assessments □ UST Related Projects □ NJ LSRP Services	□ Brownfield Investigation & Redevelopment □ Stormwater Management □ Environmental Due Diligence □ Regulatory Permitting & Compliance □ Litigation Support
---	--

www.synergyenvinc.com



Penn State Berks Celebrates

National Engineers Week

February 20 – 24

Penn State Berks has a long history of offering engineering courses to the local community, dating back to 1927. Today, Penn State Berks is the only college in Berks County to offer not one, but two **nationally accredited** baccalaureate degrees in engineering: Electro-Mechanical Engineering Technology and Mechanical Engineering. ABET accreditation means these degrees are recognized in global markets. Students can also complete the first two year of nearly 30 Penn State engineering degrees at Penn State Berks.

Join us for a Makerspace Open House at Berks LaunchBox

Wednesday, February 22, 6–8 p.m.

Free and open to community members of all ages (no registration required). Meet our makers and learn about the resources available at the Berks LaunchBox. Attendees will take home a completed laser-cut project that will inspire you to make your daydream a reality.

Visit us during
National Engineers
Week to learn more!

berks.psu.edu/Engineers-Week



PennState
Berks

berks.psu.edu • 610-396-6060

Berks LaunchBox is located within the GoggleWorks Center for the Arts at
201 Washington Street, Suite 105, Reading, PA 19605

FOCUS ON ENGINEERS & ARCHITECTS



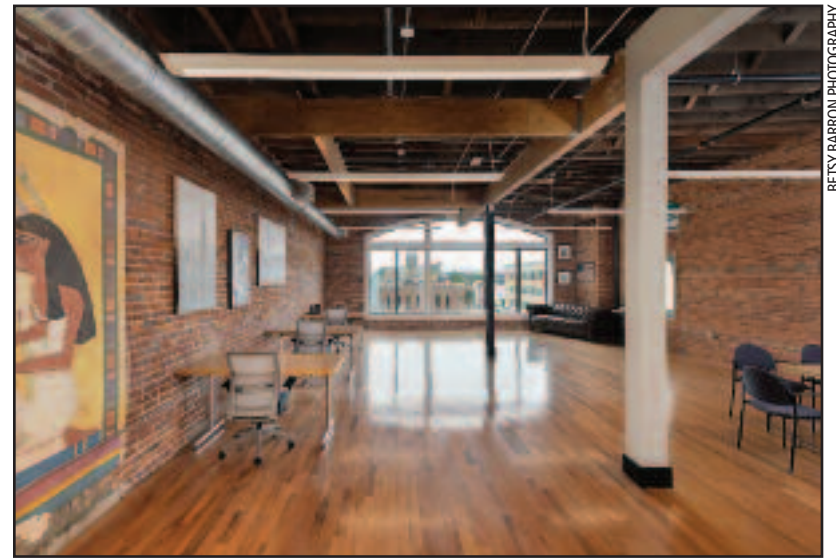
THE BUSINESS EXCELLENCE AWARDS

Custom

DESIGN PLANNING FOR MANUFACTURING, WAREHOUSES & BUSINESSES

MUHLBERG GREENE ARCHITECTS
Established 1920

ARCHITECTURE | DESIGN | PLANNING
MG-Architects.com | 610-376-4927



BETSY BARRON PHOTOGRAPHY

New Uses for Older Buildings



By Jim Sarro, AIA, LEED AP, BD+C, Principal, MG Architects

Are you planning to purchase a commercial building in Berks County? Chances are you might be placing a new use inside an older structure. Repurposing an existing building for a new use is referred to as Adaptive Reuse, and it is the perfect solution for our Region, because it is the conscious decision to preserve the past while planning for the future.

Having a team which includes experts that know how to handle the challenges of adaptive reuse projects is key to your success. Older construction may have materials that are harmful and require careful handling. Plus, creative solutions to repurposing and meeting code, are crucial in a successful transformation.

To learn more about adaptive reuse projects and how we can help you create a functional space and floor plan that retains its unique attributes, contact me at JimS@MG-Architects.com or 610.376.4927.

P. Richard Frantz, AIA, Registered Architect

P. Richard Frantz, AIA, Registered Architect continues to create design solutions for clients throughout southeastern Pennsylvania. His proven design approach creates beautiful, functional, and efficient spaces in a range of styles from historic to contemporary. With office space located at 127 N. Hanover Street, Pottstown, he provides architectural service to Pottstown and surrounding communities.

In today's times, an architect is often a problem solver. He is called upon not only to design new buildings but also to evaluate existing construction, improve the use of existing facilities, solve difficult site problems, and adapt existing structures by designing alterations and additions. Through a network of design, engineering, and construction professionals established over a lifelong career,

Mr. Frantz has the solutions to meet a wide variety of commercial and residential needs. Specialty solutions include schools, churches, and historic preservation. Core services include design, construction drawings, bid management, construction oversight, and final inspection support.

Frantz's architectural firm offers his personalized attention to every project, throughout every phase, because clients work directly with him, the principle. When required, he'll bring in trusted outside consultants for a fresh approach to complicated assignments, and by networking with other architectural, engineering or construction firms, his combined workforce easily expands to complete the requirements for larger projects.

Mr. Frantz is registered in the



Commonwealth of Pennsylvania. He is a member of the American Institute of Architects, and graduated from Pennsylvania State University with a Bachelor of Architecture degree. He serves

as an arbitrator for the American Arbitration Association and is often called on as an expert witness. Frantz can be reached at prf@prfrantz.com and welcomes a visit to his website at www.prfrantz.com.



Coming — 1503 SUNSET BUSINESS AND PROFESSIONAL OFFICES

Formerly Sunset Drive Office Plaza, 1503 Sunset Drive, Pottstown, PA 19464

Complete Rehabilitation and Remodeling

New Floor Layout

Multiple suites from 1,500 s.f. to 12,000 s.f.

Easy Access

Expanded Foyer

ADA Accessible with new Elevator

Individual suite metering – HVAC, electric, water

Fresh Exterior

Enlarged Porte Cochere

Ample Off-street Parking

Design by – **P. Richard Frantz, AIA**
architect

Owner – **OK Ventures III, P.O. Box 841, Pottstown, PA 19464**

127 N. Hanover St., Pottstown 19464 • phone: 610.323.0900 • email: prf@prfrantz.com • website: prfrantz.com

McCarthy Engineering Associates Inc.

McCarthy Engineering Associates, Inc., with offices in Wyomissing and Pottstown, is a multidisciplinary engineering, consulting, planning, and environmental services firm. We provide services to industrial, commercial, health care, educational, governmental, and residential clients throughout the Northeast United States. Our capabilities range from civil engineering, land development, structural design, water resource management, surveying and mapping to mechanical engineering, plumbing design, electrical engineering, and fire protection design. Jim McCarthy, owner, incorporated the business in June 2000 with a vision to create a different kind of engineering firm; 23 years later, McCarthy combines the latest technologies, the most knowledgeable associates and out-of-the-box problem solving to complete client projects.

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

This knowledge has directly resulted in highly satisfied clients and hundreds of successful projects. The company is built on the foundation of providing timely and high-quality service and the philosophy of doing things right the first time on time! McCarthy Engineering is your design partner. We Engineer Your Success!

But don't take our word for it here is what Edward C. Wagner the Lower Pottsgrove Township Manager recently said about working with McCarthy Engineering Associates, "Your efficient, gracious customer service and the level of details and accountability you and your staff have demonstrated on every project is exceptional. On behalf of the Lower Pottsgrove Board of Commissioners, I would like to express our appreciation for your dedicated services as Township Engineer."

McCarthy Engineering Associates, Inc. is located at 2500 E. High Street, Suite #630, Pottstown, PA 19464; Phone: 610.373.8001; Web: www.mccarthy-engineering.com.



ENGINEERING YOUR SUCCESS

CIVIL-SITE | MECHANICAL-HVAC | ELECTRICAL
WATER RESOURCE | PLUMBING | ENVIRONMENTAL
GOVERNMENT & MUNICIPAL | LAND SURVEYING

LOCATIONS IN WYOMISSING & POTTSTOWN
WWW.MCCARTHY-ENGINEERING.COM
610.373.8001

FOCUS ON FLOORING & MAINTENANCE

Ches-Mont Carpet One Floor & Home

At Ches-Mont Carpet One Floor & Home, we are a family owned and operated flooring store that has been serving you since 1972. Please stop by our showroom in Parker Ford, Pennsylvania, where you'll be assisted by an experienced flooring consultant. From measurements all the way to installation, Ches-Mont Carpet One will be by your side to guide you through a stress-free process.

Flooring Services include Free Project Estimates; Room Visualizer Tool; Shop at Home; Special Financing; Flooring Samples; The Beautiful Guarantee; Residential Installations; and Commercial Installations. In-Store Products include Carpet Flooring; Hardwood Flooring; Vinyl Flooring; Laminate Flooring; and Tile Flooring. We also offer Window Treatments; Soft surface Flooring; Hard Surface Flooring; Area Rugs; Carpet Padding; Pet-Friendly Flooring; and Waterproof Flooring.

Our Story

You might not realize it when stepping inside your neighborhood Carpet One, but we're part of a worldwide cooperative with over 1,000 stores. That means our customers get the best of both worlds: the service of a local business with the

savings and selection of a national chain. Through deep experience, tools, and technology, our experts can determine the perfect floors for any need or budget. We take pride in what we do and are eager to help you find the right floor for your needs.

Carpet One Floor & Home Cares is our commitment to our customers and our communities to community involvement. It represents our belief in serving our employees, customers and the communities in which we do business. It is our way to reach out, give back, and make a difference.

Ches-Mont Carpet One Floor & Home is located at 2540 New Schuylkill Road Route 724, Parker Ford, PA. For additional information, please call 610.495.6211 and visit www.chesmontcarpetone.com.

CORE ELEMENTS

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

STEP 1

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

STEP 2

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

STEP 3

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

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

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422
610-495-6211
www.chesmontcarpetone.com
LIC# PA0081672



"Residential & Commercial"
Your best bet is to hire a vet!

Carpet • Hardwood • LVP
Tile & Grout • Laminate
Engineered hardwood
Natural stone • Upholstery

610-952-2845
The list goes on!!!!



BEFORE **AFTER**



Reach out to JDog Carpet Cleaning & Floor Care Pottstown & Collegeville to help keep that new look continuing for years to come!
Veteran owned & locally operated.

JDog Carpet Cleaning & Floor Care Pottstown & Collegeville

If your carpet has seen better days, your hardwood floor has lost its charming sheen, or you don't know how long it's been since you've cleaned your mattress, JDog Carpet Cleaning & Floor Care is the cleaning team to do it all.

Franchise owner, Pottstown resident and Marine Corps veteran Kyle Lepkowski serves commercial and residential customers in Pottstown and portions of Berks, Chester and Montgomery counties with Respect, Integrity, and Trust—the same values he lived by during his time serving our country. "It's not just a slogan — it has a meaning to us because of our military background," Lepkowski said. "We take that with us to every single job we go to. At the same time, I want to take care of customers and surpass their expectations every time."

"We provide our services all the way to East Greenville, down to Collegeville, down to Exton and then Elverson over to Reading and past Boyertown," he said, adding, he does it all — carpet cleaning, floor care, hardwood, tile, and grout. "If we can get our hands on it, we can clean it," he said.

When you call us, you can expect free estimates, transparent pricing, and on-time and respectful service. Plus, we won't stop working until everything is cleaned to our high standards. Ready to start your home or business cleaning project in Montgomery County? Call Kyle today at 610.952.2845 or visit <https://www.jdogcarpetcleaning.com/locations/pennsylvania/pottstown-carpet-cleaning>.





CARPET & TILE MART

FLOORING SUPERCENTERS

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

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

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

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

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

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

Q: How many flooring options are there?

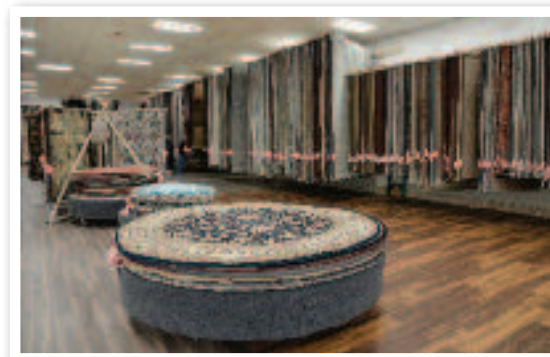
A: We have thousands of area rugs, miles of the finest tile and natural stone, durable luxury vinyl tile, hardwood flooring from the USA, and of course the largest selection of carpet around. The best part is it's all in-stock at Carpet & Tile Mart! You can take most new floors home today. Or if you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

Q: Are there any Waterproof floors?

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



*The Carpet & Tile Mart
Flooring Super Center located
at 351 W. Schuylkill Road
in North Coventry Township.*



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

Q: When is it time to replace our floors?

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

LOMAX Carpet & Tile Mart Pottstown

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

Carpet & Tile Mart Reading

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

www.carpetmart.com



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



FOCUS ON FLOORING & MAINTENANCE



Clean Floors & More, LLC

At Clean Floors & More, our focus on family, community, and quality makes us the janitorial service of choice in the area. As an all-inclusive janitorial company, we bring the best in nightly cleaning services, commercial carpet cleaning, and a variety of floor cleaning services to our broad range of clientele including general offices, assisted living facilities, schools, hotels, high rise apartments, and many more.

Our trained representatives will help you welcome spring with a deep cleaning that will make your business shine and give everyone who visits an amazing first impression. We pride ourselves on our ability to couple your nightly cleaning with a floor care program to keep your building and floors shining all year round.

We know that carpet is the best flooring option for many workplaces and that it is one of the first things people see when they come in your door. Our low-moisture carpet cleaning method will brighten your business by bringing a deep clean that will not only remove winter grime from high traffic entry areas and other carpeted areas, but leave every area dry before

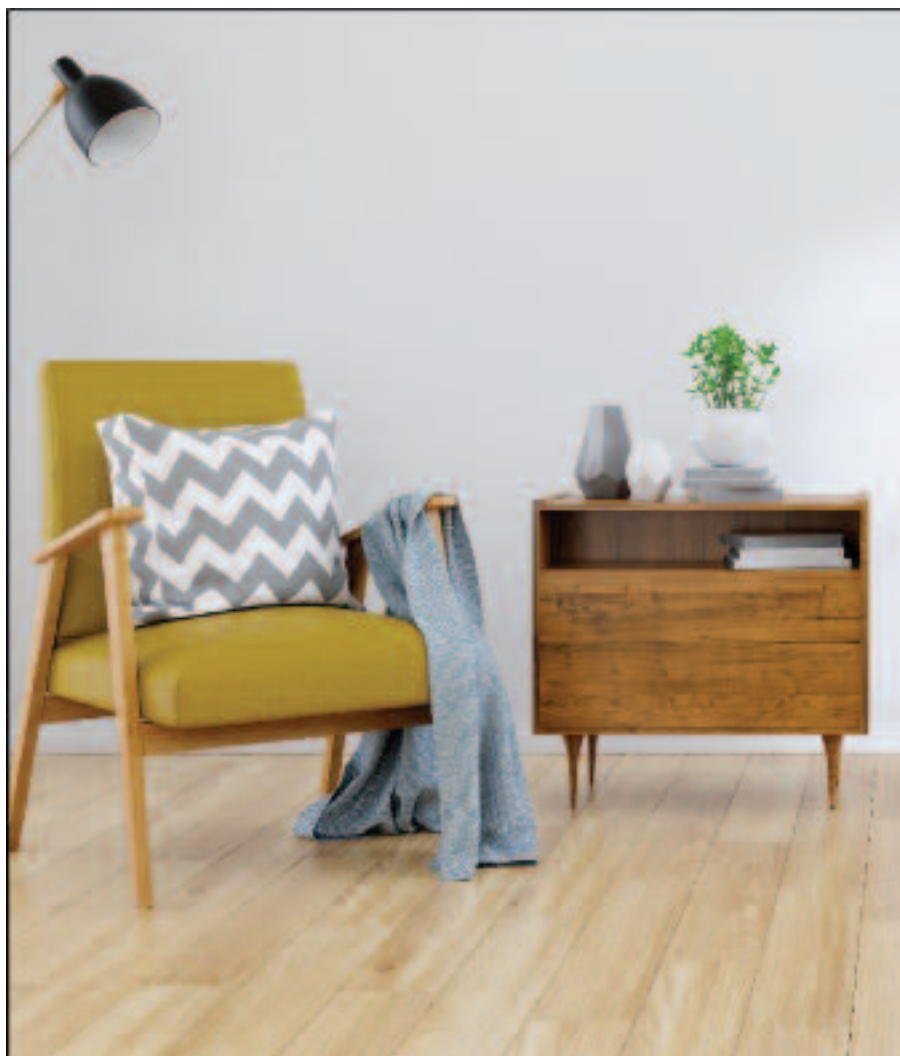
your business is ready to open the next morning. Our low moisture equipment is self-contained with no clumsy hoses, so we are the perfect choice for your multi-level senior facility or high-rise apartment building.

