

INSIDE: Successful Women in Business • Building a Strong Team of Winners • The End of Employee Non-Competes?

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

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



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

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



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

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



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

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

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

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**Cover Story:** John P. Feeney Funeral Home of Reading treats their clients like family, providing highly personalized attention during their time of bereavement, while the spectacular mansion offers an elegant, historical atmosphere in which to celebrate the life of a loved one.



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Ondra-Huyett Associates, Inc.— Building a Lasting Impression



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# JOHN P. FEENEY FUNERAL HOME

## *A Place Like No Other*

The John P. Feeney Funeral Home at the Historic Feeney Mansion, 625 N. Fourth Street in Reading, is the most unique and elegant location to celebrate your life and the lives of your loved ones. From the beautiful architecture and lush gardens to the historically preserved interior, your experience with the John P. Feeney Funeral Home will be of the highest quality.

Serving Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery counties, the John P. Feeney Funeral Home treats clients like a family member, with highly personalized attention to each family's needs during their time of bereavement. At Feeney, they pride themselves on paying attention to even the smallest details of a funeral service.

Because Feeney is more than a funeral home, they can offer services others may not, including luncheons and catering on site; soloist performances and butterfly releases; garden funerals; public open houses and garden tours; and charity wine tastings and concerts. Additional amenities such as valet parking; an online planning App; funeral webcasting; and DVD slideshow further distinguish The John P. Feeney Funeral Home from other funeral homes.

### **AFFORDABLE, DIGNIFIED SERVICES BASED ON FAMILY PRINCIPLES**

Above all else, what sets Feeney Funeral Home apart from other funeral homes is its long-standing commitment to combining compassionate quality service with outstanding honest value. Founder John Feeney's (1918-1999) primary focus was to provide a dignified funeral service at a very reasonable price. His wish was to concentrate on helping families through difficult times without the services becoming a financial burden to them. "The dignity in a funeral service should never be measured in the price one pays for the service, but rather in the emotional and religious satisfaction one received from the service rendered," he once said.



PHOTOS BY STYLISH IMAGES AND FEENEY FUNERAL HOME







Even before laws regarding discrimination were passed, Feeney Funeral Home was already serving families without regard to race, religion, or personal beliefs.

"When my father founded the funeral home in 1941, his main purpose was to provide dignified funerals at a reasonable price — Not to try to sell anybody anything," explains current owner/supervisor and funeral director Michael F. Feeney. "Every dollar we keep above ground is a dollar that can go to children or grandchildren or for the surviving spouse," he said. "If you look at our casket selection, we don't have any copper, bronze, or stainless steel. We don't go for the top end vault. The highest we recommend is what locally is called the Beacon. We could get the other ones, but my mother, my father, my grandmother, my uncle, my brother, were all buried in the Beacon. We talk people out of spending money, thinking, couldn't some of that money go to help someone above ground? Especially in today's economy!"

Feeney Funeral Home offers low-cost direct cremations, direct burial/green burial, and traditional funerals. "We do a direct cremation with discount for preplanning and discount for prepayment," Feeney said. "You can get a direct cremation down to about \$1,700. The same way, we start our burials at \$2,995 and you can get a traditional service, even if you want a family and friends gather-



ing, all the equipment, everything you need for a package price of \$5,995."

"You tell us what price you feel you can afford, and we'll try to match that with a dignified funeral or cremation service for that budget," Feeney said. "We were the first funeral home to advertise preplanning. We fought the state Board of Funeral Directors for about three years, and even some funeral directors wanted my license revoked for offering preplanning with inflation-proof guarantees." Today, many funeral homes advertise some form of preplanning but we do not feel they offer our level of services and at our reasonable prices.

*Continued on page 8)*



## QUESTIONS YOU SHOULD ASK A FUNERAL DIRECTOR

1. What is your lowest price traditional funeral service and cremation service.
2. Do you own or are you a partner in another company that offers a lower prices service?
3. Do you offer time payment plans?
4. Do you believe that a dignified funeral does not have to be expensive?





(Continued from page 7)

## VETERAN SERVICES

Feeney Funeral Home is proud of its military heritage. Founder, John Feeney (1918-1999), was the only local funeral director to voluntarily close his funeral home to serve in the United States Army during World War II. Michael Feeney is a highly decorated veteran of the Vietnam War. He was awarded a Purple Heart for injuries received in combat. Years later, he rejoined the military and served in the Pennsylvania Army National Guard as a SSG in the Infantry until 2006, his retirement year after 22 years of service, mostly in the infantry. He spent 13 months deployed overseas under Operation Enduring Freedom where he was awarded the Meritorious Medal, the highest award granted to soldiers in his task force. He was also deployed to New Orleans for Operation Katrina Relief.

"We're the only veteran-owned funeral home in the city of Reading and one of only two in Berks County," Michael Feeney said. "The difference of being a veteran funeral home is critical because, a lot of funeral directors don't understand all the benefits they can provide from a funeral standpoint. We direct the veterans and their families where they can get additional benefits or state money. We guarantee no other funeral home in Berks County will provide the casket and vault we use for a veteran or spouse at a lower price. This is our promise," he said, adding, "We will not allow an honorably discharged veteran to be disposed of unceremoniously if he/she is eligible for VA burial privileges. If the veteran has no insurance or other assets, we will bury him/her at Indiantown Gap National Cemetery and provide our services at no charge. In addition to our special prices for veterans, their spouse, and dependents, we feel we offer more services to veterans than any other funeral home.



Our military heritage is also reflected in the attention to detail we give to our veteran funerals."

All honorably discharged veterans are entitled to a military funeral, which includes the playing of Taps, flag folding/presentation, and rifle salute when available. Feeney handles and schedules these services for their families. A United States flag is provided at no cost to drape the casket or accompany the urn of a deceased veteran who served honorably in the U.S. Armed Forces. The flag is presented to the next of kin as a keepsake after its use during the funeral service. Feeney Funeral Home will obtain the flag for the family. If there are no relatives or friends to receive the flag or they do not wish to retain it, the flag can be donated to Fort Indiantown Gap.

## COMMUNITY PARTNER

Feeney's success is also based on their high level of community involvement. Michael Feeney, who brought 911 service to Berks County in 1988, served the county as Commissioner and Coroner as well as on the board of many local organizations. He is a patron of the arts, hosting performing arts concerts at the historic mansion throughout the year for nearly two decades. "We open our mansion for concerts and fundraisers for several local non-profit organizations including Reading Pops Orchestra, Berks Opera Company, The Reading Symphony Orchestra, and St. Francis Home," Feeney said. He proudly supports the operas performed by, and he sits on the board of, Berks Opera Company, who meet monthly in the mansion's conference room.

## THE GARDENS

The Feeney mansion's lush flowering gardens are one of the jewels of the Centre Park Historic District of Reading. During the summer, there are more than 3,000 roses in bloom. The garden areas surrounding the property feature a variety

of flowers and greenery and are divided into nine areas: Veterans Walkway; Driveway Garden; Memorial Garden featuring a statue of Dionysus; Carriage House Garden; Reflections Walkway; Vegetable Garden; Solitude Nook; Neighborly Garden, and Nursery Garden.

Throughout each year, Feeney and manager Chris Schupp open the mansion and gardens for free public tours, including every December for the Christmas season. "For the tours we'll get anywhere from 400-800 people in a day," Feeney said. "Christmas tours are very big. We do 800 people." Decorative ornaments adorn their 10-foot Christmas tree, and visitors can enjoy two large, antique hand-carved nativity sets from Germany. Visitors enjoy food, refreshments, live music.