When vinyl composite tile (VCT) is your flooring of choice, spring means a deep clean where our professionals strip and refinish your floors, and give your floors a brilliant shine to welcome the warm weather months and every visitor to your door. Traditional vinyl flooring and laminate also take a beating over the winter, and we pride ourselves on giving these flooring choices a bright look for spring.

At Clean Floors & More, our business is to support you doing business in a welcoming, healthy, and productive workplace, with professionals ready to help with all your cleaning

and floor cleaning needs.

Clean Floors & More is a commercial cleaning service offering cleaning and disinfecting services for businesses of all types and sizes. For additional information, please call 484.599.2751 or email: cleanfloorsandmore@aol.com; and visit: www.cleanfloorsandmore.net.





FLOOR COVERINGS
international
Montgomery County

We're in Your Neighborhood!

CALL NOW FOR A FREE IN-HOME CONSULTATION
WITH OUR MOBILE FLOORING SHOWROOM:

215-644-7399

family owned • shop local!

montco.floorcoveringsinternational.com

 Floor Coverings International (Montco)
 FlooringMontco



LET US DO THE DIRTY WORK

When running a business, your vendors can make all the difference. For over 10 years, we've provided the highest standards of commercial cleaning.

OUR SERVICES

- OFFICE CLEANING
- MEDICAL OFFICE CLEANING
- SCHOOL CLEANING
- STRIPPING AND WAXING
- COMMERCIAL CARPET CLEANING
- FLOOR BUFFING

(484) 599-2751

Cleanfloorsandmore.net

Gary's Carpet Flooring Depot

Pottstown-based Gary's Carpet and Flooring Depot has been serving customers throughout the region for 28 years. Their success is based on their excellent relationships with suppliers and their helpful, knowledgeable staff, including in-house design consultants.

"We treat our customers like friends and family because they are our neighbors," said owner Chris Wanner. "We have been a fixture in the community for more than a quarter-century, partnering with charities including Habitat for Humanity to give something back. We set out to earn our customers business every single day by offering the best customer service in the industry, because that's how we all want to be treated when spending our hard-earned money."

Gary's Carpet and Flooring Depot offers the highest quality products, including carpet, hardwood, laminate, tile, luxury vinyl, waterproof vinyl, natural stone, glass tile, metal tile, and area rugs from established vendors such as Armstrong, COREtec, Marazzi Tile, American Olean, Daltile, Shaw Floors, Mohawk Flooring, Dreamweaver, Chesapeake, and more!

"We not only offer quality products from top names in the flooring industry, but we also only use the best installers in the area with more than ten years' experience," Wanner said. "We also offer a low-



price guarantee. If anybody beats our price for the same products and services, we'll match that price or pay \$50.00."

Gary's Carpet and Flooring Depot, located at 237 West High Street in Pottstown, is open Monday through Friday from 10:00 AM to 6:00 PM, and Saturday from 10:00 AM to 4:00 PM (closed Sundays). For additional information, please call 610.323.8881 and visit www.garysflooringdepot.com.

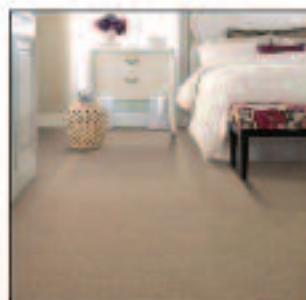


Gary's FLOORING DEPOT

Your trusted source for top quality floors and installation since 1994!

- Excellent relationships with suppliers.
- Knowledgeable and Helpful staff.
- Highest quality products.
- In-house design consultants.
- All the latest styles.
- In stock Carpet and Luxury Vinyl for fast service.
- All installers have minimum 10 years' experience.
- Low price guarantee.

Stop by our showroom to see the variety of products we carry from Armstrong, COREtec, Marazzi Tile, American Olean, Daltile, Shaw Floors, Mohawk Flooring, and more!



Products:

Carpet
Hardwood
Laminate
Tile
Luxury Vinyl
Waterproof



Vinyl
Natural Stone
Glass Tile
Metal Tile
Solid Surface
Area Rugs
Kitchen & Bath



We strive to provide our customers with the best products at the best prices. We know you have an abundance of vendors and retailers, both in store and online, where you can purchase tile, carpet, laminate, vinyl, and hardwood flooring products. We want to be your first choice when it comes to carpet and flooring products in the Pottstown, Collegeville, Reading communities, and surrounding areas.

Hours

Monday-Friday 10am - 6pm
Saturday 10am - 4pm • Sunday Closed

(610) 323-8881

www.garysflooringdepot.com

237 West High Street, Pottstown, PA 19464



PUC No. A-8925351

NEW OWNER, SAME GREAT SERVICE!

We know moving is a busy & stressful time.

Call for a **FREE Estimate!**

At Lausch's we make it our business to help you in any way possible. We are a FAMILY-owned, full-service moving company.

From moving to helpful and friendly advice, we provide what you need to make your move a successful one.



610-750-5534

Lauschsmovingco.com facebook instagram

THREE MONEY MINDSET SHIFTS YOU NEED TO MAKE IN ORDER TO GROW YOUR WEALTH



MONEY TIPS

By Audrey Faust,
MBA; Financial
Coach & CFO

Often when it comes to growing our wealth, we tend to think of skills that we will need to learn in order to accomplish that goal, but our mindset is just as crucial.

1. Not all debt is bad

There is a narrative out in the financial coaching world that all debt is bad! I don't agree with this for two reasons — one a lot of us have debt and the idea that all debt is bad can actually trap us in a shame cycle that makes us feel bad for past money decisions. When we get trapped in this cycle, we then find it harder to get out of it.

I've actually leveraged my debt to create wealth, so I believe that some debt is actually beneficial when you're starting off on your journey to wealth building especially if you're paying less than seven percent interest on it.

2. People with money are selfish

Question: How many times have you dreamed of owning your dream car or home but then judged someone as selfish for having theirs? But here's the thing — If you perceive those people in a negative way, you're going to perceive yourself in a negative light if you have money. And that's going to prevent you from keeping it and from growing it.

3. I can't afford to invest right now

Whether it's investing in ourselves, the stock market or property, taking the leap into investing can feel daunting especially if we think that we can't afford it yet. The hard truth is that you will never be able to afford it if you don't make investing a necessity in your life. I come across a lot of women who tell me that they don't have the money to save or invest but often that's not quite true. It's just that they haven't shifted their mindset to believe that investing is crucial to their long-term success and wealth building plan.

Want to learn more about changing your money mindset and growing your wealth? Email me at hello@audreyfaustconsulting.com.

Your Partner in Building Your Business.



CALL US TODAY TO GET STARTED!
549 N. Lewis Rd. | Uimerick, PA 19468 | 610-948-9000

- Commercial Loan Terms
- Commercial Lines of Credit
- Commercial Mortgage/Real Estate and Construction Loans



VICTORY BANK
Fulfill Your Dreams

VictoryBank.com

Member FDIC



Did you know that mastering your finances can help positively impact your bottom line so you can grow your businesses to extraordinary levels! I've helped business grow 20 - 50% annually!

Are you ready to...

- Understand your finances so you can make the **BEST DECISIONS?**
- Gain confidence in your numbers and how to make them work for you instead of against you?
- Create peace of mind and have a sense of relief that you are making the right decisions around your finances and your business?

Take a moment to imagine...

- Having a clear path to growing dream business
- Knowing exactly how long it will take to get there
- Working with someone who will meet you where you are and help you master your finances

Let me help you master your finances and create a path to make your dream a reality!

Let's get started, email me hello@audreyfaustconsulting.com
Learn more www.audreyfaustconsulting.com

WHY IT PAYS TO OUTSOURCE YOUR PAYROLL

There's more to processing payroll than providing your employees with compensation each pay period. Payroll teams must keep up with the latest requirements, from overtime laws and federal forms to minimum wage and tax law updates.

Many small businesses taking care of their payroll in-house are feeling the crunch. Whether this is due to staff shortages or an increased workload because of business growth, now is an ideal time to consider outsourcing your payroll.

When you entrust your payroll to our payroll professionals at Canon Capital, you'll gain our years of experience and up-to-the-minute expertise.

With our help, you will:

Maintain Tax Compliance: We keep up with the latest information on federal, state, and local taxes. So whether you're self-employed, a non-profit, or a for-profit with staff in the hundreds, we have the

knowledge to process your payroll correctly and in compliance with current tax requirements.

We can also prepare your tax liability deposits, quarterly returns, and annual returns. We customize the program that best suits your needs.

Cut Down on Payroll Errors:

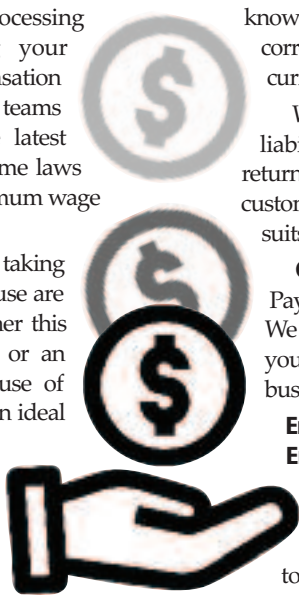
Payroll is all we do every day. We focus on your account so you can focus on running your business.

Enjoy the Convenience of our Employee Self-service Portal:

Your employees will be able to see their payroll stubs on-demand, thanks to the Employee Self-service Portal that is part of our service package.

Save Time: It's simple. We save you time. You submit your payroll data each pay period and we do the rest.

One source, many services, the right decision. Call 215.723.4881 or visit canoncapital.com to learn more and get started.



*one source,
many services,
the right decision*

- Certified Public Accountants
- Technologies
- Payroll Services
- Wealth Management & Family Office Services



Canon Capital

484 Harleysville Pike
Harleysville, PA 19438

215-723-4881
canoncapital.com



Goose's Montecristo Cigar Lounge
is located in the

Goose Pond Center

250 W. Ridge Pike
Limerick PA

484.902.8770

www.cigargoose.com



Goose's Tobacco Outlet and Café is excited to announce a couple of "Store within a Store" Concepts...



Goose's Tree-Rolls Hemp & CBD Shop

We will have the best products in the World of Hemp and CBD with events featuring experts in that field.



Bruno's Record Corner

Bruno will be displaying classic vinyl Record Albums that produce top-quality sounds of classic Rock 'n' Roll Bands.

Grand Opening of Both "Store within a Store" concepts will be May 1st!



*Goose's in Limerick . . .
Home of the Big Brands:*

Montecristo (Premium Cigars), Vape, CBD (Tree Rolls), RYO (American Club), Pipe Tobacco (Sutliff), and Lighters (Xicar) . . .
Check out our New Mural!

*Come visit us and see our beautiful
Retail & 2,500 sq ft Lounge areas!*



Welcome to The Nature Place

Unique  Gold LEED Certified  Private and Corporate Events

With a rooftop deck, airy conference rooms, and gorgeous views of and access to the 100-acre Angelica Creek Park, the possibilities for your event are endless!

To start planning your event, visit the Rentals & Bookings page at Berks Nature's website: berksnature.org



SOCIAL MEDIA CONTENT GENERATION WITH AI



SOCIAL MEDIA TIPS

By Theresa Mintzer

Artificial Intelligence (AI) is no longer the future. It is now! The

applications are endless. One is for social media content generation. You can use AI to help create a list of ideas for your next posts.

Two AI programs to try are ChatGPT and Magic Write in Canva docs. ChatGPT is free and as of this writing you can use Magic Write with the free Canva for up to twenty-five times. Both work in a similar fashion. You write down a topic. For example, try five reasons to hire a tax professional. The program will give you five detailed reasons to hire a tax professional. Next, rewrite those points using your own unique tone that you want to convey on social media. Then, turn each

point into a social media post with your call to action. Now you have five new posts for your social media.

Using AI can help you generate ideas, but it is important that you take the extra step to make sure you are using your voice to attract clients. Your voice will

help you stand out from the other businesses in your field. Your call to action is important too. For the tax professional, suggest scheduling an appointment or clicking on a link to the website for more information.

Through this process you can easily create a month's

worth of content in one sitting. Generate a list of a few topics about your industry and use the AI. Next, find stock photos for each post. Then you can schedule the posts. I offer social media coaching if you need help with the process.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com; and visit: MintzerSolutions.com.



Image resource: Depositphotos

**You Know Your Business –
WE KNOW HOW
TO PROTECT IT!**

Monitoring for Fire, Intrusion, Access Control,
Video Surveillance and More.
Commercial and Residential Applications.

Call Today for a **FREE On-site Evaluation.**

800.232.2500
SSCsince73.com




SECURITY
SERVICE COMPANY
Protecting People and Property
for Over 50 years.



Senior Living is a Perfect Match for Older Couples

Aging in place can be burdensome for older couples, as their care needs change. Transitioning to senior living can simplify everyday tasks while providing dignified access to care services, so couples stay healthy and together longer.

At Keystone Villa at Douglassville, older couples who need assistance can benefit from our personal care residence, which provides 24-hour supervision, daily support with dressing, bathing, medication management and mobility, routine safety checks, and emergency call systems. Additional levels of care are also available.

Senior living also reduces the stress of maintaining a large property. Couples can choose from spacious apartment styles and add touches from home like some of their treasured possessions.

Downsizing also reduces household responsibilities. Keystone Villa staff members manage cleaning, cooking, and repairs, giving both partners the freedom

to explore other interests, individually or together.

Other perks include an expanded social circle with many opportunities to engage with other residents and staff. Included in the monthly rent at Keystone Villa are wellness and activities programs. A calendar of varied daily events, from fitness classes to happy hours and off-site gatherings, allow couples to become acquainted with their neighbors.

Should a partner or couple require memory care services, Keystone Villa's campus provides a secure memory care neighborhood. Our program focuses on our residents' abilities with activities and therapies to support their remaining capabilities.

To learn more about personal and memory care services at Keystone Villa, please call Sue Okuniewski or Beverly Parkinson at 610.385.5002, or visit www.keystonevillaatdouglassville.com.

Good Furniture is a Good Investment for Good Memories

\$2,299.00

\$2,099.00

839B May Post Office Road
Strasburg, PA 17579
717-947-8225
M to F - 8am to 5pm, Saturday 9am - 3pm - Closed Sunday
www.HomePlaceFurniture.org

Understanding Alzheimer's & Dementia

Wednesday, February 8 • 5:30-6:30pm

Location: Personal Care 2nd floor gathering room

Lori Dierolf from Open Door Training & Development will offer education and support on topics including ways to communicate with individuals at different stages of the disease and how to understand and deal with challenging behaviors.

FREE & OPEN TO THE PUBLIC!

To attend, RSVP by February 6 by calling Sue Okuniewski at 484-385-5002.

Keystone Villa®
AT DOUGLASSVILLE
A DISTINCTIVE RETIREMENT COMMUNITY
Celebrating seniors for 15 years and counting

INDEPENDENT LIVING • PERSONAL CARE • MEMORY CARE

1152 & 1180 Ben Franklin Hwy. East Douglassville, PA 19518
KeystoneVillaAtDouglassville.com

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

REFERENCES AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

30+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com

PRO KEYSTONE GARAGE DOOR

"The Service Specialists" Since 1970

→ Residential → Commercial → Industrial

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

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

UNIVERSAL
BROKEN SPRINGS
REPLACED
REPAIR ALL MAKES

RAYNOR
Since 1945

VISA MASTERCARD AMERICAN EXPRESS DISCOVER



Most Of Our Business Comes From Referrals...

Pottstown **We Are That Good!**

610-367-6211 • www.prokeystone.net

HOW TO MARKET TO GEN Z



MARKETING TIPS

By Michael Ianniello,
Communications
Coordinator,
beMarketing

Gen Z is the people born between 1997 and 2012, with an age range from about 10 to 25. This generation has been online since childhood and has been using the internet, phones, and social media from an early age. Research shows that Gen Z'ers are incredibly loyal to brands they connect with. Below, we share practical tips a brand can implement to effectively reach and engage with the Gen Z audience.

Create Channel-Specific Content:

The best way to reach Gen Z is through social media. As a generation that understands every aspect of social media, it is crucial to create channel-specific content for your brand's social accounts. For example, create content for TikTok with the TikTok audience in mind and content for Facebook with the Facebook audience in mind.

Keep It Short: Gen Z has a very brief attention span. They prefer platforms like TikTok, Snapchat, and Instagram that favor shorter content.

Use Video: Quick videos are the best way to capture the attention span of Gen Z. Make sure videos are mobile-optimized and keep them short and engaging.

Always Be Authentic and Transparent: Maintain a brand voice and create content that is authentic and credible. Show the people and values behind your brand. Gen Z prefers genuine content filmed on personal devices over professionally produced content.

User-Generated Content: Keeping with the theme of authenticity, user-generated content yields much better results with Gen Z. Pictures of real people, staff members, and customers will always perform better than stock or photoshopped images.

To learn more about how beMarketing can help you improve your marketing to Gen Z, contact us at 484.261.1149.



Marketing

**Inc.
5000**
3X WINNER

Recession-Proof Your Marketing in 2023!



Call now to beat the recession AND your competition!
484-497-0795 or visit beMarketing.com to learn more!

**BE BETTER.
GROW FASTER!**

*We Can Help.
Join Today!*

**Workshops
Insurance Savings
Networking
Employee Retention
Sales Growth**

**Small Business
Resource Association**

SBRAssociation.com

814.808.7272

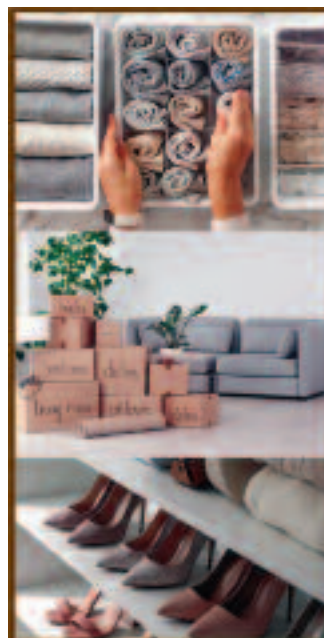
2395 Lancaster Pike Shillington

Home Stream, LLC

Home Stream is an interiors business focusing on beautifying and simplifying your environment to promote an enhanced sense of well-being. Last month we shared our six offerings and approach. This month we want to share with you what sets us apart from other home interior improvement professionals.

Emily and Paula have a variety of education and work experiences that allows them to exceed your expectations when it comes to your home dilemmas and challenges. Emily holds an Associate's degree in Interior Design and a Bachelor's degree in Human Development. Most recently her work in Neurologic behavior intervention gives her unique insight for designing sensory friendly spaces for neurodiverse children. She has a passion for functional living and keen eye for detail, as well as big picture vision for all your interior design/styling needs. Paula holds a Bachelor's degree in Family and Consumer Science and a M.Ed. in Counselor Education. Following successful careers in both adult education and nonprofit senior services where Paula connected with many adult children of seniors who needed to downsize their parent(s) immediately due to a health crisis, she has made it her mission to work with this population to be proactive and not reactive. Paula brings a goal oriented and measured approach to the downsizing journey.

No matter the goals, vision or needs for your home, we have a solution! Contact us today! For additional information please visit www.homestreamspace.com.



Home Stream LLC

**PROFESSIONAL ORGANIZING
and so much more**

**Professional Organizing
Sensory Focused Design
Senior Downsizing**

**Home Staging
Color Consultation
Life Transition Support**



PAULA MAYEWSKI

484-302-8208

paula@homestreamspace.com



EMILY MAYEWSKI

484-302-8184

emily@homestreamspace.com

Instagram: [home_stream_space](https://www.instagram.com/home_stream_space)

www.homestreamspace.com

P.O. Box 93, Royersford, PA 19468

Helping Your Business Bank on a Smile.®

Since 1873, business owners have counted on JBT to help them build, improve, acquire, and streamline. Today's business owners count on JBT's complete range of Business Solutions, including:

- ✓ JBT Digital Business Banking
- ✓ JBT Digital Business Finance Manager
- ✓ JBT Digital Business Fraud Protection Service
- ✓ Convenient Payment Processing
- ✓ JBT Remote Deposit, Autobooks and More!

JBT's combination of personal service and real solutions are helping more local businesses *Bank on a Smile®* every day.



Business Solutions

Carolann Westendorp

717-274-5180 Ext. 4005

cwesterdorp@jbt.bank

NMLS#613524

Robesonia Office

318 East Penn Avenue

Robesonia, PA 19551

610-693-4584



Visit jbt.bank to learn more about all the benefits of community banking with JBT!

DID YOU KNOW?



RHOADS ENERGY IS A LICENSED NATURAL GAS SUPPLIER.

Get your natural gas through the same utility lines AND get the benefits of local service from a trusted company.

- > Use Existing Utility Lines
- > Great Service From A Trusted Local Company
- > Recently Reduced Rates
- > Lock In Your Price For 12 Months

CALL US TODAY FOR OUR NEW LOWER NATURAL GAS PRICES!



800.673.2423 - www.RhoadsEnergy.com



2023: THE YEAR OF THE HEAT PUMP?

How Huge Tax Breaks Could Drive Adoption of Highly Efficient Home Comfort

Starting this year, homeowners can begin to enjoy a series of large rebates and tax credits outlined in the Inflation Reduction Act (IRA). The potential savings have refocused attention on energy efficiency in the home and, specifically, on heat pumps. These incredibly efficient systems drive down heating and cooling costs significantly — year after year. Cool Crew, a regional leader in home comfort installation and service, did the research and has answers for area homeowners. Here's what you need to know:

What is a heat pump?

Heat pumps use electricity to transfer heat. So, during winter, heat pumps use technology to draw heat into your house. During the cooling season, heat pumps move heat from inside your house to the outdoors. As Energy.com notes, "Because they *transfer* heat rather than *generate* heat, heat pumps can efficiently provide comfortable temperatures for your home." The bottom line: you get a system that is significantly more efficient than most systems that use fossil fuels.

How much can I save?

The IRA enables homeowners to receive a 30 percent tax credit toward installation of a heat pump, up to \$2,000. Details on additional potential savings related to the IRA will be release later

in 2023. As always, homeowners should consult with a tax professional regarding any tax credits or rebates. The efficient design of heat pumps can also lower your annual home comfort bill considerably — according to the U.S. Department of Energy, average annual savings can approach \$1,000.

How do I get specific details based on my home?

Consider getting an estimate from a reputable company that has trained technicians and carries heat pumps from high-quality manufacturers. The Cool Crew team can provide you with details on sizing, selecting a system that qualifies for possible tax credits, and how heat pumps work. Cool Crew can also help you identify other available rebates from manufacturers or utilities and secure financing that keeps your monthly payment low.

"Already this year, customers are beginning to ask more questions about heat pumps," says Todd Wagstaff, Cool Crew Director of Service. "They are a great option, and the tax breaks make them more affordable than ever. We're going to continue spreading the word about the advantages of heat pumps — for your home, and for your wallet."

Cool Crew is a regional leader that installs and services heating, cooling, indoor air quality, and other equipment. Cool Crew employs 50+ experienced technicians who serve thousands of customers every year. The employee-owned organization serves Central and Southeastern Pennsylvania. For information, visit www.CoolCrew.com.

North Montco Technical Career Center



Car Show

April 22, 2023
11:00 am - 2:00 pm

North Montco Technical Career Center
1265 Sumneytown Pike, Lansdale 19446

Food Trucks ● Awards ● Music

Vehicle Registration

Interested in becoming a sponsor?
call (215) - 368 - 1177 (ext: 303)

Ask SCORE

BUSINESS PLANNING: The Next Generation

Starting a small business requires extensive planning and research. But just because things are up and running doesn't mean your days as a strategist are done. In fact, they are just beginning.

Planning is an ongoing necessity because the environment in which your small business operates continually changes. New opportunities and challenges will arise that are different than those assessed during the start-up stage. Your initial financial projections may be literally and figuratively on the money—or trending in a different and unexpected direction.

Here are some planning tips to help keep your small business on track for long-term growth:

Revisit your business plan.

Your business plan shouldn't become a "trophy" of your start-up success. Refer to it every quarter or six months to match estimates with current realities. Update your plan as needed with new or modified contingencies, and adjusted time frames for key milestones such as expansions or new product/service lines.

Watch those numbers.

Financial statements provide a window into the health of your business. Project cash flow several months into the future based on reasonable expectations for sales and income, customer demand, regular payments (e.g. loans and rent), and other factors. By comparing actual cash flow to projections, you can spot opportunities to improve performance.

(Continued on page 26)

Chester Perfetto Agency, Inc.
Your Local One Stop Insurance Agency
Since 1971



TravelSafe
INSURANCE

Annuities
401k, 403b, IRA Rollovers
Auto
Business Insurance
Dental
Disability Income
Group Benefits
Homeowners

Individual Health
Life & Final Expense
Medicare Advantage
Medicare Supplement
Part D Prescription Plans
Renter's Insurance
Travel Insurance
Vision

40 Commerce Drive, Wyomissing, PA 19610

(610) 678-0373

perfettoinsurance.com

travelsafe.com

ROYERSFORD EXIT OF 422

Signarama®

Limerick

Texas Roadhouse Shopping Center
70 Buckwalter Rd. | Suite 407 | Royersford, PA 19468

484.961.8802 | signarama-limerick.com

NEW LOCATION!



Vehicle Wraps
Vehicle Graphics
Magnets
Carved Signs
Wall Wraps
Canvas Frames
Channel Letters
Light Boxes
Monument Signs
Interior & Exterior Signs
Full Color Digital Decals



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

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



**NATIONAL
 FINANCIAL
 NETWORK**

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

Registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS), OSJ, 1787 Sentry Parkway West, Suite 200, Blue Bell, PA 19422. (297) 488-0622. Securities products and advisory services offered through PAS, member FINRA, SIPC. Financial Representative of The Guardian Life Insurance Company of America® (Guardian), New York, NY. PAS is a wholly-owned subsidiary of Guardian. National Financial Network is not an affiliate or subsidiary of PAS or Guardian. CA Insurance License Number - 0161270, 2022-137026 Exp 04/24



ONDRA-HUYETT
 ASSOCIATES, INC.
 Managers & Builders



Commercial | Data Centers & Mission Critical Facilities

Industrial & Manufacturing | Mixed-Use

Healthcare | Hospitality & Resorts | Educational | Religious

Delivering Construction Services since 1995

1084 MONTICLOTT, Suite 210 | Newtown, PA 18104

478.86.1000 610.369.1729

Ask SCORE

(Continued from page 25)

Watch your industry.

In today's interconnected global economy, any change anywhere can have a ripple effect on any small business. The influences may be as far-reaching as a shift in demand for a certain commodity, or as local as a new stoplight near your store. Stay current with world and community events; study your sales records; and communicate with customers, suppliers, and colleagues. You'll be less susceptible to surprises, and better prepared to anticipate and capitalize on these changes.



Develop relationships.

Although growth usually implies investing in additional resources, there may be more cost-effective options better suited to your immediate and long-term needs. Building partnerships with other businesses in your field and specialty consultants can help stretch your capabilities. They may also call on you when they need help—perhaps

during a period when you have time or capacity to spare.

Invest in your staff.

Because a growing business will demand more of your time, identify employees who can take on routine and management responsibilities. They'll relish the opportunity to grow personally and professionally, and you'll be free to focus on more important issues.

An experienced, outside perspective can benefit any small business, which is it's a good idea to contact SCORE "Counselors to America's Small Business."

SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office, or visit www.pottstownscore.org.

SCORE
 FOR THE LIFE OF YOUR BUSINESS



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

FOR SALE- 268 and 272 Pine Forge Road
10 scenic acres with pond and frontage along creek.



2 houses on property which both have been recently remodelled.
Also 2 separate garages. **Many Possibilities \$649,900**

LAND FOR SALE

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

FOR SALE- (PABK2011654)
1646 Chestnut Hill Rd., Morgantown, PA



NEW STONE AND BLOCK WAREHOUSE BUILDING WITH OFFICES MEASURING APPROX. 63' X 50' TOTALING 3,150 SQ. FT. SITUATE ON 6.3 ACRES OF LAND. LARGE PARKING AREA. MANY POSSIBILITIES.

Reduced \$549,900

6.3 ACRES



FOR LEASE- (PAMC2041964)
1483 N Charlotte Street, Pottstown

Unit 3 is 712 sq ft with 1/2 bath for \$1,500 / mo plus utilities; Unit 5 is 845 sq ft with 1/2 bath for \$1200 plus utilities. Various usages allowed.



FOR LEASE- (PABK2011654)
1646 Chestnut Hill Rd., Morgantown, PA

Warehouse space with some finished office area. Located in Robeson Township.
\$2,600/mo.

FOR LEASE- (1001359872)



Town Plaza Shopping Center

301 N Lewis Rd, Royersford

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

- Space 1** Dining areas 2 Full bars and large kitchen **4400 Sq. feet**
- Space 2** Two side by side spaces **3756 Sq. feet**
- Space 3** Approximately **1900 Sq. feet**
- Space 4** Dining areas and all the venting for kitchen in place **2012 Sq. feet**
- Space 5** "L" shape area. small walled off offices approximately **2300 Sq. feet**

For the Protection YOU Deserve...

AUTO - HOME - BUSINESS - LIFE - ANNUITIES
MORTGAGE - DISABILITY - BOAT - CYCLE/RV
SNOWMOBILE - LONG TERM CARE - BONDS - EVENTS

Service is our number one priority.



215 East Philadelphia Avenue · **Boyertown**
Phone: 610-323-3300 · e-mail: zuberins@aol.com
www.zuberinsurance.com

MEMBERS 1ST – SINKING SPRING



MEMBERS 1st
FEDERAL CREDIT UNION

The beginning of a new year offers the chance to dream big and reevaluate your business goals.

At Members 1st, our members are at the core of everything we do, and as part of the credit union “people helping people” philosophy, we remain focused on providing meaningful, personalized service to our business and consumer members as they navigate everyday concerns.

No matter what season of saving or spending your business is in, Members 1st can help you live your best financial life and meet your goals.

Let’s Talk Business Savings

If you are a business owner or entrepreneur looking to build your business’s savings, higher dividend rates on a certificate can be extremely beneficial. A certificate is a low-risk investment with a fixed rate of return that allows you to earn money on the funds you have deposited for the term or specific period of time of the certificate, whether six months or 60 months. The higher the dividend rate, the greater opportunity to grow your savings to achieve a future savings goal or to increase your business’s emergency fund.



MEMBERS 1st – EXETER

We offer our members several certificate options, so no matter your income, industry or goals, there is an option for everyone. Our business members can take advantage of certificates with flexible terms, certificates that allow you to withdraw your money when needed without penalties or fees, and certificates known as bump-up certificates, which ensure our members do not miss a better rate after they have opened a certificate. Visit Members1st.org/certificates to find the right low-risk, high-yield option for you and your business.

We know that each business's savings needs are as unique as the products or services they offer. Our savings options are simple and flexible. In addition to certificates, we offer business savings accounts and money markets with tiered rates that grow with your money. Once you have grown that money to your liking, our wealth advisors can work with you to create a plan based on your goals.

Services for a Smooth Business Financial Journey

Our Cash Management Services are designed to help your business operate efficiently. From business online banking, account solutions and payment solutions

to receivables management and risk management tools, our time-saving services will make managing your business easier than you ever thought possible.