During the warm months, Monarch and Painted Lady butterfly releases are popular. "Those are very popular with kids," Feeney said. "With the butterfly release, the key focus is to have the children open the package slowly, and they can see it starting to move so they get very close to it. I say, this is for children now. If you are over 80, you are a child to me, so you can come up and get one too."







## FUNERALS

Whether you're planning for yourself or for a loved one, the funeral service is one of the most important elements of a person's final arrangements. With the opportunity for great personalization, the funeral service can truly reflect the uniqueness of the life it honors. Regardless of whether you or your loved one have opted for burial or for cremation, the funeral or memorial service fills an important role.

There's no single right way to plan a funeral service. Feeney believes each funeral should be unique and memorable. A funeral service can be a formal or informal ceremony. The casket or urn is present for the service. If using a casket, you can choose to have it open or closed. Feeney can accommodate funeral services and viewings inside its historic facility, in their beautiful garden area, or at your church. You can personalize your service in almost any way.

## GARDEN FUNERALS

Feeney is the only funeral home in Berks County to offer garden funerals. Over the years, thousands of people have enjoyed the gardens surrounding its historic mansion. In response to the recent pandemic, Feeney converted the area behind their building to a beautiful garden. Now you and your loved ones can have your traditional or cremation/memorial service outside. Even if you choose another funeral home for your arrange-

ments, you can still use Feeney's exclusive Garden Area for your service or memorial gathering at a reasonable cost. You can also host a catered outside luncheon.

Feeney can also arrange catering, soloists, and butterfly releases.

## CREMATION

Cremation is an alternative to earth burial or mausoleum entombment; it does not limit the funeral in any way. If you choose cremation, you will have the same options for memorialization as a traditional funeral. Cremation can take place before or after the funeral service.

## THE FUTURE

Although no one can truly predict the future, the continuation of Feeney Funeral Home into the third generation is firmly on the horizon. Coupled with dedicated staff, Feeney Funeral Home plans to continue to serve Berks County families for years to come. With larger corporations buying up businesses, it is their commitment to stay a locally owned and operated funeral home.



## SERVING SIX COUNTIES

One thing the pandemic did was open our eyes to the fact that one does not have to use the local funeral home if your disposition or choice is SIMPLE DIRECT CREMATION OR DIRECT / GREEN BURIAL. If your choice is for a public viewing, you can use our services, even if you select your Church or Lodge for the visitation, at a fair price.

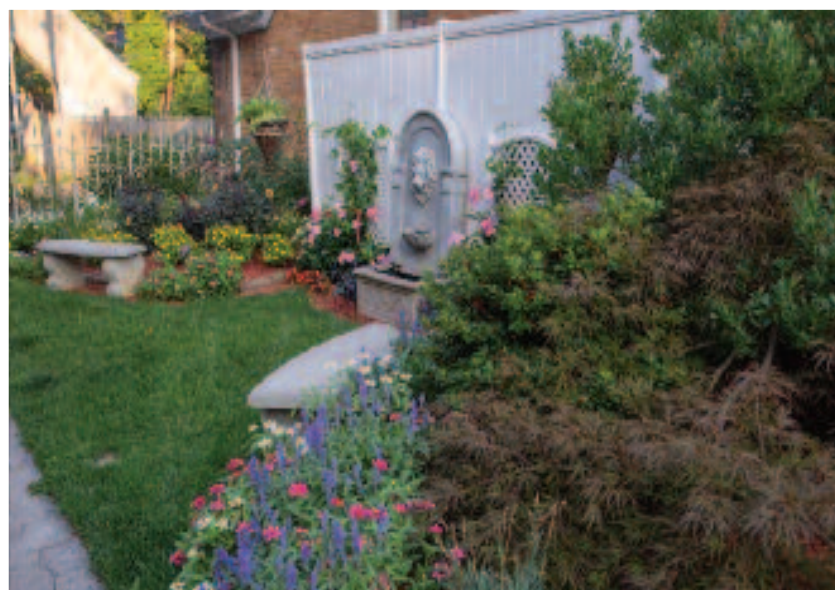
For additional information, please call 610.372.4160 and visit [www.johnpfeeney.com](http://www.johnpfeeney.com), and visit [www.historicfeeneymansion.com](http://www.historicfeeneymansion.com) for dates and details about all of Feeney's events.

John P. Feeney Funeral Home is located at 625 N. Fourth Street, Reading, PA 19601.



## TOUR THE HISTORIC MANSION

Our 121 year old 28 room Georgian Mansion is graced with open beamed ceilings, unique fire places, a cherry paneled room and many stained glass windows and chandeliers, two dining rooms and a 123 year old baby grand piano. We are open for tour w/day from 9AM - 4PM by appointment. Our next public mansion and gardens tour is on Saturday June 24th, no reservations needed. Call 484-256-5215.





# FOCUS ON SUCCESSFUL WOMEN IN BUSINESS

## Surviving vs. Thriving

By Debby Singleton

When the pandemic knocked the legs out from under a 27-year successful career I actually enjoyed the downtime ... for a little while. Then, as time passed, I started to worry if my career had ended abruptly and unintentionally. Business was dead.

When you work in any sales field, you are only as good as your last sale and then you're starting over. With the pandemic putting a stop to my traditional networking avenues (breakfasts, lunches, dinners, open houses, meetings, etc.) I had to develop a whole new way to thrive.

The joy in this new challenge is two-fold. I started holding meetings with clients at the dozens of local parks and trails. Even in winter, if dressed correctly, a walk on the trails was a fantastic way to gather, share ideas, build business and enjoy fresh air. The added bonus was on the fitness side. Getting 10,000 steps a day became much easier and enjoyable with a variety of interesting companions.



The lesson for me was if I wanted to thrive, rather than just survive, I had to embrace change in all of its glory. For me the change was permanent. I love walking on trails and at the park. I love being with people. I love building my business back in Mother Nature's office. I also took a leap to a new office, took

a lot of on-line and in-person classes, read books, networked outside, and more. It is an exciting time!

There is comfort in everything staying the same but there is a revitalization that takes place when you shake things up. Take a look at your life and ask yourself, "where can I shake things up?" Take a class, start a new hobby, incorporate new business practices, call rather than text, etc. The possibilities are literally endless and all you have to do is think outside the box!

*Debby Singleton is a top-producing REALTOR® with Realty One Group Restore in Collegeville PA. She specializes in residential and light commercial real estate in Berks, Chester and Montgomery counties and, despite the pandemic and all the economic ups and downs, she is thriving!*

### Land of Oz – April 15 & 16

See us perform a twist on an old classic, "Land Of Oz" at Theatre Horizon in Norristown! See a modern Dorothy with metaphorical characters for the Scarecrow, the Tin Man, and the Lion set as an all-dance showcase! There are munchkins, a flying monkey motorcycle gang, and tap dancing witches! Bring the entire family!

Tickets available at Pottstown Dance Theatre (72 W. Main St., Pottstown), by calling 610-323-2569, on the web at [www.pottstowndance.com](http://www.pottstowndance.com), or at the box office at arrival.