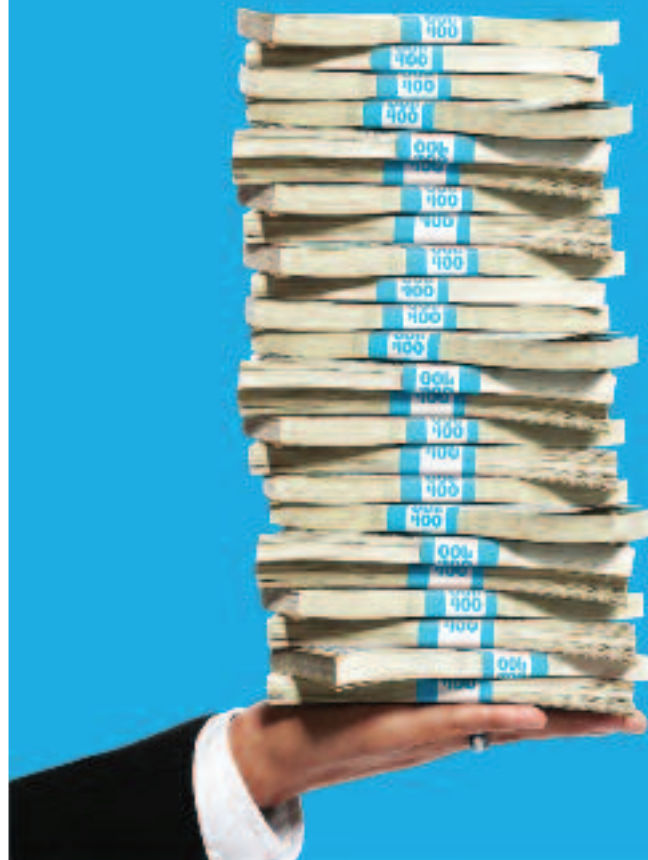
Helping You When and Where You Need Us

Running a business and keeping on top of all your finances can seem daunting without the right tools and guidance. Let us help you take big steps in your journey to financial success with our MyConcierge™ service. Available to all members, our concierge is a local associate offering you personalized guidance on spending, saving and planning for the future. They're always ready to offer help and answer your questions—or connect you with one of our experts who can. You can learn more at members1st.org or by visiting any of our branch locations.

We know our members appreciate flexibility. We are available on whatever platform you prefer to use, including 24 hours a day, seven days a week through mobile and digital banking. Call us, email us or stop by any branch location for a chat. No matter which option you choose, you receive the same level of personalized member service.

STACK UP YOUR SAVINGS

Get started today.
Open a certificate.



MEMBERS 1st
FEDERAL CREDIT UNION

▶ MEMBERS1ST.ORG/CERTIFICATE

FEDERALLY INSURED BY NCUA

**Visit
Members1st.org
to find your local
Berks County
branch.**



Federally Insured by NCUA.

ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING

BRESLOW'S BOOKKEEPING38
KARLENE'S CONSULTING38

ACCOUNTING / TAX PREPARATION

HERBEIN CPAS + ADVISORS44

ARCHITECTS

MUHLBERG GREENE ARCHITECTS12
P. RICHARD FRANTZ, AIA13

ATTORNEYS

CURRAN ESTATE & ELDER LAW, PLLC40
WOLF BALDWIN & ASSOC. PC48

AUTO GRAPHICS / SIGNAGE / APPAREL

GRABER LETTERIN' INC. SIGN COMPANY38

AUTOMOTIVE / AUTO BODY SERVICE

MERCER'S TRUCRAFT COLLISION49

AUTOMOTIVE / SERVICE

EMBODY'S SUNOCO50
KIMMEL'S AUTOMOTIVE49
RED KIEFFER'S AUTO REPAIR49

AUTOMOTIVE / TIRE SALES & SERVICE

CJ'S TIRE & AUTOMOTIVE SERVICE49
H & F TIRE SERVICE49

AUTOMOTIVE / TRAILER SALES / TRAILER SERVICE

SMART CHOICE 61 TRAILERS38 & 48

AUTOMOTIVE FINANCING

HIGH STREET AUTO CONNECTION48

BANKING / FINANCES

JBT BANK23
RIVERFRONT FEDERAL CREDIT UNION46
THE VICTORY BANK18
TOMPKINS VIST BANK55
VISIONS FEDERAL CREDIT UNION31

BUSINESS BROKERS

MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS52

BUSINESS COACHING

FAUST COACHING18

BUSINESS COUNSELING

SCORE38

CARPET CLEANING & FLOOR CARE

CLEAN FLOORS & MORE, LLC17
JDOG CARPET CLEANING & FLOOR CARE14

CATERING SERVICES

BAIRD'S CATERING45
GRACE & SAVOR, LLC52

CIGAR LOUNGE & CAFÉ

GOOSE'S MONTECRISTO CIGAR LOUNGE & CAFÉ19

CONSTRUCTION SERVICES

BLATT GROUP54
ONDRA-HUYETT ASSOCIATES, INC.26

CONTRACTORS EQUIPMENT

CROWNSTONE EQUIPMENT BOBCAT10
STONEY CREEK RENTALS54

DESIGN SERVICES/GRAPHIC DESIGNER

THERON COOK DESIGNER41

DIGITAL PRINTING / MARKETING / ADVERTISING

BERKS DIGITAL, INC.38 & 55

EDUCATION

HUNTINGTON LEARNING CENTER42

EDUCATION / TECHNICAL SCHOOL

NORTH MONTCO TECHNICAL CAREER CENTER24

ENERGY

RHOADS ENERGY24

ENGINEERING SERVICES

ALL COUNTY & ASSOCIATES8
CARROLL ENGINEERING CORPORATION9
EARTH ENGINEERING9
LUDGATE ENGINEERING8
MCCARTHY ENGINEERING ASSOCIATES, INC.13
PENN STATE BERKS11
SYNERGY ENVIRONMENTAL, INC.10

FINANCIAL SERVICES

CANON CAPITAL19
JANNEY MONTGOMERY SCOTT, LLC51
NATIONAL FINANCIAL NETWORK PATRICIA MILLER PICARDI26

FLOORING

CHESMONT CARPET ONE14
GARY'S FLOORING DEPOT17

FLOORING & FLOOR COVERINGS

CARPET & TILE MART FLOORING SUPERCENTERS15
FLOOR COVERINGS INTERNATIONAL16

FURNITURE

HOMEPLACE FURNITURE21

GARAGE DOORS

PRO KEYSTONE GARAGE DOOR COMPANY22

GARDEN CENTER / NURSERY

PUGHTOWN AGWAY38

GRAPHIC DESIGN SERVICES

DOWNTOWN DEZIGN39

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

FASTSIGNS38
LUCKY SQUIRREL PRINTWORKS39 & 47
SIGNARAMA LIMERICK25

HEALTH / HEALTHCARE / OCCUPATIONAL HEALTH

OCCUPATIONAL HEALTH / POTTSWOWN HOSPITAL - TOWER HEALTH2

HEALTH PRODUCTS / KAGEN WATER

MY WATER BAR53

INDUSTRIAL SUPPLY

CLARK INDUSTRIAL SUPPLY, INC.46

INSURANCE SERVICES

JAB INSURANCE BROKERS52
TRAVEL SAFE INSURANCE / CHESTER PERFETTO AGENCY25

JUNK REMOVAL / HAULING

THE JUNKLUGGERS OF BERKS, CHESTER & LANCASTER COUNTIES41

LANDSCAPING / HARDSCAPING

BAUER LANDSCAPING, INC.47

LANDSCAPING / PROPERTY MAINTENANCE

L.A. VERRUNI LANDSCAPING43
SOTTOSANTI LAWN CARE39 & 40
TONY & JOE'S LANDSCAPE DESIGN42

MAINTENANCE/JANITORIAL SERVICES

DEMEDIO'S BUILDING MAINTENANCE21

MANUFACTURER

REPPERT'S CANDY51

MARKETING & SOCIAL MEDIA SERVICES

INTERLACE COMMUNICATIONS39

MARKETING SERVICES

BEMARKETING22

MASSAGE THERAPY & PERSONAL TRAINING

CHARLES PEEPLES MASSAGE50

MEDICAL SPA

YOUNG MEDICAL SPA53

MOVING & STORAGE

LAUSCH'S MOVING & STORAGE18

ORGANIZATION

POTTSWOWN ROTARY CLUB51
SMALL BUSINESS RESOURCE ASSOCIATION23

ORGANIZATION / CHAMBER OF COMMERCE

GREATER READING CHAMBER ALLIANCE54

ORGANIZATION / ENVIRONMENTAL CONSERVATION

BERKS NATURE20

PAYROLL SERVICES / BOOKKEEPING SERVICES

EXPRESS DATA SYSTEMS, INC.44

PAYROLL SERVICES / HR SUPPORT

PREMIER PAYROLL SERVICES56

PEST CONTROL SERVICES

TKO PEST CONTROL, INC.7

PHOTOGRAPHY PROFESSIONAL

STEVE LADNER PHOTOGRAPHY43
STYLISH IMAGES PHOTOGRAPHY53

PLUMBING CONTRACTOR

A. JACKSON ECKER, INC.39

PRINTING SERVICES

EVERYTHING PRINTING39 & 54

PROFESSIONAL ORGANIZING / HOME STAGING SERVICES

HOME STREAM, LLC23

REAL ESTATE / COMMERCIAL & INDUSTRIAL

ZUBER COMMERCIAL REALTORS27

RESTAURANTS

GRACIE'S 21ST CENTURY CAFÉ45
HARES HILL BREWING COMPANY45
SPECK'S DRIVE-IN45
YE OLD COVENTRY PUB45

RETAIL / TOBACCO & RELATED PRODUCTS

COLE TOBACCO39

RETIREMENT COMMUNITY / SENIOR CARE

KEYSTONE VILLA AT DOUGLASSVILLE21

SALON / SPA / NAIL BAR

TRE NAIL BAR / TRE SPA52

SCREEN PRINTING & EMBROIDERY

AMITY SHIRT FACTORY39

SECURITY SYSTEMS & SERVICES

SECURITY SERVICE COMPANY20

SKIN BOUTIQUE & SPA

GLOW SKIN BOUTIQUE40

TECHNOLOGY / IT

BINARY IT SOLUTIONS42
PLUS ONE TECHNOLOGY41

VIDEO PRODUCTION/TELEVISION

PCTV NETWORK50



From left to right: GRCA President & CEO Jim Gerlach; Michele Richards, Director of Treasury Sales at Fulton Bank and Sara Kuzma-Stump, Director of Sales & Marketing, Suburban Testing Labs, Inc.

GRCA INTRODUCES ADDITIONS TO THE GREATER READING CHAMBER OF COMMERCE AND INDUSTRY BOARD

The Greater Reading Chamber Alliance (GRCA) recently announced a new chairwoman, vice chairwoman, treasurer and the addition of four new board members to the Greater Reading Chamber of Commerce and Industry (GRCCI) Board.

The board named Sara Kuzma-Stump, Director of Sales & Marketing, Suburban Testing Labs, Inc. as Chairwoman and Laura Haffner, Regional Bank President at Wells Fargo as Vice Chairwoman. Jack Gombach, McNees Strategic Solutions Group Government Affairs Consultant, was named treasurer.

"The GRCA does great work to help businesses in our community grow. From training, networking, economic development support, and connecting companies to important resources, I'm so proud to be a chairperson of this great organization. When the Greater Reading Area thrives, our businesses succeed. We need to create a community where employees and potential companies recognize our area as a great place to live, work and play. And I'm excited to be a part of that." said Stump

Stump follows Michele Richards, Director of

Treasury Sales at Fulton Bank, who becomes Immediate Past Chair.

"On behalf of the Chamber Board, we are extremely appreciative of the terrific leadership Michele provided over the last year. Her professionalism, common sense problem-solving, and dedication to the Berks business community were outstanding and helped move the Chamber to a higher level of service and accomplishment for both our members and the County's communities," said Jim Gerlach, President & CEO, GRCA.

Additionally, the Board welcomes four new board members: Alba Fernandez, Vice President Community Lender at Community First Fund; Ben Leisawitz, Partner at Barley Snyder, LLC; Mike Riley, Account Executive at EthoSource; and Stephen Bonner, VP of Operation at DoubleTree by Hilton Reading.

ABOUT THE GREATER READING CHAMBER ALLIANCE: 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 business to Berks County.

ROUTE 422 Business Advisor

PROMOTE YOUR BUSINESS! CALL (610) 323-6253

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2023 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.



COMMITTED TO COMMUNITY

Habitat for Humanity of Berks County works to enrich lives through home ownership and create families that are stable, strong, and prosperous in the Reading area. Visions shares their commitment to building up our communities in more ways than one. Visions supports hundreds of causes like Habitat for Humanity of Berks County with donations to fund good works, employee volunteers who pay it forward, and sponsorships that support community events. Because Visions Cares, where you bank can help you and your community.

visionsfcu.org/cares

Pennsylvania | New York | New Jersey



TIMOTHY J. DALEY
*Executive Director, Habitat for
Humanity of Berks County*

Federally insured by NCUA.



TRICOUNTY AREA CHAMBER OF COMMERCE

Building Communities, Creating Connections, Supporting Commerce

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

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

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

Follow us on:



#WhyTCACC

#tcaccbettertogether

WELCOME NEW MEMBERS!

Congratulations to the businesses listed below for becoming new TCACC Members!

Crunch Fitness

<https://www.crunch.com/locations/pottstown>
(610) 427-4531

Health & Wellness/ Health Clubs / Fitness Centers / Gyms

Moments by Amy Photography

<http://www.momentsbyamy.com/>
(484) 792-8475

Photographers / Photography Studios

Rita's Italian Ice and Frozen Custard (Pughtown, PA)

<https://www.ritasice.com/location/ritas-of-pughtown-pa/>
(610) 469-6669

Ice Cream Parlors/ Food Products/ Food Products - Specialty

Spotts Insurance Group

<http://spotts4insurance.com/>
(610) 374-7691

Insurance Companies

MEMBER ANNIVERSARIES

Happy anniversary to the following Members for their consecutive years of Chamber membership:

44+ Years

Borough of Pottstown

Brookside Country Club

Columbia Boiler Co.

Constellation

Fox Rothschild LLP

P. Richard Frantz, A.I.A., Architect

Herbein & Company, Inc. (Formerly Cappelletti, Pinter & Company, P.C)

The Hill School

Maillie LLP

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

Pottstown Area Economic Development

Pottstown Hospital Tower Health

Rhoads Energy - Cool Crew

Specht Realty, Inc.

Truist

Twin County Construction Co., LLC

Yergey, Daylor, Allebach, Scheffey, Picardi

15 Years

Reading Site Contractors

5 Years

1031 CORP.

KICKING OFF 2023!



**By Eileen Dautrich,
TCACC President**

I have used this article space before to talk about and focus on networking.

Networking is the primary reason we hear that people are joining a Chamber/maintain their membership. They want to meet other businesspeople and hopefully those new connections become customers.

It is not the focus of this article, but I do want to take any opportunity I can to remind everyone that networking is not about the sale but about the opportunity to meet someone and continue to see them at other events and build a relationship with that fellow Chamber Member. Successful networking takes time and more work than just exchanging business cards at an event.

Now that I provided my PSA, I want to highlight the opportunities the TriCounty Area Chamber of Commerce has for our Members in the 1st quarter of 2023. All our Chamber events have the opportunity for networking/building relationships and building your network that I just referenced but there is much more to benefit from.

In January:

- We welcomed New Chamber Members into our office for a New Member Orientation. Chamber Membership has a number of programs, events, and services to benefit from and we want to explain where Members can gain the most value based on their business and their goals to help them be successful.

- Our REACH program hosted its first event of 2023, providing a professional development presentation focused on time management to set our REACH attendees up for success in 2023.

- Our programming also extends to helping our local students while also servicing our Members. On January 25th our Membership Breakfast featured a panel of four individuals representing education, business, and workforce investment to answer the question – “Internships – Are They Right for My Business?” If our Members can walk away with the answers they need to pursue partnering with our local schools it creates a win, win situation for both!