Tickets: adults — \$18 in advance (\$22 day of); students/seniors — \$15 (\$18 day of)



**Pottstown Dance Theatre**  
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## Local Student Dance Ensemble Premieres Twist on an Old Classic

The Pottstown Dance Theatre Repertory Ensemble will perform a brand-new work, "Land of Oz" at Theatre Horizon located at 401 DeKalb Street, in Norristown. The shows will take place on Saturday April 15 at 7pm, as well as Sunday April 16 at 2pm. This is an all-dance version of "The Wizard of Oz" that has been adapted for a 21st century, urban society! There are metaphorical versions of the beloved characters the Tin Man, the Lion, and the Scarecrow, and fun variations on the classic tunes including Ray Charles singing "Somewhere Over the Rainbow".

The show is choreographed by international dance artist, Michelle Jones Wurtz. Ella Mazur and Maddie Lobello will share the role of Dorothy, while Holly Lucas por-

trays the fun but cranky Wicked Witch of the West. High school seniors Sofia Bischof and Emma Wenerowicz share the role of the Good Witch and Scarecrow, while Lucy Boone dances as the Lion, and Teagan Lee dances as the Tin Man. There are munchkins, a flying monkey motorcycle gang, and much more! Tickets are available at Pottstown Dance Theatre (located at 72 West Main St. in Pottstown), by calling 610.323.2569, on the web at [www.pottstowndance.com](http://www.pottstowndance.com), or at the box office upon arrival. Adult tickets are \$18 in advance, and \$22 at the box office. Student and senior tickets are \$15 in advance, and \$18 at the box office. Bring the entire family and watch the Wicked Witch disappear on stage!



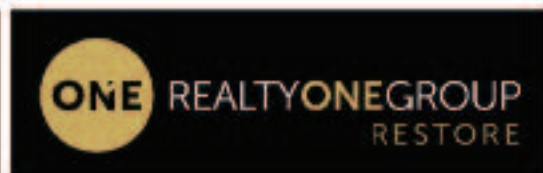
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## Thanx Hair Artistry

### Diane Materia Keck, Salon Owner/Stylist

Thanx is a bright and cheery studio style salon with upbeat, good-natured, caring, and attentive artists. Our culture is as strong today as ever. We want each and every guest to feel relaxed and recharged while they get personalized service with our educated artists.

Owner and stylist, Diane Keck, had a vision for a salon built on a culture of passion, hospitality, and a personalized experience. She wanted an atmosphere for guests that felt innovative while being fun and friendly, and she wanted a salon where stylists always felt inspired.

Her vision to be an inspiring leader and create a cheerful, innovative studio led her to open Thanx Hair Artistry in 2006. She has experience in advanced education with many product lines and has a passion to grow stylists to be the best they can be.

Diane values lifting and leading women in other professions also. This is why she is excited to partner and support The Reading Rebels cheer team. This group of women and men keep the fans and team inspired from March through May.

Diane was a cheer coach for many years in her 20s and 30s. So, when this opportunity came up, she couldn't resist! Working with other powerful women such as the Rebels' Managing Director, Dena Breslin, the Cheer & Dance Coaches, along with the women Team Owners, has been inspiring, and

gives us more opportunity to be out in the community.

Learn more and get your tickets for games at [www.readingrebels.com](http://www.readingrebels.com).

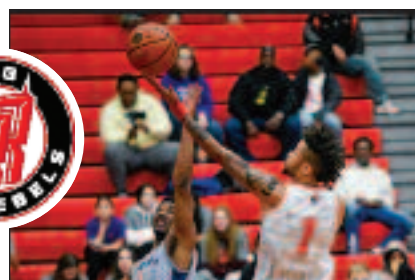
The "Vibe Tribe" is what they call the team at Thanx Hair specializing in personalized consultations, wig fittings, bridal styles, gray coverage hair color, natural "sun kissed" highlights,

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Coming Soon . . . By Patricia A. Pasley-Glover

We have all experienced death in our lifetime concerning our loved ones — Some we knew it was coming and others it was unexpected. We also know we aren't at our best thought process either. Do we have the funds to bury if this happens? It can wreak chaos on everyone and cause quarrels among us.

When my father passed two years ago, I didn't know what to do. Then two years later there was another unexpected death. In my book coming soon, I show you ways to prepare so you aren't UNPREPARED!!!!

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instagram.com/megsquiltedmemories



## Maribeth Gardella, Meg's Quilted Memories

The seed for Meg's Quilted Memories was planted while Maribeth was raising her family. "My kids were so small and looked so cute in their little jeans and tees. As they grew and their clothes size grew with them, I kept those little tees and pajamas tucked away because I knew I wanted to make a quilt to give to them when they were older. My heart remembers when."

Meg's Quilted Memories creates beautiful and customized quilts from your or your loved one's clothing. Just about anything can be used on a quilt — t-shirts, jeans, sweatshirts, flannels, button-down shirts, pajamas, robes, etc. Recently, Meg's Quilted Memories has been doing quilts and pillows with men's ties. Maribeth explains, "Covid-19 has really changed the landscape of men's fashion. With more Zoom meetings and less face-to-face meetings, suits and ties are less important. Many executives have these beautiful ties and they're not being used. But they love their ties and they're not ready to give them up. So, we've been



re-thinking the tie and using them on pillows and quilts."

"We really take what you have and work closely with you to create a quilt," Maribeth said. "Our tag line is 'Stitching Together Your Life Story.' That's what our clothes represent. They

evoke memories of childhood, vacations you went on, concerts you attended, Broadway shows you may have seen. We hold onto the shirts because they remind us of good times," she explains.

We all have shirts stuffed into closets and drawers or sitting in totes and boxes in our basements. Now's the time to pull them out and upcycle them. Since 2012, Meg's Quilted Memories has been bringing new life to your shirts. With thousands of quilts created, we know we can make something unique and special for you.

You can reach Maribeth at Meg's Quilted Memories via email: meg@megsquiltedmemories.com or 810.250.1825, and please visit: www.megsquiltedmemories.com.

## Sarah Coveney, CPA Premier Payroll Services, Inc.

Sarah never planned on going into the family business, but she has taken Premier Payroll Services to new heights and wouldn't change a minute.

An Accounting graduate of Lehigh University and Captain of the Women's Golf Team, Sarah worked for two years at a large public accounting firm, where she became a CPA, before joining the family business in 2007. Premier Payroll Services was founded in 2000 by Sarah's parents, Bill and Dianne March, who recognized the need for better service and customizable options when it came to payroll & HR for small businesses. Premier Payroll Services is located in the heart of Royersford in the remodeled Royersford National Bank and has grown to serve



over 1000 clients, primarily in the northeast.

"I know how hard my mom and dad have worked, and what they have sacrificed to grow this business, and how all of us, staff included, have embraced the rapidly changing technology in the world of payroll. I am proud of Premier and

have no regrets about joining the family business — even with the extreme family bonding!" says Sarah.

In her spare time, Sarah enjoys traveling with her family and getting out on the golf course. Sarah and her husband (who is also a CPA) have two small children that round out their foursome.

For additional information, please call Premier Payroll Services, Inc. at 610.917.2281 and visit www.premiernow.com.

# 6 Things to look for in a Payroll Provider

Payroll providers are designed to make your life easier, especially for small business owners who have a lot on their plate. If you are in the market for a payroll provider — whether it be for the first time, or you are considering a change — be sure your provider of choice meets these criteria. **Your payroll provider should provide a solution that...**

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# CELEBRATING NATIONAL GROUNDWATER AWARENESS WEEK MARCH 5-11

## 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](http://www.all-county-assoc.com). Our team of licensed professionals look forward to getting to know you and learn more about your needs.



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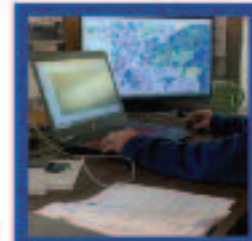


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Web: [www.all-county-assoc.com](http://www.all-county-assoc.com)

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



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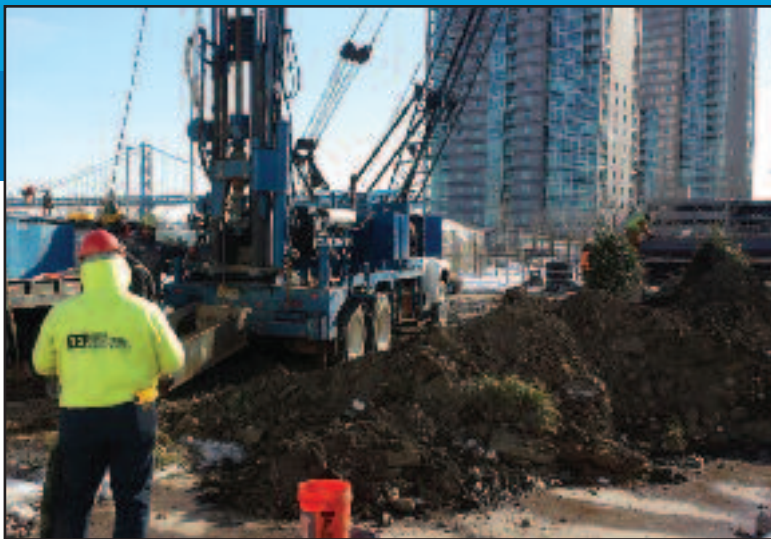
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## Earth Engineering Incorporated (EEI)

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](http://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 16)*

Water Facilities Engineering | Wastewater Engineering  
Municipal Engineering | Structural Engineering  
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# FOCUS ON ENGINEERS & ARCHITECTS

(Continued from page 15)

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](http://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](mailto: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](mailto: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](mailto:bloughna@synergyenvinc.com), or visit our webpage [www.synergyenvinc.com](http://www.synergyenvinc.com).

## Synergy Environmental Inc.

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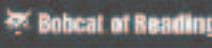
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## McCarthy Engineering Associates Inc.

McCarthy Engineering Associates, Inc., with offices in Wyomissing and Pottstown, is a multidisciplinary engineering, consulting, planning, and environmental services firm. We provide services to industrial, commercial, health care, educational, governmental, and residential clients throughout the Northeast United States. Our capabilities range from civil engineering, land development, structural design, water resource management, surveying and mapping to mechanical engineering, plumbing design, electrical engineering, and fire protection design. Jim McCarthy, owner, incorporated the business in June 2000 with a vision to create a different kind of engineering firm; 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](http://www.mccarthy-engineering.com).



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# CELEBRATING NATIONAL GROUNDWATER AWARENESS WEEK MARCH 5-11

## FOCUS ON ENGINEERS & ARCHITECTS

### 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](mailto:prf@prfrantz.com) and welcomes a visit to his website at [www.prfrantz.com](http://www.prfrantz.com).

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

If you work in a building constructed before 1990, chances are the Americans with Disabilities Act (ADA) had not yet been passed. However today this law governs all aspects of the construction industry, including renovations.

Small Businesses have responsibilities under the ADA and other federal employment discrimination laws. If an

organization has more than 15 employees, thinking about barriers that may be physical obstacles (such as inaccessible facilities or equipment) require reasonable accommodation.

Architects provide expertise and value for ADA projects, helping businesses remove workplace barriers and obtain compliance within a reasonable budget. Contact me at [JimS@MG-Architects.com](mailto:JimS@MG-Architects.com) or 610.376.4927 if you have an ADA question or need a solution. We can help you get there!



# TIPS AND TRICKS TO CREATING THE MOST EFFECTIVE SIGNS FOR MARKETING

By Phil White, Signarama Limerick

Business owners often make the mistake that any sign is better than no sign. But in today's world, advertisements are everywhere. It is easy for ads to get lost in the clutter. If you apply these principles and carefully plan out your signs, you are one step closer to success. Designing the right graphics can be tricky. That is why we are giving you a breakdown of tips and tricks to creating effective signs for marketing.

## Tip #1: Keep it Simple.

The old cliché is still true that less is usually more. Simplicity is at the heart of designing successful and effective advertisements. Well designed, minimalist signs are often better at:

Grabbing attention; Keeping attention; Making an impact; Being memorable.

The following are steps you can take to make your sign simple:

**1 — Bare necessities:** Ask yourself if each element is absolutely necessary? Can your sign work without it? Throughout the conception and design, you should analyze whether each part is essential to the ad.

This should be a continuous process to weed out any unnecessary clutter.

**2 — Quality over quantity:** Instead of spending time on hundreds of elements, focus on a few and do them well. A few brilliant features will have much more impact than a mishmash of poorly defined ones. Try to make every small detail the best that it can be.

**3 — Be clever:** Simple ads often stand out because they are smart. The designers find a way to do as much as possible with as little as possible. This is the time to get creative.

Keeping it simple can be a challenge. But it can have massive payoffs.

## Tip #2: Color Coding.

Never underestimate the importance of color when you are designing a sign. Research has shown that this can have a significant impact on our moods and our responses to advertisements. This is why you should select a color palette that matches the message of the sign. For example, green is associated with health and nature. So, this is often a go-to color for healthy foods or products.

(Continued on page 20)

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\*YTM = Yield to Maturity

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<sup>1</sup>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/docs/default-source/default-resources/disclosures/account-agreements/terms-of-service/cd-disclosure-statement.pdf>.

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For more information about Janney, please see Janney's Relationship Summary (Form CRS) on [www.janney.com/cris](http://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.

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# GOOGLE BUSINESS PROFILE



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Google Business Profile (GBP) is an important part of online market-

ing. Business frequently overlook GBP as integral to the success local SEO. An optimized GBP will make it easier for customers to find your business through search. For example, I had a conversation with a local new business owner, and they were looking for help with marketing. Their GBP wasn't set up yet. A few weeks later not only is it set up, but they already have three reviews.

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

reflect what you currently have to offer. Make a note to change it as the season changes. Are your hours correct? Do you have a category listed? Do you have pictures uploaded? You can now make changes in Google search.

Now that you have reviewed your information, it's time to put together a posting plan. Post to GBP on a regular basis. You can post the same information that you post to social media sites. Post sales and events as well. Plan to post new pictures regularly. On the homepage, look for the section that says Get More Reviews. You can copy the link to share with customers. This all helps with search on Google.

These little tweaks can make a big difference over time. They can be the difference between seen on a search. I offer social media coaching if you need help along the way.

For additional information, call 484.686.2995; email: [Theresa@MintzerSolutions.com](mailto:Theresa@MintzerSolutions.com); and visit: [MintzerSolutions.com](http://MintzerSolutions.com).



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# FIVE WAYS TO GET MORE GOOGLE REVIEWS



## MARKETING TIPS

By Michael Ianniello,  
 Communications  
 Coordinator,  
 beMarketing

Having positive Google reviews is crucial for the success of a business. Building trust with potential customers can lead to increased sales and website traffic. Our team has compiled a list of five useful tips to help you get more reviews and improve your Google rating.

### 1. Claim Your Google Business Profile:

The first thing you need to do is claim your Google Business Profile (GBP). This gives you control over how your company shows up on Google searches and will let users know it is your official business profile, making them more likely to leave a review.