We want to provide our Members opportunities in their Membership that assist them in sharing Member benefits and investing in their team members. This past fall we started offering our Refresh Friday workshops again. Our next few will focus on Succession Planning for your Business; Generating New Leads and Customers; and Bridging the Multi-Generational Gap (this one will also provide a sneak peek behind the scenes of our Leadership TriCounty program for those that might be interested in applying for the Class of 2024).

In addition to our ongoing programming and the events that we schedule monthly or bi-monthly, we also enjoy focusing on key objectives and providing specific programming at larger, special, annual events:

On February 15th we will showcase the Connections in the Borough of Pottstown with our Pottstown Progress Luncheon presented

by Pottstown Area Economic Development (PAED). This event is a great opportunity to celebrate PAED's contributions to the economic climate in Pottstown and to recognize the progress made over the last year.

March 2nd is the night of the annual Boyertown Area Progress Dinner. This year's event will feature the story of four new directors of four non-profit organizations in the Boyertown community. We look forward to hearing their hopes and dreams for their organizations and how they plan to create progress and make a positive impact in their community.

Last (for purposes of this article) but definitely not last as far as our calendar for 2023 and definitely not least is our April 26th event is our big night! April 26th will be the TriCounty Area Chamber of Commerce Annual Dinner. Every year this event is a celebration of the previous year, recognition of special individuals or organizations that helped us get there, is the “Be in the Room” Chamber event, and also features an entertaining keynote speaker for our audience's enjoyment but also to leave them with a takeaway to enhance their business. This year it is a two for the price of one – we are excited to have the sister duo of Kay and Shi – Entrepreneurs, Speakers, Sisters – join us to share the story of their family business!

2023 is just starting and there is already so much to share. Stay tuned for even more to come!

#tcaccbettertogether



Leadership: Let's Create Your Story

LUNCHEON

Wednesday, February 22nd

11:30 AM - 1:30 PM

Brookside Country Club

850 N. Adams St., Pottstown, PA 19464

FEATURING:

Dr. Myra Forrest, Pottstown Area Health & Wellness Foundation

Jenna Armato, Growth & Success Coach and Director of Leadership TriCounty




Member Price: \$45 | Non-Member Price: \$90



For more details, sponsorship opportunities, or to purchase tickets, please call Alice at 610.326.2900 or email alice@tricityareachamber.com. Scan the QR Code to register or visit tricityareachamber.com.



Leadership TriCounty

Bridging the Multigenerational Gap

Thursday, March 9th

3:00 PM - 5:00 PM

Montgomery County Community College, Pottstown Campus - North Hall Room 202

This is a rare time in history that we have 5 generations across the workforce. Learning about the perspectives and drives of each generation and applying that understanding in the workplace can positively impact communication, collaboration, and productivity.

Also get a behind-the-scenes glimpse into a Leadership TriCounty lesson.

There is no charge to attend; however, we do ask that you register due to limited seating. Scan the QR Code to register or visit tricityareachamber.com



BOYERTOWN AREA

PROGRESS DINNER

Presented by:
TriCounty Area Chamber of Commerce

Thursday, March 2nd

5:00 PM - 8:30 PM

LaMassaria at Bella Vista

2901 Fagleyville Rd., Gilbertsville, PA 19525

Join us in recognizing the new faces of organizations within Boyertown in our annual video!

- Denise Pulgino Stout - Boyertown Community Library
- Ellen Martignetti - Building a Better Boyertown
- Jocelyn Charles - Boyertown Area Multi Service, Inc.
- Amy Muzopappa - Foundation for Boyertown Education

Presentation of the James K. Boyer Quality of Life Award to Berks County Commissioner Christian Leinbach, Chair.

PLUS, we will be recognizing all Boyertown Area High School alumni who remain in the area in local businesses.

Member: \$100 | Member Table of 10: \$900
Non-Member: \$200 | Non-Member Table of 10: \$2,000

For more details, sponsorship opportunities, or to purchase tickets, please call Alice at 610.326.2900 or email alice@tricityareachamber.com.

Platinum Sponsor:



Register:



The Work Of CONNECTING POTTSTOWN

PROGRESS Luncheon

Wednesday, February 15th

11:30 AM - 1:30 PM

Soul Joel's at Sunnybrook

50 Sunnybrook Rd., Pottstown, PA 19464

Member: \$55 | Non-Member: \$100
Member Table of 8: \$400 | Non-Member Table of 8: \$800

At this luncheon, you'll have time to network with local businessmen and women, enjoy lunch, and gain insight into all the ways Pottstown is progressing.

Featuring remarks from elected officials, a video, a look at Pottstown Area Economic Development's Annual Report, and presentation of the 1st Annual Connector Award.



For more information and sponsorship opportunities:
Scan the QR Code | Call 610.326.2900 |
Email alice@tricityareachamber.com |
Visit tricityareachamber.com





Platinum Sponsor: 

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

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



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

UPCOMING EVENTS

Registrations can be found at www.springfordchamber.com

Chamber Friday Coffee Club

Friday, Feb. 3, 8:00am – 9:30am

Sponsored by Citadel Credit Union,
Location: Spring Valley YMCA
Event is Free to attend

February Luncheon -Topic: The 24 Hour Work Day

Thursday, Feb 9th, 11:30am– 1:00pm

Location: Copperfield Inn at Creekside
\$30.00 Members/\$35.00 Non-Members

YPN Lunch and Learn – Topic: Networking groups, what you need to know to make them work for you with Bruce Zanar

Wednesday, Feb. 15th, 11:30am– 1:00pm

Upper Providence Township Community Center
Free – Members and non-members – Bring Your Own Lunch

Shark Think Tank

Thursday, Feb. 16th, 11:30am– 1:00pm

Copperfield Inn at Creekside
*Business Owner Members Only

Chamber Night Out - Make and Take and Networking

Cozy Quarter's Décor and More
Friday, Feb. 17th, 6:00pm – 8:00pm

Space is limited – Takeaway cost
TBD approximately \$30
*Registration Coming Soon

Chamber Mixer

Goose's Montecristo Lounge and Tobacconist

Thursday, February 23rd, 5:00pm – 7:00pm

Free for Chamber Members
*Registration Coming Soon



2022 Springford Chamber Fashion Show

2023 Spring-Ford Chamber Fashion Show and Basket Raffle

Over the past 12 years the Spring-Ford Chamber has been excited to donate over \$20,000 to local charities that effect the lives of women and children in our community. We are excited to announce that the 2023 date will be **Thursday, April 13th from 11:00am – 1:30pm**; returning to the beautiful ballroom of Sunnybrook. We have started collecting baskets and items for this charity raffle, note that all of the proceeds will go directly to the charity of choices. If you would like to donate, please contact the chamber office at info@springfordchamber.com. We will be announcing the charity shortly so keep an eye on our Spring-Ford Chamber facebook page. Tickets are \$35.00 per person and include lunch.

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE

521 Main Street, Trappe, PA 19436 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net



Perkiomen
Valley
CHAMBER
OF COMMERCE
your business. our community.

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 MEMBER

Sanitize Central – Linette Trowery (610) 400-4520 www.sanitizescentralusa.com

Medical Facility Disinfecting, office/commercial cleaning & sanitizing and post-construction cleaning

UPCOMING EVENTS

February 7, 2023 @ 8:30am – New Member Orientation

New members, prospective members and less active members are invited to a complimentary workshop to learn how to make the most of Chamber membership. The 1 hour program is followed by ½ hour "Tips for Networking" workshop.

February 7, 2023 @ 4:30pm – PV Men Happy Hour

Gentlemen...join us for PV Men's Happy Hour Networking Event at The Trappe Tavern. All welcome to join in on the fun! Appy's provided. Cash bar. Register no later than 2/6/23. \$20/pp

February 23, 2023 @ 11:45am – 1pm –
Business Roundtable Luncheon

Join us for interactive discussion and sharing of best practices among other business owners and key decision makers. Member-only event.

March 8, 2023 @ 4:30 – Mixer at Ursinus College

Ursinus College is hosting a Mixer at the Schellhase Commons, located at the main entrance to Ursinus College at Main Street and Fifth Avenue. Network with UC staff, PVCC members and guests in the conference room of Schellhase Commons. PVCC Members attend for FREE. \$10 fee for non-members.

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. Now accepting reservations for 2023 Chamber Mixers. Contact Renee Blomstrom at 610-489-6660.

FEATURED EVENT

PVCC Annual Membership Meeting April 12, 2023 @ 11:30am

RiverCrest Golf Club & Preserve

The Annual Meeting is one of the Chamber's largest gatherings of our business and community leaders. Chairman **Joe Bergquist, Harleysville Bank**, will share what's ahead in the Chairman's Presentation, including appointment of **Susan Graham, Tower Health**, as Chairwoman of Board 2023-2024.

- Participate in the general election of the Board of Directors (3-year terms)
- Recognition of outgoing board directors
- Recognition of 2023 Marvin J Lewis Recipient
- Keynote Address
- New PVCC Members (2022-2023) recognition
- Sponsorship Opportunities

Visit www.PVchamber.net for details.

Presenting Sponsor: Phoenixville Hospital Tower Health

BusinessAdvisor

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



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.

UPCOMING EVENTS

Lunch & Learn PPL's Business Energy Efficiency Program

Wednesday Feb 1, 2023
12:00 PM - 1:30 PM EST
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$25 /member
Contact Information
Katie Johnsen kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11246>

BREAKFAST4SUCCESS - 3 LEADERS, 30 THOUGHTS: EMOTIONAL INTELLIGENCE

Thursday Feb 2, 2023
7:30 AM - 9:30 AM EST
Santander Performing Arts Center
3rd Floor Ballroom
136 N 6th St., Reading, PA 19602
\$35 / Member – Member Exclusive
Contact Information
Katie Johnsen kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11266>

5S WORKPLACE ORGANIZATION

Thursday Feb 2, 2023
8:30 AM - 4:30 PM EST
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$425/person
\$375/person before Jan. 12
Meals and course materials included
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11330>

ADVANCED EXCEL - February 2023

Four weeks on Wednesdays:
February 8, 15, 22, March 1
Time: 8 a.m. - 10:30 a.m.
Shearer Technical
727 Penn Ave., West Reading, PA 19611
\$300/person - Chamber Members; \$375/person - Not-Yet Chamber Members
<http://GreaterReading.org>
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11251>

INTRO MICROSOFT WORD - FEBRUARY 2023

Four sessions on Thursdays:
February 9, 16, 23, March 2
Time: 8 a.m. - 10:30 a.m.
Shearer Technical Computer Consultants
727 Penn Ave., West Reading
\$300/person - Chamber Members; \$375/person - Not-Yet Chamber Members
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11258>

NETWORKING@NIGHT - BERKS FIRE WATER

Thursday Feb 9, 2023
5:00 PM - 8:00 PM EST
Berks Fire Water
1145 Commons Blvd, Reading, PA 19605
Free to GRCA Members, Register here:
<http://events.constantcontact.com/register/event?llr=pys9hgeab&oeidk=a07ejijygl14d86efb>
Contact Information
Katie Johnsen kjohnsen@greaterreading.org

DE MUJER A MUJER - HEALTHY IS THE NEW SKINNY: Prioritizing Your Mental Health

Thursday Feb 9, 2023
5:30 PM - 7:00 PM EST
Abraham Lincoln Hotel - Roosevelt Room
100 N 5th Street, Reading, PA 19601
\$10 / GRCA Member; \$15 / Future GRCA Members
**includes light appetizers, networking & presentation; Advanced Registration Required
**include aperitivos ligeros, networking y presentación; Se requiere registro Avanzad
Contact Information
Rachael Romig 610-898-7775
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11267>

INTRO TO EXCEL - February 2023

Four weeks on Fridays:
February 10, 17, 24, March 3
Time: 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 610 898-8386
Register:
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11254>

ACTUALLY, I SAID THAT FIRST WITH PAULA BARRETT - W2W FEB 2023

Thursday Feb 16, 2023
8:30 AM - 10:00 AM EST
Reading Country Club,
5311 Perkiomen Ave, Reading, PA 19606
***parking onsite
\$35/ GRCA Member; \$45/ Future GRCA Member
**includes lunch, networking & workshop
**W2W Sponsors receive complimentary tickets to this event.
Contact Information
Rachael Romig 610-898-7775 rromig@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11268>

INTERMEDIATE EXCEL - FEBRUARY 2023

Four weeks on Mondays:
February 20, 27, March 6, 13
Time: 8 a.m. - 10:30 a.m.
Shearer Technical Computer Consultants
727 Penn Avenue. West Reading, PA 19611
\$300/person - Chamber Members; \$375/person - Not-Yet Chamber Members
<http://GreaterReading.org>
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11248>

ESSENTIALS OF EFFECTIVE LEADERSHIP - WINTER 2023

Dates: Five weeks on Wednesdays,
Feb. 22 Mar. 1, 8, 15, 22
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$695/person for Chamber Members;
\$895/person for Future Chamber Members
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11236>

EMOTIONAL INTELLIGENCE IN THE WORKPLACE

4 weeks on Thursday: Feb. 23, Mar. 2, 9, 16
Time: 9 a.m. - noon
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$695/person for Chamber Members;
\$845/person for Not-Yet Chamber Members
<http://GreaterReading.org>
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11335>

NETWORKING EXPERIENCE: LOS LOBOS

Thursday Feb 23, 2023
6:00 PM - 9:00 PM EST
Miller Center for the Arts
4 N 2nd St., Reading, PA 19601
\$40/Member – Exclusive Member Event - Limited Registrations available
to purchase tickets, contact Megan Schappell (610-607-6205 OR mschappell@racc.edu)
Contact Information
Katie Johnsen 610-898-7775

SUPERVISOR TRAINING MODULE 2: MANAGING PERFORMANCE & DEVELOPING EMPLOYEES - WINTER 2023

6 weeks on Tuesdays:
Feb. 28, Mar. 7, 14, 21, 28, April 4
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610 or virtually on Zoom.
\$625/person for Chamber Members;
\$780/person for Not-Yet Chamber Members
WEDnet eligible
Contact Information
Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org 610 898-8386
Register:
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11333>

ACCELERATE YOUR BUSINESS GROWTH WITH A GRCA MEMBERSHIP

Join GRCA now to build new networks, gain resources and tools to maximize profitability, and get ahead of the competition. Your success is our business.



To learn how to become **GREATER** with a GRCA membership, visit joinGRCA.com.

SBRA Membership Benefits That HELP YOUR BUSINESS GROW



**Small Business
Resource Association**

Join The Ultimate Small Business Community
SBRAssociation.com



SBRA Business Spotlight



Business Name: Creation Yoga

Phone: (610) 780-3166

Website: www.tgcreations.com

Creation Yoga

Move. Breathe. Unite.

At Creation Yoga, we believe that yoga and our other wellness offerings are a means to help you connect with your own inner healer. Whether coming to us as a beginner or someone with experience, we are committed to creating an environment of inclusion, care, and love. We specialize in the beginner practitioner. No matter what brings you to your mat - aches and pains, stress relief, increased mindfulness or otherwise, we meet you where you are and help you develop greater awareness of your body so your mind and spirit can release, relax, recharge and heal.

Currently offering yoga online, in person private and group classes as well as Reiki Healing and Diet and Lifestyle Counseling: our aim is to share our knowledge and devoted personal practices to provide a welcoming and safe space for you to enrich your quality of life so you can experience more joy. We'd love to have you join us: Move. Breathe. Unite.

Business Owners
Get the Business Skills You Can Use RIGHT NOW!



The SBRA Masters Business Academy provides Experienced, Expert-Led Group Facilitations that offer collaborative learning sessions that focus on the bottom line, designed specifically for current and future business leaders. In just 10 weeks, you will learn how to build organizational alignment, empower your team to serve your customers better, and understand the financial fundamentals of business to build a more profitable community - at a fraction of the cost of a traditional MBA.

Details and Registration
<https://goalmakers.com/sbra>



THE SBRA

MASTER BUSINESS ACADEMY



By Gary Seibert, CEO, Small Business Resource Association

Being an Entrepreneur most of my life, I understand what it is like to be responsible for a business and its employees. An even greater responsibility as a business owner is having the business acumen to lead your team to success. You may be most skilled at your trade or profession but that's only a part of what you need to leverage those skills into becoming a successful business owner. When I started, I had no formal business background or training. I had a degree in Health and Physical Education but nothing close to an MBA.