### 2. Send Email Reminders:

A common mistake that businesses make is asking people to leave a review right after they complete a purchase. Send out an email reminder a week or so after the transac-

tion when they have used the product.

### 3. Share Positive Reviews on Other Outlets:

Share positive feedback on outlets like social media channels. It provides positive testimonials for potential customers to see and when consumers see that their reviews are noticed and shared, they are more likely to leave one themselves.

### 4. Respond to All Reviews:

Respond to all reviews, regardless of whether they are positive or negative. Thank positive reviews for their feedback and use negative reviews as an opportunity to learn and grow.

### 5. Always Go Above and Beyond:

Most people who take the time to leave a review either had an extremely positive experience or a negative one. By consistently going above and beyond, you can make sure it is more of the former.

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# WHAT TO EXPECT IN AN AUDIT

As 2023 unfolds, we are already seeing a slight uptick in federal corporate and small business tax return audits. Audits, or exams as they're known within the accounting world, can come from the federal, state, local, or municipal level. In all instances, the burden of proof lies on the taxpayer.

## How Federal Tax Returns Are Selected for An Audit

The IRS uses several elements to determine whether to audit a tax return, including:

- Computer Scoring.
- Participants in tax avoidance transactions.
- Information Matching.
- Related Exams.
- Other: local compliance projects, return preparers, market segments.
- Random selection

## Types of Audits

If your return is selected, it will undergo one of these types of exam:

- No IRS Contact Audits — The tax returns are reviewed based solely on

information already available to the IRS.

- Correspondence Audits — Generally less intrusive, these exams are typically conducted via mail with minimal phone contact.

- Office Audits — The IRS will obtain more information about the taxpayer using agency records and other resources, all prior to the exam, which will focus on "selected areas" of the return.

- Field Audits — The most comprehensive of exams, this is performed in the field. Each line of the tax return could be reviewed, and the taxpayer will need to provide substantiation.

It is important to know that the IRS will correspond with you by US mail. They will never contact you by phone (not initially; phone calls may happen once an exam process has begun), email, or text message.

## One source, many services, the right decision.

If you have more questions about what to expect in an audit, please view our recent presentation at <https://bit.ly/CanonExam>.

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# THE DOS AND DON'TS OF MANAGING BUSINESS DEBT



## MONEY TIPS

By Audrey Faust,  
MBA; Financial  
Coach & CFO

Debt can be a powerful tool for growing your business, but it must be managed carefully. As someone who believes in the strategic use of debt, I'd like to share my thoughts on the dos and don'ts of managing business debt.

### The Dos of Managing Business Debt:

- **Have a Clear Strategy** — Before taking on debt, have a solid plan in place that outlines your financial goals and the steps you'll take to achieve them. This will help you determine the right amount and type of debt for your business.
- **Know Your Debt Options** — Different types of debt, such as secured, unsecured, and revolving debt, come with their own pros and cons. Educate yourself on the options available to you and choose the one that best aligns with your business goals.
- **Stay Organized** — Keep accurate records of your debts, payments, and interest rates. This will help you track your progress and make informed decisions about debt management.
- **Stay Current on Payments** — Late payments can hurt your credit score and damage your reputation. Be vigilant about making payments on time, even if it requires cutting costs elsewhere.

### The Don'ts of Managing Business Debt:

- **Don't Burden Yourself with Too Much Debt** — Over-leveraging your business can lead to financial problems. Make sure you can handle the debt you have and be mindful of the impact of taking on more.
  - **Don't Neglect Other Financial Obligations** — Paying off debt is important, but don't neglect other important financial obligations like taxes and insurance.
  - **Don't Ignore Your Credit Score** — Your credit score is a crucial factor in securing loans and determining interest rates. Keep an eye on your credit score and take steps to improve it if necessary.
  - **Don't Take on Risky Debt** — High-interest loans, payday loans, and other types of risky debt can quickly spiral out of control. Avoid these options and look for more secure debt options.
- In conclusion, debt can be a valuable tool for growing your business, but it must be managed with caution and strategy. Use debt wisely and keep these dos and don'ts in mind, and you'll be on your way to financial success.
- Want to learn more about changing your using debt as a tool to and grow your business? You can email me at [hello@audreyfaustconsulting.com](mailto:hello@audreyfaustconsulting.com).



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## Ask SCORE

# SOLOPRENEUR TIPS

## Ways to Grow a One-person Business

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

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

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

### TIPS FOR GROWING A SOLO-BUSINESS

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

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

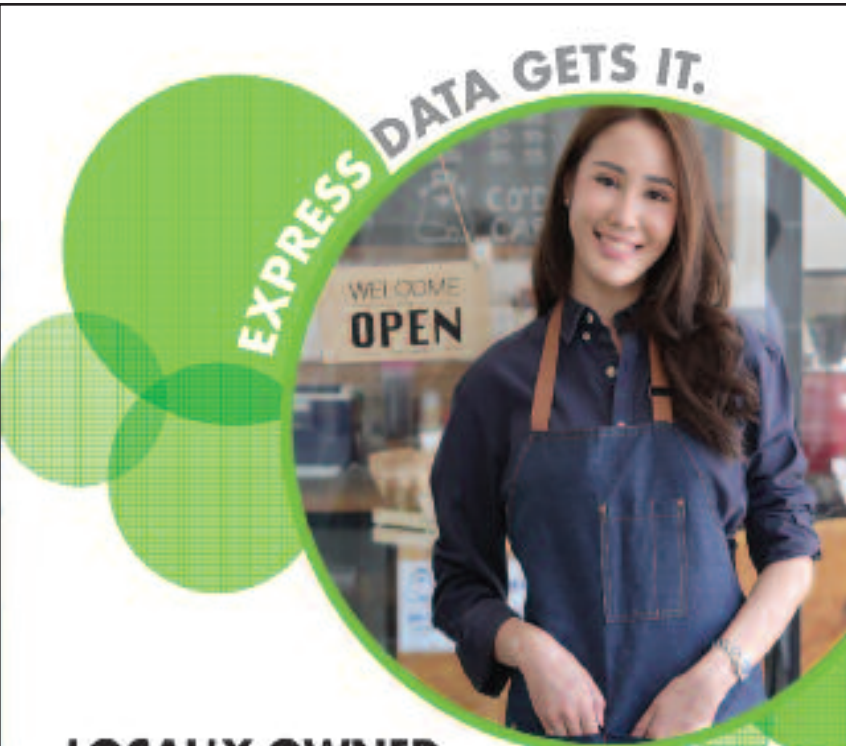
**Get organized.** Use technology tools to help you keep track of to-dos, deadlines,

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

#### Boost efficiency and productivity.

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

(Continued on page 26)



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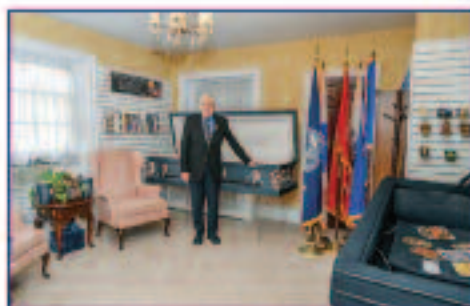
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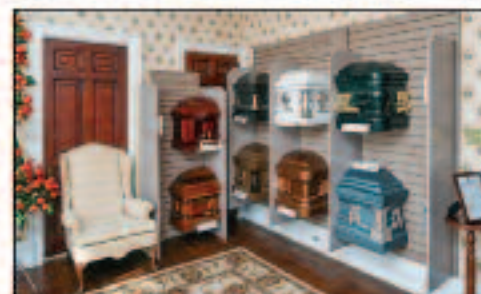
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**Ask SCORE**

*(Continued from page 25)*

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

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

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

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

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

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

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

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



# TAX SCAMS: WHAT YOU NEED TO KNOW



## TECHNOLOGY TIPS

By Marc Umstead,  
Plus 1 Technology

Each year, scammers come up with new and creative ways to scam taxpayers. Here are a few of the most common tax scams that have been circulating recently, and tips on how to avoid them:

**Phishing scams:** In this scam, fraudsters send emails or text messages claiming to be from the IRS or other tax-related organizations, and ask for personal and financial information. To avoid this, never click on links or download attachments from unknown or suspicious sources. The IRS never initiates contact with taxpayers via email or text message.