We understand that many small business owners are in the same boat which leads us to the introduction of the newest SBRA resource, the Masters Business Academy. The SBRA/MBA program is designed specifically for current and future business leaders and provides experience through Expert-Led Group Facilitations that offer collaborative learning sessions that focus on the bottom line. In just 10 weeks, 3 to 4 hours a week, in your office or home, you will learn how to build organizational alignment, empower your team to serve your customers better, and understand the financial fundamentals of business to build a more profitable company at a fraction of the cost of a traditional MBA. The best thing is that the knowledge you gain through the program can be implemented right away, making a positive impact on your business.

Some of the things you'll learn, and learn to do right:

- Establishing Personal Goals, Creating Action Steps to Achieve Them
- Hiring the Right Team
- Defining the Best Customers for your Business
- Empowering your Team and becoming a Master Manager
- Understanding your Financial Documents and Measuring your Success
- Applying Financial Lessons that Ease Decision Making in Day-To-Day-Operations

Some of the lifetime benefits you'll receive:

- 40 hours of facilitated expert coaching and eLearning classes
- 350+ learning modules within the self-paced eLearning classes
- Continued access for a full year after the 10-week program
- Downloadable companion worksheets and materials
- 20 interactive tools to implement the learning
- Knowledge checks to build competency
- A learning handbook to organize it all

The program even provides a 100% Money Back Guarantee if you're not completely satisfied after 2 weeks in the program. The SBRA /MBA Program starts February 15th, 2023, registration deadline by February 10th. Tuition for the program is only \$800 for SBRA members and \$1,300 for non-members.

More information and registration is available at www.goalmakers.com/sbra or contact Gary Seibert at 484-333-3270 or gseibert@sbrassociation.com

WELCOME NEW SBRA MEMBERS

ABT Notary
Antanavage Farbiarz, PLLC
Automatic Developer
Creation Yoga
Karen-Glass

R & B Insurance Service
Revitalized Massage and Wellness, LLC
Reading Hotels LLC / Comfort Inn
Salsa Burrito
True To You Esthetics, LLC

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



Small Business Resource Association
Be better. Grow faster.

• Tuesday,
February 7th – TBD

• Tuesday,
February 21st

— How to Manage your LinkedIn Profile to Grow your Business presented by Sarah Mehesy of Impressions Matter

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

MEMBER NETWORKING MINGLE

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

Wednesday, February 22nd, 5:30 -7:00

Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update

Wednesday, February 22nd, 9:00-9:30 am

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

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

FAST SIGNS

More than fast. More than signs.



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

AUTO GRAPHICS / SIGNAGE / APPAREL

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

GRABER Lettering INC. SIGN CO.

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

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

AUTOMOTIVE / TRAILER SALES / TRAILER SERVICE

SMART CHOICE 61

AUTOMOTIVE SALES & SERVICE



Your one-stop shop offering service and inspections on all your vehicles and trailers!

- Trailer Sales
- Trailer Service
- Custom Orders
- Financing Available
- We Take Trade-Ins

www.SmartChoice61.com • 610.562.3300
 505 Shoemaker Ave. (Rt. 61) Shoemakersville, PA 19555

BOOKKEEPING / ACCOUNTING

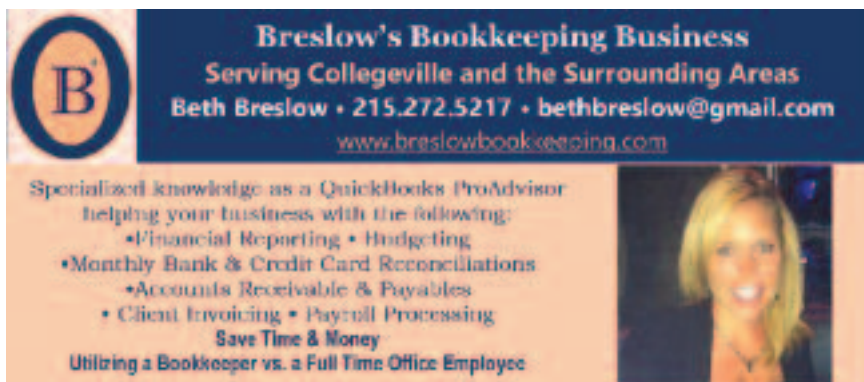
Breslow's Bookkeeping Business

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

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

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

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



BOOKKEEPING / ACCOUNTING

Karlene's Consulting

Karlene A. Novotny
 Professional Accountant/Owner

Specializing in Tax Preparation, Accounting and Bookkeeping Services

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

BUSINESS COUNSELING

Need Help for a Business

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

Call on SCORE TriCounty

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

Call 610-237-2673 or visit tricounty.score.org
 We are there for you and your business



DIGITAL PRINTING / MARKETING / ADVERTISING

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

Imagine it. Design it. Print it.

berks digital inc.

Creative Custom Graphics berksdigital.com



GARDEN CENTER/NURSERY

PUGHTOWN AGWAY

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

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

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



GRAPHIC DESIGN

LINDA JACOBS
DOWNTOWN
De[z]ign
advertising & graphic design with a ♥.

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

LANDSCAPING / PROPERTY MAINTENANCE

WHERE SERVICE IS ALWAYS IN SEASON
SOTTOSANTI
LAWN • CARE
Serving Berks County Since 1978
610.370.1507 • 610.670.7639
SOTTOSANTILAWNCARE.NET

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

EVERYTHING PRINTING

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

800.256.5111 • EverythingPrinting.com • 610.256.5111

ONLINE MARKETING

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

Contact us today to schedule a
Zoom Meeting to discuss!

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

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Lucky Squirrel PRINTWORKS

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

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

SCREEN PRINTING & EMBROIDERY

AMITY SHIRT FACTORY
SCREEN PRINTING & EMBROIDERY
610-858-9441
ALL WORK COMPLETED IN-HOUSE
MILITARY & CIVIC GROUP DISCOUNTS AVAILABLE
515 OLDE SWEDE ROAD - SUITE B1
DOUGLASSVILLE, PA • SHOP LOCAL

HVAC / PLUMBING

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

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

TOBACCO & RELATED PRODUCTS

COLE TOBACCO
215 E. High Street, Pottstown, PA 19464
610-323-4991
Hours: Mon. - Fri. 7:00 - 6:00 • Sat. 8:00 - 5:00

Handmade Cigars Discount Prices
Humidor Fresh • Distinctive Selection
Wide Variety of Vape Products

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

SOTTOSANTI LAWN • CARE

Serving Berks County Since 1978

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



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



Residential
Commercial
Free Estimates
Fully Insured

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

610.670.7639 • 610.370.1507
www.sottosantilawncare.net

FTC SAFEGUARDS AND WHAT IT MEANS FOR YOUR BUSINESS



TECHNOLOGY TIPS

By Marc Umstead,
Plus 1 Technology

Is your business
required to comply with the new
FTC safeguards rule?

All of these businesses are: mortgage lenders, mortgage brokers, motor vehicle dealers, payday lenders, finance companies, account servicers, check cashing companies, wire transferors, collection agencies, credit counselors and other financial advisors, tax preparation firms, non-federally insured credit unions, investment advisors and many more.



The Federal Trade Commission (FTC) Safeguards Rule requires the above business types to have measures in place to protect the security, confidentiality, and integrity of customer information. This includes developing and implementing a written information security plan that includes administrative, technical, and physical safeguards appropriate to the size and complexity of the firm and the nature and scope of its activities.

Some specific requirements of the Safeguards Rule include:

1. Designating an employee or employees to coordinate the firm's information security program.
- Even if working with external partners, an employee must be responsible for this program.

2. Identifying and assessing the risks to customer information in each relevant area of the firm's operation and designing and implementing safeguards to control these risks.

- Identify where customer data is stored.
- Who has access to this data?
- What software applications store this data?

- What controls are in place for monitoring access to this data?

3. Protecting against any anticipated threats or hazards to the security or integrity of customer information.

- What type of security do you have on your workstations, network, and cloud infrastructure?
- Is access to this information monitored?

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

Sean D. Curran Esquire A LIFE CARE PLANNING FIRM Rose Kennedy Esquire

To protect what matters most in your life.

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

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

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

610.406.5377
1212 Liggett Avenue, Reading, PA 19611
sean@curraneelaw.com • **www.curraneelaw.com**

BusinessAdvisor

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

[glow]
skin boutique & spa

Facials • Waxing • Massage
Medical Treatments
Airbrush Treatments
Body Therapies • Spa Packages

321 Bridge Street
(rear entrance)
Phoenixville, PA 19460

610-457-4447
info@glowboutiquespa.com
http://glowboutiquespa.com

TC
THERON COOK

DON'T QUIT
More opportunity and a better brand

Brand smART

Website: www.theroncookart.com

CONNECT WITH ME!

linkedin.com/in/theroncook
facebook.com/theroncook
youtube.com/user/theroncookart
Instagram: @Theroncookart
@theroncook
@dont_quit_us
@brandsmarts

Theron Cook
Brand Strategist
Author, Art Instructor
Creative Visual Artist

I help business owners save money & time by creating distinctive brand visual communication & strategy that smoothly translate to marketing.

Need help branding your business email: theroncook7@gmail.com

4. Protecting against unauthorized access to or use of customer information that could result in substantial harm or inconvenience to any customer.

- What security do you have on your cloud resources.
- How would you notify clients in the event of a breach?

5. Ensuring that service providers that handle customer information on the firm's behalf are contractually bound to implement and maintain appropriate safeguards.

- Have Business Partnership agreements with your vendors.
- What security protocols are in place at your vendors?

By complying with the FTC Safeguards Rule, firms can help ensure the security and confidentiality of customer information and protect against potential data breaches.

If your firm is looking to determine if you are compliant or how you can get compliant reach out to us.

Marc Umstead can be reached at 610.792.5660; email: mumstead@plus1technology.com.

The Junkluggers

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

What we offer:

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

\$25 OFF
a 1/4 truck or more

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

COUPON CODE: ROUTE422

1-800-LUG-JUNK • JUNKLUGGERS.COM

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

PLUS ONE TECHNOLOGY

Stress Free IT

610.792.5660

www.plus1technology.com

 Like us on Facebook

Home of the Plus One Advantage

- Live US answering 24/7.
- After hours emergency and scheduled service available.
- Provide the right solutions to improve your business's efficiency, productivity, and reliability.
- Managed Solutions to monitor your environment so we know your issues before you do.
- Able to communicate solutions in easy to understand terms.
- A trusted partner invested in the success of your business.
- No long term contracts required.
- Assist with planning and budgeting for future expenditures.

Your partner for IT Products and Services

Network Security	Cloud Computing
Remote Management & Service	Software Sales
Business Networking	Service Contracts
Computer Repair and Service	VOIP Phone Service
Surveillance	Security Awareness Training
Power Protection/Backup	Dark Web Monitoring
Data Backup	Password Management

3277 West Ridge Pike Suite B201, Pottstown, PA 19464



Binary IT Solutions is a Managed Service Provider supporting small to medium sized business with their business IT needs.



Rob Landis

- PC Support
- Network Support
- Cloud Management
- Disaster Recovery
- Cybersecurity
- User Training

610.320.2628

www.binaryitsolutions.tech

Align Your Team to Company Targets with
MICROSOFT VIVA GOALS



WHAT IS MICROSOFT VIVA?



IT SOLUTIONS

By Rob Landis,
Binary IT Solutions

Microsoft Viva is a line of employee experience applications.

These connect to the Microsoft 365 platform, and especially Microsoft Teams. The apps act as add-ons that can build on your organization's digital capabilities.

The Viva line expands what businesses may traditionally see as "software." It creates a connection between Microsoft Office and M365 apps. It also focuses on the people, rather than the tool. Microsoft designed Viva applications to use AI. This makes work easier and gives visibility into actionable data points.

What is Viva Goals?

Viva Goals is one of the newest Viva applications from Microsoft. It connects teams so they're moving toward a shared set of goals. Employees align, whether someone works in the accounting department or customer support. Here are the key value-adds of using Viva Goals:

Aligns Your Team to the Same Goals

Viva Goals puts company goals and targets in a tangible form. There is a definition of success for teams and

individuals. Work outcomes are directly connected to company-wide objectives.

Everyone is on the same page, rather than departments pursuing different targets. With alignment, companies can more easily reach their goals.

Maintains Focus on Goals

Viva connects to other M365 apps, making it easier to gather data insights. These insights help leaders more easily see goal progress. Employees stay focused on goals. This is because goals connect to their daily work targets. Rather than being something they hear at a company event, goals get infused into the workflow.

Integration with Teams & M365

The integration with Teams keeps goals front and center. Employees get recognized for meeting targets and helping the company achieve its goals. This keeps everyone engaged and moving together.

Questions About Microsoft 365 or Viva Goals?

Digital transformation with tools like Microsoft Viva is a necessity if you want to keep up. Old ways of doing things are giving way to the cloud, AI, and machine learning. We can help you navigate that territory. Give us a call at 610.320.2628 and schedule a consultation to learn more.

YOUR CHILD'S EDUCATION IS OUR PRIORITY

SAVE \$100*
ON AN ACADEMIC EVALUATION
(AVAILABLE AT \$199)

HUNTINGTON CAN HELP THIS SUMMER!

TUTORING & TEST PREP IN-CENTER OR ONLINE

AVERAGE INCREASES

2+ GRADE LEVELS
in math and reading**

229 POINT INCREASE
on SAT score***

5.4 POINT INCREASE
on ACT score***

\$71,149.00 PER STUDENT
in scholarship offers***

Huntington sets students up for success. Our proven method begins with a full Academic Evaluation to develop a learning program to build skills, confidence, and motivation.

- K-12 TUTORING
- TEST PREP
- HOMEWORK HELP
- ACADEMIC PERFORMANCE COACH



Limerick • 1810 East Ridge Pike, Suite 103, Royersford, PA 19468 • 610-792-1700

1-800 CAN LEARN

Personalized Attention.
Proven Results.

HuntingtonHelps.com

©2021 Huntington Learning Center. All rights reserved. SAT and Advanced Placement (AP) are registered trademarks of the College Board. PSAT/NAT is a registered trademark of the College Board and the National Merit Scholarship Corporation. ACT is a registered trademark of ACT, Inc. None of these marks were included in the production of, and do not endorse, this program. Your school may have other offers. **Grade level increases are based on standardized average score increases in reading and math for 12,000 students from 2010-2016, using the full set of available student data. ***Scholarship offers are based on surveys of 2,000 Huntington students graduating in 2016, using their own Huntington Academic Evaluation and full SAT/ACT test scores. #020805

Tony & Joe's
Landscaping Service

Our Services are Always in Season.

We are a full service landscape and lawn maintenance company serving the needs of homeowners. Landscaping projects large or small.

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

FREE ESTIMATE

PENNSYLVANIA'S CORPORATE TAX RATE BEGINS YEARS-LONG DESCENT

By Lauren Jessop, Contributor for
The Center Square

Pennsylvania's corporate net income tax rate decreased one percentage point on Jan. 1 as the state begins a decade-long campaign to stimulate business growth within its borders.

The state's 9.99 percent CNIT, one the highest in the nation, decreased to 8.99 percent in the new year. The policy change comes six months after a Republican-majority General Assembly brokered a deal — as part of a larger \$45.2 billion budget agreement — with outgoing Democratic Gov. Tom Wolf to gradually lower the rate by half a percentage point each year until it reaches 4.99 percent in 2031.

Wolf's support for the plan constituted a stark departure from the rest of his party, who have historically advocated for robust taxes on registered corporations. When he expressed support last year, he acknowledged the rate "holds the commonwealth back."

"Businesses are asked to pay more than their fair share," he said in April. "It's a barrier to new business growth and limiting opportunities for our workers and new student graduates."

The reforms in the bipartisan bill, according to the Tax Foundation, "can help the state's economy respond to inflationary demand" and "will continue to yield economic benefits after the inflationary period has waned."

The only downside, according to the foundation, is that it will take nine years for the rate to reach 4.99 percent, and instead

advocates for a faster deceleration.