**Impersonation scams:** In this scam, scammers call taxpayers and claim to be from the IRS, demanding payment for back taxes, fines, or penalties. To avoid this, never give out personal or financial information over the phone. If you receive a call from someone claiming to be from the IRS, hang up and call the

agency back using the number listed on its website to verify the caller's identity.

**Fake charities:** Some scammers set up fake charities, claiming to be collecting donations for a good cause. To avoid this, always research a charity before making a donation, and use caution when giving to organizations you're not familiar with.

**Return preparer fraud:** Some tax return preparers engage in fraud by inflating deductions or claiming fake credits, resulting in larger refunds. To avoid this, choose a reputable and qualified tax preparer, and never sign a blank tax return.

**Employment scams:** In this scam, scammers claim that individuals can change their immigration or citizenship status by paying a fee. To avoid this, never trust individuals who promise to change your immigration status for a fee.

If you receive any type of suspicious communication related to your taxes, it's best to contact the IRS directly or your tax preparer to verify the legitimacy of the request before providing any information or payment.

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

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## MICROSOFT WINDOWS 11 OPERATING SYSTEM (OS)



### IT SOLUTIONS

**By Rob Landis,  
Binary IT Solutions**

Microsoft released the Windows 11 operating system (OS) over a year ago. It was largely well-received as stable and user-friendly. The OS is not a large departure from the Windows 10 experience. But it does offer a lot of enhancements over the older environment.

The good news is that Windows 11 has a similar workspace feel to its predecessor. But it packs a lot of great productivity and security benefits that Windows 10 lacks.

Here are some of the coolest features in this current Windows OS. After taking a look, you may choose to go ahead and take the plunge into the Windows 11 universe.

**Snap Layouts:** Most people are working with more than one app open at a time. It's not unusual to need to reference two different windows while doing side-by-side work. Switching back and forth between apps can be tedious. It's also time-consuming.

Enter snap layouts. This nifty feature in Windows 11 solves the multi-app problem. Simply hover over the maximize icon at the top of any window to get access to a snap layout.

**Master Search:** Need to find a document, website, image, or app quickly?

Use the Windows 11 master search. Just click the search icon on your desktop. You'll get a search bar that will populate results from the entered keyword.

### **MS Teams Video, Audio & Text Messaging:**

Windows 11 comes with Microsoft Teams preinstalled. This gives you a simple click-to-call experience. You can easily invite someone to a video or audio call. The person does not need to have a Microsoft account to connect with you. This makes things easy on both sides.

### **Microsoft Defender SmartScreen:**

Phishing remains the biggest online security threat. It's used to enable many forms of cyberattacks, from ransomware to credential theft. A significant number of phishing messages send users to malicious websites. You often don't know until it's too late that you've landed on a malware-laden site.

Windows 11 includes Microsoft Defender SmartScreen. This app helps protect you from those dangerous phishing sites. The app checks URLs against a dynamic list of reported phishing sites in real time. It will warn you if a site is potentially dangerous.

### **Want an Expert to Help with Your Windows 11 Upgrade?**

It can be intimidating to upgrade your system's operating system. Why not get a pro to help? Give us a call today to schedule a chat about a Windows upgrade.

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## BUSINESS PROFILE

# Floor Coverings International Montgomery County

Floor Coverings International Montgomery County, headquartered in Collegeville, is owned and operated by husband and wife team Gary Hill and Tracey Soulges, who launched the company in 2017.

Their business model is completely different than other flooring retailers because they bring the flooring store to your door in their unique Mobile Flooring Showroom! Each branded vehicle is stocked with hundreds of flooring samples from top manufacturers, so customers can see what each flooring option will look like in their own home. No more running back and forth to regular retail stores, lugging samples home to find the right flooring style and color. They have it all right there!

Customers appreciate their personalized approach to finding the perfect floor, giving honest advice without high pressure sales tactics and offering competitive pricing. Gary and Tracey pride themselves on educating and supporting their customers every step of the way and have earned over 100 Five Star reviews on Google alone.

Although Floor Coverings International Montco is part of a national franchise which



gives them huge buying power, Gary and Tracey have made this their own business. Gary built it from the ground up through sheer determination, great reviews, and a commitment to quality in every aspect of the business. Floor Coverings International Montco is a business built on relationships and provides its customers with the absolute best in-home flooring experience. They separate themselves from the

competition through their exceptional customer experience, single point of contact and communication, and a commitment to excellence and community. Floor Coverings International Montco is now their seventh year and the dynamic duo look forward to

working with families and businesses in the greater Montgomery County area.

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OHA knows that communication, cooperation and collaboration between the owner, designers and constructors enhances the likelihood of project success. We persistently look for better ways to deliver buildings and to do so at a higher level of integrity and professionalism.

Our approach has worked well beyond our expectations for 28-years of delivering exceptional construction and award-winning projects on that founding principle. We earn business with it, we attract experienced talent because of it, and we depend on it every day to assure construction quality and value. OHA is recognized as major provider of construction services in Eastern Pennsylvania serving top tier corporate clients by working with local and national Architectural and Engineering firms and countless trade contractors to deliver over \$600 million in award winning construction projects.

After Keith's retirement in 2005, Terry Hodge and Robin Hoover joined Mike as part of the OHA Management Team. With the transition of leadership and ownership shifting to Terry and Robin, Mike was able to step away from the company and enjoy retirement.



***Terry Hodge, President (R), Robin Hoover, Vice-president (L)***



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### **INTEGRITY LEADS TO LONGEVITY**

For Ondra-Huyett, one of the best measures of success is repeat business. If you treat people fairly, are transparent with costs, approach challenges in a collaborative manner, deliver a quality product, add value, and honor your commitments, clients and contractors will respond favorably. It provides the basis for sustaining relationships of trust, respect, fairness, and integrity and is the backbone of our Mission Statement.



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### FULL-SERVICE CONTRACTOR

As Ondra-Huyett's "Managers & Builders" tag line references, Ondra-Huyett can manage projects from conception through turnover. With our staff of experienced and qualified, Estimators, Project Managers and Superintendents we can assist with preconstruction budgeting, drawing constructability reviews, scheduling, and move into construction for any size project.

In addition, Ondra-Huyett's in-house workforce of skilled craftsmen allows us to be responsive to small renovations or repair projects. When clients see the OHA logo on a white hardhat, they know they can count on the consistent service and reliability they require.



## HOSPITALITY: BEAR CREEK RESORT



### MARKETS SERVED

Ondra-Huyett has proven our ability to successfully build for a variety of clients and building types. Whether it be the complexities of a healthcare facility, active office space or cleanroom environment our staff is trained in the unique aspects of each facility. We communicate with each client prior to starting construction to understand their needs, unique challenges, and logistics of working in occupied spaces.