The foundation notes that prior to the passing of Act 53, Pennsylvania's overall tax structure rank was 33 out of 50 states on their State Business Tax Climate Index. Broken down, individual income tax ranked 19, and corporate income tax ranked 44. In 2023, the state will begin to move up a few notches.

In comparison, the top five ranked states on the index are Wyoming, followed by South Dakota, Alaska, Florida, and Montana. Those at the bottom of the list, ranked 46 through 50 are Maryland, Connecticut, and California, with New York and New Jersey.

The current state of the commonwealth's budget is healthy, as recently reported by The Center Square, with tax revenues up 12 percent over projections.

In August, Sen. Ryan Aument, R-Lancaster, said in an editorial that tax reform is not a partisan issue, and by "working to improve the commonwealth's overall competitiveness, we are working to build a stronger future for all Pennsylvanians — a future that embraces opportunity and growth."

Aument, the prime sponsor of Act 53, described it as a "monumental tax reform package" that takes a "holistic, global approach" to making the state's tax structure more competitive.

"With overarching goals of simplifying the tax code and making Pennsylvania more competitive with other states, there are elements that will benefit businesses of all sizes and increase opportunities for working families in the state," he said.

STEVE LADNER PHOTOGRAPHY

www.steveladner.com

Published in GQ, Harpers Bazaar, French Vogue, Esquire, ads for Revlon, Chanel, and more.

I now live and work in the Chester Springs area.

Headshots: business and social media

Portraits: individual and family

Real Estate photography.



contact: 917-584-4503

photo@steveladner.com

verrunlandscaping.com

1357 Farmington Ave. Pottstown PA

610.327.2622



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

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



Professionally Installed Commercial & Residential Lighting



Wreaths, Custom Bows and Garlands



EXPRESS DATA GETS IT.

LOCALLY OWNED. OBSESSIVELY OPERATED.

Small business professionals that respect your small business.

PAYROLL • HUMAN RESOURCES • ONBOARDING • WORKFORCE MANAGEMENT

express DATA SYSTEMS, INC. **EXPRESSDATASYS.COM** | 610.493.7166

GREATER READING CHAMBER ALLIANCE OPENS NOMINATION PERIOD FOR BUSINESS AWARDS

The Greater Reading Chamber Alliance (GRCA) recently announced the opening of the nomination period for its Business Excellence Awards. The awards feature two categories separating businesses by annual revenue. Category 1 will represent businesses with \$1M in annual revenue for the past three years, and Category 2 will be reserved for businesses with \$250K in annual revenue for the past three years.

Once again, businesses which are not headquartered in Berks County, but that can demonstrate that at least 50 percent of its annual revenue is generated from Berks County will be eligible to apply.

Eligible companies must:

- Be a for-profit, public or privately held.
- Be headquartered in Berks County or demonstrate that 50 percent of company revenue is generated from Berks County.
- Have annual revenues of at least \$1M+ (Category 1) or \$250K+ (Category 2) in each of the three most recent fiscal years.
- Be a Greater Reading Chamber Alliance member.
- Submit supporting documentation for revenues with nomination form.

Once again, nomination forms will be only sent through email and available online and not mailed as in years past.

Winners of these awards will be recognized at the Annual Dinner on May 23 at Santander Arena.



All nominations forms are due **Friday, March 10**. Late submissions will not be accepted. For each award, nominated businesses are ranked according to revenue growth. KPMG LLC will handle tabulating the rankings. All Business Excellence Award winners will be recognized via a video montage tribute with special recognition to the Top 3 in each category at the Annual Dinner.

Eligible businesses may apply at greaterreading.org/annualbusinessawards. More information about the Annual Dinner, its keynote speaker and how to purchase tickets will be available soon. Keep checking greaterreading.org for the latest updates.

ABOUT THE GREATER READING CHAMBER ALLIANCE:

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 business to Berks County.



50+ Years of Future Building

For over 50 years, we've helped our team, our clients and communities realize their dreams. We're proud to be an industry leader, great employer, and corporate citizen – and our culture is consistently recognized as one of the best, with awards that include the Best Places to Work in PA and ClearlyRated Best in Accounting, to name a few.



Herbein is the accounting firm of choice for thousands of businesses and individuals throughout Pennsylvania – and beyond.

herbein.com | 1.855.HC.Today

Service Divisions

- ▶ Assurance
- ▶ Tax
- ▶ Advisory
- ▶ Transaction
- ▶ HR Consulting
- ▶ Risk Management
- ▶ Talent Solutions
- ▶ Wealth Management*

*Herbein Financial Group, LLC is a registered investment advisor and this presentation contains general information that is for informational purposes only and not to be construed as a solicitation to buy or sell any security, or as an offer of investment advice.

Herbein
CPAs + Advisors



PENNSYLVANIA DROPS COLLEGE DEGREE MANDATE FOR STATE JOBS



**By Anthony Hennen,
The Center Square**

In his first executive action since becoming governor, Josh Shapiro abolished college degree requirements for state job listings in hopes of expanding economic opportunity.

The executive order signed on January 18 instructs the state to prioritize skills and experience over credentials for 65,000 positions, according to a press release.

"Every Pennsylvanian should have the freedom to chart their own course and have a real opportunity to succeed," Shapiro said. "They should get to decide what's best for them — whether they want to go to college or straight into the workforce — not have that decided for them."

The move away from credential requirements comes at a time when Pennsylvania's labor force participation rate continues to fall. One analysis estimates the commonwealth is missing 113,000 workers.

"I want to make it clear to all Pennsylvanians, whether they went to college or they gained experience through work, job training, or an apprenticeship program; we value your skills and talents, and we want you to apply for a job with the Commonwealth," Shapiro said.

The executive order is effective immediately and will also review the eight percent of jobs with a college-degree requirement "to determine which job classifications are appropriate to include practical experience, in lieu of, or in addition to, a four-year college degree requirement."



On his first full day in office, Governor Josh Shapiro signed his first executive order regarding four-year degree requirements for thousands of state jobs in Pennsylvania.

The change represents a significant shift in Pennsylvania. Public-sector jobs tend to require college degrees at higher rates than private-sector jobs, according to the Bureau of Labor Statistics.

"Occupations typically requiring postsecondary education for entry made up 63.5 percent of state government employment and 61.1 percent of local government employment, compared with 35 percent of private sector employment," the BLS noted.

Pennsylvania isn't the first state to remove its college-degree requirement for state jobs. In 2022, Maryland and Utah also revoked their credential demands for public jobs.

In addition to the executive order, the Shapiro administration also launched a website where job-seekers can browse job listings that don't require a college degree.

ROUTE 422 BUSINESS ADVISOR DINING GUIDE

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

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

1534 Manatoway Road, Pine Forge, PA 19548
610-323-4004
www.gracies21stcentury.com

Luncheons Dinners Beer Cocktails
Serving the area since 1960, Route 100 South, Pottstown

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

The Old Coventry Pub
610-323-5790 Open every day at 11:00 A.M.

The Old Coventry Pub
LUNCHEONS • DINNERS
BEER • COCKTAILS

Speck's Drive-In (610) 489-2110
"Chicken at its finest!"

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

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

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

FOOD • BEER • FUN

HARES HILL BREWING CO.

Proudly serving craft beer and locally sourced food.

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

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE

Baird's Catering LLC
Happy February!

Now taking bookings for 2023 Luncheons & Events!

Select
Baird's Catering
Looking Ahead for Valentine's Day!
Chocolate-Covered Strawberries!

When Taste Matters!
Baird's Catering, LLC
For all your Culinary Occasions

For more information contact WILLIAM BAIRD
610-781-3534
BairdsCatering@verizon.net
www.Bairdscatering.com

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Building a Better Boyertown Presents **BEARY LOVED: A VALENTINE'S STROLL THROUGH BOYERTOWN**



Building a Better Boyertown (BaBB) is excited to announce its second annual Beary Loved: A Valentine's Stroll Through Boyertown event, which will take place in downtown Boyertown on Saturday, February 11th from 1:00-5:00 pm. Couples can enjoy a beary-loving afternoon in charming Boyertown. You'll have plenty of time to grab brunch before or enjoy dinner after this romantic and fun date! A variety of musical performers will be stationed throughout the streets for guests to enjoy. The Love Potion No. 9 Bar will be back in the rail yard for our over 21 guests. Enjoy delicious, Valentine's Day-themed drinks with your honey. Stop in at one of Boyertown's many unique shops to find that perfect gift for your special someone. And make sure you check out our Beary-Loved Raffle Baskets from some of Boyertown's favorite businesses.

Vanity Tintype will also be set up in the General Carl Spaatz National USAF Museum. A tintype, or ferrotype, is a photograph made by creating a direct positive on a thin sheet of metal coated

Readers' Choice
2024
REMARKS ENGINE

Kristina McCoy
Business Development
Representative

Riverfront Federal Credit Union
2509 Keller Boulevard
Wilmington, PA 19380
Tel: 484-335-8171 | 800-451-3477
Cell: 484-256-7942 | Fax: 484-345-8116
KMcCoy@RiverfrontFCU.org
RiverfrontFCU.org

Build a Better Business

Commercial Mortgages
Vehicle Financing
Equipment Loans
Debt Restructuring & More!

Riverfront FEDERAL CREDIT UNION

800-451-3477 RiverfrontFCU.org

[RiverfrontFCU](#)

NCUA

NMLS ID #488114



with a dark lacquer or enamel. Tintypes first appeared in America in the 1850s and gained popularity in the 1860s and '70s. It became less widespread in the early 20th century but has been revived as a novelty and fine art form in recent years. Don't miss this unique way to experience Boyertown this Valentine's Day and show your significant other everything a card can't say.

Beary Loved is free to attend. Some activities may incur a fee. Reservations for the Vanity Tintype are required. For more information, please visit www.buildingabetterboyertown.org.

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.buildingabetterboyertown.org.



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

PRINTWORKS

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

610.385.7053
www.luckypw.com

Facebook icon
Instagram icon
Locally Owned icon



610.948.3329
BAUERLANDSCAPING.COM
155 Hill Church Rd. Spring City, PA 19475
PA Contractor #068471

Landscaping & Hardscaping Services
Creative Design, Installation & Maintenance

Call us today for a FREE estimate!

Seasonal Services

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

Other Services

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

We're BETTER because we're DIFFERENT!

EP HENRY
Techo-Pro
Epi
NATIONAL CONCRETE
ASSOCIATION
Accredited Business
BBB Rating: A+
See our reviews on
Angie's list

SMART CHOICE
AUTO 61 SALES
& TRAILERS

Your one-stop shop offering service and inspections on all your vehicles and trailers!



- **Trailer Sales • Trailer Service**
- **Custom Orders • Financing Available**
- **We Take Trade-Ins**

505 Shoemaker Ave. (Rt. 61)
Shoemakersville, PA 19555
www.SmartChoice61.com
610.562.3300

We make it EASY
to talk with a lawyer



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

50th Anniversary

Pottstown • Pennsburg • Reading • West Chester

610-323-7436 215-679-5912 610-374-2400 610-436-8300
800 East High Street 570 Main Street 606 Court Street, Suite 203 13 West Miner Street
Pottstown, PA 19434 Pennsburg, PA 18213 Reading, PA 19681 West Chester, PA 19382

WOLF BALDWIN
and Associates
ATTORNEYS-AT-LAW

www.wolfbaldwin.com • Your Local Lawyers Since 1973

FINANCIAL POWERS OF ATTORNEY



LEGAL PERSPECTIVES

By Supriya G. Philips, Esquire, Wolf, Baldwin & Associates, P.C.

In the blink of an eye, another year has come and gone. The pandemic may be over, but the threat of ending up in the hospital for an extended period of time never disappeared. The frosty weather has forced us indoors, and it seems almost impossible not to get sick. We're being bombarded by viruses that affect our respiratory system (COVID -19, the flu, RSV etc.) and if we're unlucky enough, they can lead to serious illnesses like pneumonia that can land you in the hospital faster than you can say, "I wish I had a financial power of attorney." Do you have the necessary legal documents that allow your trusted family members to access your bank accounts and pay your bills? If not, your financial health may be at stake!

A financial power of attorney is a legal document that allows you, as the principal, to designate another person as your agent, giving that person broad powers to make decisions on your behalf. This document is invaluable if you become incapacitated and you need to understand the effect of a financial power of attorney in order to execute one. Unlike a Will, a financial power of attorney is used by another during your lifetime and to your benefit. The consequences for not having one can be costly and time-consuming, so you want to make sure you have it before you need it.

A standard financial power of attorney consists of two parts. The first part is a general grant of power to your agent. Basically, you are authorizing your agent (1) to transact business and (2) to execute documents on your behalf. The second part of a financial power of attorney is a grant of specific powers enumerated by statute. In order to grant any of these "hot" powers, the powers themselves must be expressly written in your financial power of attorney, which means that your agent will not be able to assume them under the general

grant of power. You need to decide which of these specific powers you want to include in your document.

For example, one of the specified powers is the ability to make gifts. At the start of the new year, on January 1, 2023, the annual gift tax exclusion increased to \$17,000 per recipient. If you are comfortable with your agent passing substantial amounts of assets to others during your lifetime to avoid gift or inheritance taxes, you should consider including this power in your financial power of attorney. Another specified power is the power to make or change beneficiary designations on insurance policies, retirement accounts, and other types of property. Although you may be uncomfortable with the thought of your agent changing a beneficiary designation, there are benefits to including this power in your financial power of attorney, especially if you've chosen to designate your estate as a beneficiary and you have significant debt at the time of your death. Ultimately, you decide which specified powers you are comfortable including.

(Continued on page 50)

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

highstreet
AUTO CONNECTION

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

FAMILY OWNED & OPERATED SINCE 1947

H&F TIRE SERVICE

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

Performance Touring All Season Radial Tires

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

SAME DAY SERVICE

POTTSTOWN

610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465

MON-FRI 8-5 • SAT 8-12

• COMPLETE AUTO & LIGHT TRUCK REPAIR
• Oil & Lube
• Inspection Station
• Exhaust Systems
• Fleet Service
• National Accounts Welcome

Visit Us At www.hftire.com

Red Kieffer's Auto Repairs, Inc.

Specializing in Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com

Mercer's TruCraft Collision

Turn your Collision into Compassion

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

All insurance claims welcome.

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

NAPA AutoCare Center with ASE-certified technicians on staff!

KIMMEL'S AUTOMOTIVE

Open Monday through Friday
8:00 AM - 5:00 PM.

COMPLETE AUTO REPAIR
610-327-1999

Clean and comfortable waiting area with free coffee and Wi-Fi.

Leave your car overnight with our key drop!

Serving customers in Pottstown, Morgantown, Boyertown, and surrounding areas.

- Safety & Emission Inspection
- A/C
- CV Joint & Universal Repair
- Belts & Hoses
- Brake Repair
- Climate Control Systems
- Cooling System Repair
- Differential Repair
- Electrical and Electronic Systems
- Engine Diagnostics & Performance
- Exhaust System Repair
- Four Wheel Drive System
- Glass Repair and Replace
- Lube, Oil & Filter Change
- Preventive Maintenance
- Welding
- Starting, Charging & Batteries
- Steering and Suspension System
- Tire Pressure Monitoring System
- Tire Services
- Transmission Service & Repair
- Vehicle Inspection
- Wheel Alignment

1055 S Hanover Street, Pottstown, PA 19465
610.327.1999 • www.kimmelsauto.com

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

Show your vehicle the love it deserves

Upgrade your ride with a new set of Ventus S1 Noble2. You and your vehicle will fall in love with these premium performance all-season tires!

ventus S1 noble 2

HANKOOK
driving emotion

17 CONVENIENT LOCATIONS | SHOP CJTIRE.COM/TIRES



THE PCTV NETWORK

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

NOW OFFERING:

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

 **TellisVision**

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

OWNER - OPERATED  **49 YEARS IN BUSINESS!**

EMBODY'S SUNOCO SERVICE CENTER
1435 E. High Street, Pottstown, PA 19464
Only Full Service Station in the Area!
Phone (610) 326-2250 Fax (484) 644-3691
www.embodysservicecenterpa.com

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

LEGAL PERSPECTIVES

(Continued from page 48)

Another specified power is the ability to access electronic communications and digital assets. Most people opt to receive electronic statements and bills, instead of mailed paper copies. If you want your agent to be able to access your emails on your cellphone or personal laptop, you want to include this power in your financial power of attorney. Emails can be informative to your agent and having access to them can make it easier for your agent to identify your banking institutions and which bills need to be paid. If you want your agent to be able to access this information, be sure to include it in your financial power of attorney (and make sure your agent has access to your passwords!).

Similar to scheduling your annual health evaluation at your primary physician's office, you should be reviewing the information in your financial power of attorney on a regular basis. Even if you have a financial power of attorney, your document needs to be up-to-date and should meet the latest statutory requirements. First, you need to make sure that the person you named as your primary agent is still able and willing to act as your agent. You also need to make sure that you have

alternate agents listed in case your primary agent is unable to act in the future. Finally, if you executed a financial power of attorney prior to January 1, 2015, your power of attorney may not meet requirements of Act 95 which amended the Pennsylvania Consolidated Statutes governing powers of attorney. Although your financial power of attorney is still valid, most legal departments are familiar with the latest statutory requirements. It may take a few days for an institution to check the validity of your outdated financial power of attorney, which is far from optimal in an emergency.

The future is unpredictable and that makes having a financial power of attorney invaluable. You never know if or when you'll end up in the hospital for a long period of time. Being prepared is your best option to optimize the way in which your property is transferred to your loved ones and to maintain control of your finances during your lifetime.

Supriya G. Philips, Esquire is an associate attorney of Wolf, Baldwin & Associates, P.C. at the firm's Pottstown office and focuses her practice on estate planning and estate administration. She may be reached at 610.323.7436 or by e-mail to sphilips@wolfbaldwin.com.

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

 **Massage Therapy &
Personal Training**

Charles Peeples, LMT, NCTMB, NSCA-PT, CSCS
610.324.3306 (cell)
teamvalkyries@teamvalkyries.org • chesterspringsmassage.com
1611 Kimberton Road, Phoenixville, PA 19460
PA Lic# MS0000532 • Insured, AMTA Member

REPOSITIONING IN THE REGIONAL MARKETPLACE



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

I recently saw a newspaper article about the Municipality of Norristown proposing repositioning the municipality in the regional marketplace. It was refreshing to hear someone take a serious approach to improving the town.

Norristown has witnessed a hyper-segregation of low-income people in one area. The hyper-segregation of low-income people resulted from well-meaning people seeking to provide housing for that population. Unfortunately, clustering this type of development over the years has a cumulative effect.

I have been involved in several repositioning efforts where the town sought more market penetration in the region. Most customers to a downtown come from within a 10 to 15-mile radius, and these overlap with other towns in the region.

When I started in the commercial revitalization field, I worked in Lock

Haven, PA and successfully organized sales promotions and events. In DuBois, I had limited success, but I did make one-way streets two ways to improve flow. In both of these cities, I helped the retail climate, but not to the extent that it was a great success.

My first big repositioning effort came when I took the South Street Headhouse District job in Philadelphia after the Mardi Gras Riots. In 1964, girls from my Fords, New Jersey school would go down to the American Bandstand shows in Philadelphia. They would come back and talk about going to South Street and how cool it was.

(Continued on page 52)

CERTIFICATES OF DEPOSIT FDIC INSURED

Janney Montgomery
Scott Brokered
Bank Certificates
of Deposit¹

1 YEAR
4.60% YTM*

18 MONTH
4.55% YTM*

2 YEAR
4.40% YTM*

3 YEAR
4.30% YTM*

5 YEAR
3.95% YTM*

*YTM = Yield to Maturity

These yields are subject to change, availability, and market conditions. When investing in a CD, sales charges may apply. As of 01/17/23, yield to maturity (YTM) is the internal rate of return earned by holding a bond purchased at the market price to maturity and assuming coupon and principal payments will be made on schedule. Minimum purchases may apply.

¹ CDs are insured by the Federal Deposit Insurance Corporation up to a predetermined limit, usually \$250,000, based on account category and does not apply to investments by the deposit broker. More details are available on this page.

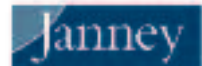
Before investing in a brokered CD, investors should understand when the CD matures, how often it pays interest and how much interest it pays. Read out of the issues has the right to call or redeem the CD prior to maturity. Compare the yields quoted versus those of non-callable alternatives. Understand secondary market liquidity in case it is necessary to cash out prior to maturity. Investors should check all their existing deposits at their bank prior to purchasing its CD so they won't exceed FDIC insurance limits. Finally, consider all risks and benefits and how this investment alternative may help meet investment objectives. Remember, brokered CDs may not be suitable for everyone. Please read Janney's CD disclosure statement, which can be found at <http://www.janney.com/disclosure/default-source/default-resources/disclosures/account-agreements/terms-of-service/bscd-disclosure.pdf>.

The information provided above is subject to availability and may be at a price and/or yield different from the date of this publication. It is not intended to be construed as a solicitation or offer to purchase the security. This security may not be suitable for all investors depending on their investment objectives, financial situation, and tax status. Certain securities may be subject to redemption prior to maturity. Redemption at or to maturity may have a negative impact on the yield. The information presented herein is taken from sources believed to be reliable, but not guaranteed by Janney as to accuracy or completeness. Neither Janney Montgomery Scott LLC nor its Financial Advisors give tax, legal, or accounting advice. Please consult with the appropriate professional for advice concerning your circumstances. Preliminary Official Statement or Official Statements for any new issues mentioned herein are available upon request.

For more information about Janney, please see Janney's Relationship Summary (Form CRS) on www.janney.com/cris, which details all material facts about the scope and terms of our relationship with you and any potential conflicts of interest.

542 N. Lewis Road, Suite 104, Royersford, PA 19468
610-718-8560 | 877-772-4567

© JANNEY MONTGOMERY SCOTT LLC • MEMBER NYSE, FINRA, SIPC • RFP-22-000-0123



Support Local
Small Businesses!

Reppert's

Own Made Candies

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

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



2708 W. Philadelphia Ave., Oley, PA 19547

Be Part of the Bigger Picture!

The Pottstown Rotary Club Wants You!



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



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

www.pottstownrotary.org



Stop accepting the status quo of your current insurance plan.

Realize there are other options and possible coverage you need today that you are without!

Our number one priority is YOU and YOUR needs!



Contact us today for a FREE No Hassle Coverage Analysis and Comparison Proposal

484-366-1281

info@jabins.com • www.jabins.com

Luxury Salon: where you will feel unique and special.

- * Manicures
- * Pedicures
- * Facials
- * Lash Extensions
- * BOTOX
- * IV Infusion
- * Lash Lift/Tint
- * Eyebrow Lamination/Tint
- * Waxing
- * Lomi Lomi add your text
- * Microblading/Microshading

And much more.....

[TRE SPA]

youdeservetrespa.com or
TRE SPA APP

Phoenixville | Tre Spa
420 Schuylkill Rd
Phoenixville, PA 19460
Phone: 484.924.9203

Royersford | Tre Nail Bar
949 S Township Line Rd
Royersford, PA 19468
Phone: 610.292.3572

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 51)

I visited the first time in the late '60s and was dazzled by the activity and just the sheer hip city-ness of the street. I felt like I wanted to be there.

By the time I worked there, the sexual assaults were completely out of hand, and the ridicule of those looking different was paramount in some of the visitors' minds. A lot had changed in 30 years since my first visit. The repositioning effort included 50,000 flyers handed out over the summer on the street corner. It was a notice of what the rules were for the street. These are simple rules and guidelines for equity, diversity, and equal access.

Next, we worked with the TV stations to have our PSA run to alert people about proper conduct when partying. Then, we took out a pretty extensive radio ad campaign on B 101, which appealed more to the mainstream than the fringe. Finally, we started a music program to bring back the roots of South Street.

Rents skyrocketed, and we were so successful that Zipperhead could no longer afford the rent and moved to a side street. Things were so good we sold out the WAWA next to the Headhouse

when we raised Jerry Garcia from the dead on the Day of the Dead.

At the same time, sexual assault pretty much ended by the time we installed the red street poles. But, being successful, we repositioned more to a mainstream destination and, in a way, lost a portion of the edge of the street.

I then worked on the repositioning of Phoenixville. The problem there was disinvestment after the Phoenix Steel plant closed. Drug and sex workers dominated the activity downtown in those days, and an interesting array of people resettled from Pennhurst State School and Hospital. The hospital was once described as "1,700 human beings stored away in crumbling warehouses, the urine stench of decades soaked so deeply into the walls and floors that it can never be washed out." The dim street lighting added to the uncertain ambiance of the street.

Phoenixville, like South Street, shows that people want to come to a place that is "edgy," not dangerous. A certain amount of dysfunctionality as it relates to accepted norms of society is healthy for any public environment as long as it is part of the scene and not the scene itself.

MARATHON Capital Advisors



FOR SALE: Thriving Online Floor Covering Business

Features:

- Offering Price: \$995,000
- Revenue 2021: \$3,475,000
- Employees: 3 FT; 1 PT
- Geographic Region: Based in Tri-State area; Nationwide coverage
- Real Estate (Owned): Compact office & inventory space – less than 1K ft²
- Order Logistics: 98+% drop-shipped directly from suppliers
- Brand Recognition: Trademarked name; 20-yr successful track-record
- Niche: Established niche presence with longevity
- Highly Ranked: 4.8 Customer Rating ShopperApproved & A+ w/ BBB
- Products: Robust online selections of over 130,000+ SKUs
- Suppliers: Transferable relationships, domestic & overseas
- E-Commerce Platform: Hosted on leading platform & fully responsive

For more information contact:

Mike McCarthy: 484-769-8225; mmccarthy@vrmarathon.com

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

Grace & Savor, LLC

Scalable, full-service Catering & Culinary Consultancy Services



Kangen Alkalized Water

Change your Water...Change Your Life!!!

484-366-1290 • www.mywaterbar.com

My WATER BAR

9.5 Kangen Water

- Anti-Aging
- Anti-Oxidizing
- Cellular Hydration
- Restructured
- Energizing
- Naturally Alkalized

Hours: Tues. - Fri. 2PM - 7PM • Sat. 10-3 • Closed Sunday & Monday

2325 Pottstown Pike, Pottstown, PA 19465

Phoenixville had an entire new streetscape installed, making it look like it was there forever, unlike some of the squeaky-clean streetscape designs you see in towns. The idea is to make it usable and aesthetically pleasing in a single effort, not to create a replica of Disneyland. I thought the red-light poles were appropriate for South Street, but sought to be more demure with the blue light poles in Phoenixville. RAL-1007 (Daffodil Yellow) would be perfect for the Norristown 68 acres of lighting poles.

We used the South Street formula of music to create the vibe. The first concert we did was to have Beatlemania

play on the rooftop of one of the buildings recreating the famous Beatles Rooftop concert ... we drew 500 people. Merchants screamed that we were bringing in the "wrong crowd" ... I'm like, "Yo, my man, are the drug and sex workers the right crowd?"

Norristown is slightly different from these two examples since they seek to use 68 acres of the former Norristown Hospital for the Criminally Insane. The property has been given to them by the Commonwealth and offers them an opportunity to break from the past.

(Continued on page 54)

DAXXIFY™

IS AT YOUNG MEDICAL SPA

We are excited to be one of the TOP 1% of Revance customers in the nation to have early access to Daxxify™. The first and only peptide-powered, **LONG-LASTING** frown line treatment is now available at our medical spa!

MAKE AN APPOINTMENT TODAY

Center Valley 610-798-7546 Lansdale 215-362-7546 Bala Cynwyd 267-534-3355

YoungMedicalSpa.com

Stylish Images photography

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

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

Business Discounts available for multiple sessions

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

Don't settle for this

When you can have these:
Business Headshots

Location Portraits
Real Estate Interiors

Drone Aerial Real Estate
Certified FAA Drone Pilot

Nationwide Insurance
Dollfus Agency

610-792-9956



General Contracting Services in Reading, PA

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

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

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

BLATTGROUP.COM

610.916.9828

tblatt@blattgroup.com



To learn more about
the Berks Family
Business Alliance, visit
tinyurl.com/BerksFBA.

NOW SERVING
FAMILY OWNED, CLOSELY HELD
& SMALL BUSINESS NEEDS



1145 E Philadelphia Ave • Gilbertsville

GET YOUR BUSINESS
BOOMING
WITH DIRECT MAIL



(610) 367-7444 • EverythingPrinting.com

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 53)

The repositioning will not be easy, as there are two converging issues: the hyper-segregation of low-income households in the municipality and the notoriety of the whole criminally insane stuff. So, it is a pretty daunting situation with visions of Jack Nicholson saying, "Here's Johnny!"

I do not think a single large employer building on the 68-acre area could achieve a repositioning. I would contend that if some companies want to use the site as a single source for high-income paying jobs, it would not be relevant to the repositioning effort and blend in a manner to make the 68 acres more part of the suburbs around the site. One must consider the population and the practicality of helping the low-income population get high-paying jobs, offering a training program for jobs that may only materialize for a few.

In Phoenixville, people did not want a Phoenixville mailing address and used to get Post Office Box at the Valley Forge Post Office. That perception has changed and it will also have to change in Norristown. In repositioning, there will need to be a wider effort to tie the

downtown and the community to the 68-acre site.

I think they have had their share of low-income subsidized housing, and any more would only result in reinforcing the image rather than breaking from it. In a repositioning effort, you are changing the opinion of the neighbors in the region. Whatever is created on the 68 acres must tie into the community and complement the downtown business district. The new Montgomery County government offices should help with the downtown portion of the project.

What will be needed is a concept and a theme that builds on the town's strengths and is accessible to the population of Norristown without regard to any education or income qualification for participation in whatever becomes of the site. But, like Phoenixville, it eventually will all blend.

The first part is already done — The acknowledgment that there is a need to reposition Norristown in the Regional Marketplace.

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



872 Park Road
Blandon, PA 19510



EQUIPMENT RENTALS • SALES • SERVICE

Serving Southeastern Pennsylvania since 1998, Stoney Creek Rentals has been offering an extensive inventory of quality tool and equipment rentals for a variety of jobs at reasonable prices. In addition to our construction equipment hauling services, we also offer equipment sales, parts, and contractor supplies as well as repair services.

610.926.4567 • www.stoneycreekrentals.com



GRCA to Host SHARE Reading for a Matchmaking and Networking Event

Join the Greater Reading Chamber Alliance (GRCA) as it hosts SHARE Reading on Wednesday, March 15, 3:00 PM to 6:00 PM at The Abraham Lincoln, 100 N 5th Street Highway, Reading. SHARE is a matchmaking and networking event that brings together our region's top corporations and connects them to diverse businesses. This event is an opportunity to:

- Network with the largest employers in Berks County and beyond.
- Learn from experts on the Why and How of diverse business certification.
- Matchmaking — one-on-one meetings with business "matches" that are created in advance to maximize your time and outcomes.

Who should attend this event? All

companies and organizations that are seeking diverse representation in hiring and contracting, small business owners, procurement specialists and Diversity, Equity and Inclusion (DEI) professionals representing our region's top employers.

Pre-registration is required. This event is FREE to attend and open to everyone. Register at www.greater-reading.org.

ABOUT THE GREATER READING CHAMBER ALLIANCE: Our mission is with excellent and committed leadership and coordination, we attract new businesses to our community, support the businesses which are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.

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



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

berks digital inc.

610.929.1200 • BerksDigital.com



**Service
Stability
Strength**

**SCHATZ
ELECTRIC, INC.**
Jeff Schatz,
Owner/President

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

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

TOMPKINS

Visit TompkinsBank.com





PREMIER PAYROLL SERVICES

You have enough to think about.

Leave the payroll to us.

With Payroll, Time & Attendance, and HR solutions that are customizable to your business, Premier Payroll is an accurate, personable, and affordable solution backed by the power of one of the nation's leading software providers. Premier Payroll offers consistent and personal support to our clients as part of our commitment to service, as we have since 2000. Get back to what you do best - and leave the rest to us.



Payroll



Time & Attendance



HRIS



Benefits



Stress-free Payroll
& HR starts here.



Award winning software with local support from your neighbors in Royersford



610-917-2281



sales@premiernow.com

premiernow.com



290 Main Street
Royersford, PA 19468