**Ondra-Huyett Associates, Inc.**  
is headquartered at  
**7584 Morris Court, Suite 210,**  
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**For additional  
information, please  
call 610.366.1709 and  
visit [www.ohainc.com](http://www.ohainc.com).**

## MANUFACTURING: C. F. MARTIN & COMPANY





## ADVERTISED SERVICES DIRECTORY

|                                                               |         |
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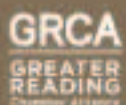


INSPIRING STORIES FROM THE HEART OF BERKS COUNTY

Dive into what it takes to build a family business like Reading Bakery Systems and have it stand the test of time.



Scan code to read the whole story.



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GREATER READING  
Chamber Alliance

## ROUTE 422 Business Advisor

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## GREATER READING CHAMBER ALLIANCE



• 606 Court Street, Reading, PA 19601  
• 610.376.6766 • fax 610.376.4135  
• [info@greaterreading.org](mailto:info@greaterreading.org)  
• [www.greaterreading.org](http://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

#### HOW TO GATHER & LEVERAGE DATA FOR DECISION MAKING

Wednesday Mar 1, 2023  
12:00 PM - 1:30 PM EST  
Center for Business Excellence  
49 Commerce Dr., Wyomissing  
\$50 / Member Exclusive  
Contact Information: Katie Johnsen  
610-898-7775 [kjohnsen@greaterreading.org](mailto:kjohnsen@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11370>

#### INAUGURAL FARM POLICY & BUSINESS PLANNING FORUM

Monday Mar 6, 2023  
8:30 AM - 2:00 PM EST  
Penn State - Berks Campus  
1801 Broadcasting Road, Reading  
\$10 / per person  
*includes light breakfast, lunch & refreshments*  
Contact Information: Rachael Romig  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11331>

#### "THE 5 REASONS YOU CAN'T GIVE UP SELLING TODAY: STAYING MOTIVATED TO REACH YOUR GOALS"

Tuesday Mar 7, 2023  
12:00 PM - 1:00 PM EST  
Zoom Registration  
FREE to both Members and Future Members  
Contact Information: Mark Dolinski  
[mdolinski@greaterreading.org](mailto:mdolinski@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11364>

#### SUPERVISOR TRAINING MODULE 1: PRINCIPLES OF SUPERVISION - SPRING 2023

6 weeks on Wednesdays:  
March 8, 15, 22, 29, April 5, 12  
Time: 8:30 a.m. - 11:30 a.m.  
Center for Business Excellence  
49 Commerce Dr., Wyomissing, PA 19610 or virtually using Zoom  
\$625/person for Chamber Members; 780/person for Future Chamber Members  
WEDnet eligible  
Contact Information: Mark Dolinski, Vice President Training & Professional Development  
610-898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11352>

#### 8 OF THE MOST POWERFUL WORDS A LEADER CAN USE: W2W ATHENA PANEL

Wednesday Mar 8, 2023  
11:30 AM - 1:00 PM EST  
Alvernia University, Francis Hall Theater & Atrium  
Francis Hall, Zygmunt Lane, Reading, PA 19607  
*\*\*follow parking signs!*  
\$35 / GRCA Member; \$45 / Future GRCA Member  
*\*\*includes lunch, networking & workshop*  
*\*\*W2W Sponsors receive complimentary tickets to this event.*  
Contact Information: Rachael Romig  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11270>

#### INTRO MICROSOFT WORD

Four sessions on Thursdays: March 9, 16, 23, 30  
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 & Professional Development  
610-898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11259>

#### SPEAKING 101: How to Get The Lead Out & Get Comfortable In Front of A Crowd!

**Speaking 101: ¡Cómo sacar el plomo y sentirse cómodo frente a una multitud!**  
Thursday Mar 9, 2023  
5:30 PM - 7:00 PM EST  
Abraham Lincoln Hotel - Roosevelt Suite  
100 N 5th Street, Reading, PA 19601  
\$10 / GRCA Members; \$15 / Future GRCA Members  
*\*\*includes light appetizers, networking & presentation. Advanced Registration Required*  
*\*\*incluye aperitivos ligeros, networking y presentación. Se requiere registro Avanzado*  
Contact Information: Rachael Romig  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11271>

#### INTRO TO EXCEL

Four weeks on Mondays: March 15, 22, 29, April 5  
Time: 8 a.m. - 10:30 a.m.  
Shearer Technical  
727 Penn Ave., West Reading, PA 19611  
\$300/person - Chamber Members  
\$375/person - Future Chamber Members  
Contact Information: Mark Dolinski, Vice President Training & Professional Development  
610-898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11252>

#### SHARE Reading is here!

Wednesday Mar 15, 2023  
3:00 PM - 6:00 PM EDT  
The Abraham Lincoln  
100 N 5th Street Hwy, Reading, PA 19601  
This event is free to attend. Pre-registration is **required**.  
Contact Information: Keith Stamm  
[kstamm@greaterreading.org](mailto:kstamm@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11197>

#### GRCA TRIP VIRTUAL INFO SESSION - PROVENCE & FRENCH RIVIERA 2023

Thursday Mar 16, 2023  
5:00 PM - 7:00 PM EDT  
**Virtual / Online Event**  
*Login Link to be shared week of event*  
Virtual Info Session is **FREE** but we kindly ask that you pre-register to hold space for the session!  
Trip Pricing: Please click on full chamber itinerary to your left for pricing.  
Click here to BOOK YOUR TRIP TODAY! (Group booking code: CTJNSB)  
*\*\*please list requests for upgrades, TSA Precheck, Global Entry information at time of booking\*\**  
Contact Information: Rachael Romig, Senior Director of Events & Special Programs  
610-898-7775  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11356>

#### GET A GRIP ON YOUR BUSINESS: RIGHT PEOPLE, RIGHT SEAT & SPEAKING WITH ONE VOICE - FBA

Tuesday Mar 21, 2023  
11:30 AM - 1:00 PM EDT  
Reading Country Club  
5311 Perkiomen Ave, Reading, PA 19606  
*\*\*parking onsite*  
\$30 / GRCA Member; \$40 / Future GRCA Member  
*\*\*includes lunch, networking & workshop*  
*\*\*FBA Sponsors & Peer Group Members receive complimentary tickets to this event.*  
Contact Information: Rachael Romig, Senior Director of Events & Special Programs  
610-898-7775  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11272>

#### SALES METHODS & MASTERY TRAINING PROGRAM

March 23 & 24  
Time: 8:30 a.m. - 4:30 p.m.  
Center for Business Excellence  
49 Commerce Dr., Wyomissing, PA 19610  
\$795/person for Chamber Members;  
\$995/person for Not-Yet Chamber Members  
\$695 **Early Bird** registration by Jan. 6 (Chamber Members); \$795 **Early Bird** registration by Jan. 6 (Not-Yet Chamber Members)  
Contact Information: Mark Dolinski, Vice President Training & Professional Development  
610-898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11245>

#### REGIONAL CHAMBER NETWORKING

Thursday Mar 23, 2023  
5:00 PM - 6:30 PM EDT  
Bear Creek Mountain Resort  
101 Doe Mountain Lane, Macungie, PA 18062  
*\*\*parking complimentary on site*  
\$20/GRCA Member, *Member Exclusive Event*  
Contact Information: Rachael Romig  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11276>

#### INTERMEDIATE EXCEL

Four weeks on Fridays: March 24, 31, April 14, 21  
Time: 8 a.m. - 10:30 a.m.  
Shearer Technical Computer Consultants  
727 Penn Ave., West Reading, PA 19611  
\$300/person - Chamber Members; \$375/person - Future Chamber Members  
Contact Information: Mark Dolinski, Vice President Training and Professional Development  
610-898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11255>

#### ADVANCED EXCEL

Four weeks on Mondays: March 27, April 3, 10, 17  
Time: 8 a.m. - 10:30 a.m.  
Shearer Technical  
727 Penn Ave., West Reading, PA 19611  
\$300/person - Chamber Members; \$375/person - Future Chamber Members  
Contact Information: Mark Dolinski, Vice President Training and Professional Development  
610-898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11249>

#### ESSENTIALS OF EFFECTIVE MANAGEMENT: DRIVING ORGANIZATIONAL RESULTS

Five weeks on Wednesdays:  
March 29, April 5, 12, 19, 26  
Time: 8:30 a.m. - 11:30 a.m.  
Center for Business Excellence  
49 Commerce Dr., Wyomissing, PA 19610 or virtually using Zoom  
\$695/person for Chamber Members;  
\$895/person for Future Chamber members  
Contact Information: Mark Dolinski, Vice President, Training and Professional Development  
610 898-8386  
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11337>

#### WOMEN2WOMEN NETWORKING: MANIFESTING WITH MIMOSAS VISION BOARD WORKSHOP

Thursday Mar 30, 2023  
4:30 PM - 6:00 PM EDT  
Center for Business Excellence  
49 Commerce Drive, Wyomissing, PA 19610  
\$20 / GRCA Members; \$30 / Future GRCA Members  
*\*\*all supplies will be provided however if you like certain magazines, please feel free to bring them and share!*  
Contact Information: Rachael Romig  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
Register: <https://business.greaterreading.org/events/details/women2women-networking-manifesting-with-mimosas-vision-board-workshop-11274?calendarMonth=2023-03-01>





# 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](http://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.

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## MEMBER ANNIVERSARIES

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

**44+ Years**

A. D. Moyer Lumber & Hardware, Inc.

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Allegheny East Conference of Seventh-day Adventists

Rotary Club of Pottstown

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Foundation for Pottstown Education

**5 Years**

Bally Spring Inn

Fleetwood Bank

## WELCOME NEW MEMBERS!

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

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<https://the-atherton.com/>  
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### Boyetown YMCA

<http://www.philaymca.org/>  
(610) 369-9622

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### Fierce Realty Corp

<http://www.fiercerealestatecorp.com/>  
(484) 934-2744

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### Global Prism

<http://www.globalprismhr.net/>  
(215) 219-6905

Human Resource Consultants

### RE/MAX Achievers Inc.

<http://achieverspa.com/>  
(610) 326-1200

Real Estate – Residential

### Retro Auto Works

<http://retroautoworkspa.com/>  
(610) 323-4111

Auto Repairs / Services



THE  
'BE IN THE ROOM'  
EVENT

## THE ANNUAL DINNER

Wednesday, April 26th | 5:00 PM – 9:00 PM

RiverCrest Golf Club and Preserve  
100 Golf Club Dr., Phoenixville, PA 19460

Members: \$110  
Members Table of 10: \$1000  
Non-Member: \$220  
Non-Member Table of 10: \$2,200



Register here!

For more details, sponsorship opportunities, or to purchase tickets, please call Alice at 610.326.2900, visit [tricountyareachamber.com](http://tricountyareachamber.com), email [alice@tricountyareachamber.com](mailto:alice@tricountyareachamber.com) or scan the QR code above



## MEMBERSHIP Breakfast



### MARKETING: WHAT MOTIVATES THE CONSUMER

Learn marketing skills and methods from John Scipio, CEO at Schuylkill Valley Sports, and Principal Consultant at Aerial Consulting LLC. John is an enterprise executive and marketing expert, with demonstrated success in driving revenue growth and profits for one of the world's most iconic consumer brands.

**Tuesday, March 14th**

**8:00 AM - 9:30 AM**

**Spring Hollow Golf Club**

3350 Schuylkill Rd., Spring City, PA 19475

**\$35 per Member | \$70 per Non-Member**

For more details or to register, please call 610.326.2900, scan the QR code to go directly to the event page on our website, or email [alice@tricountyareachamber.com](mailto:alice@tricountyareachamber.com).



**Sponsorship Opportunities Are Available**

## CREATING CONNECTIONS MIXER

TRICOUNTY AREA CHAMBER OF COMMERCE

**THURSDAY, MARCH 30TH**

**4:30 PM - 6:30 PM**

**RIVET: CANTEEN & ASSEMBLY**

238 E. HIGH ST., POTTSTOWN, PA 19464

**\$25 PER MEMBER**

**MUST REGISTER IN ADVANCE**

**THIS MIXER IS A GREAT WAY TO MEET OTHER CHAMBER MEMBERS IN A CASUAL SETTING! THERE WILL BE:**

- APPETIZERS
- CASH BAR
- PLUS, IF YOU BRING A GIFT BASKET (VALUE OF \$75) FOR A DOOR PRIZE,
- YOU WILL GET ONE MINUTE OF TIME TO SPEAK ABOUT YOUR BUSINESS.



**Register HERE**

## CHAMBER NIGHT

**AT THE R-Phils**

**FRIDAY, JUNE 16TH**

**SPONSORSHIP OPPORTUNITIES ARE AVAILABLE:**

Email Alice at [alice@tricountyareachamber.com](mailto:alice@tricountyareachamber.com) or call 610.326.2900

**GAME STARTS AT 7:05 PM**

**PLAZA OPENS: 5:00 PM**

**PLUS, POST-GAME FIREWORKS!**



## TCACC 2023 TIERS INVESTORS STAKEHOLDER





## 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](http://www.springfordchamber.com) for Chamber Events, Press Releases, Online Newsletters and more!

## UPCOMING EVENTS

Registrations can be found at [www.springfordchamber.com](http://www.springfordchamber.com)

### Chamber Friday Coffee Club

Friday, March 3rd, 8:00am – 9:30am  
Sponsored by Diamond Credit Union  
Location: Diamond Credit Union Pottstown  
Event is Free to attend

### March Luncheon – Fraud Protection for Businesses

Thursday, March 9th, 11:30am – 1:00pm  
Location: Creekside Bar and Grill/Landis Creek  
Golf Course  
\$30.00 Members/\$35.00 Non-Members

### Shark Think Tank

Thursday, March 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, March 24th, 6:00pm – 8:00pm  
Free Networking Event  
Space is limited – Takeaway cost  
\*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**; This year we will be headed to Meredith Manor as a new venue for this lovely event. The charity for 2023 will be the YWCA Tri-County Area. 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](mailto:info@springfordchamber.com). We will be announcing the charity shortly so keep an eye on our Spring-Ford Chamber Facebook page. Tickets are \$39.00 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](mailto:info@PVchamber.net) • [www.PVchamber.net](http://www.PVchamber.net)

**Welcome to the Perkiomen Valley Chamber of Commerce!**



For 65 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks. Visit [www.PVchamber.net](http://www.PVchamber.net) to view membership directory. To **sign-up for E-news**, send request to [info@PVchamber.net](mailto:info@PVchamber.net). Follow the PV Chamber Facebook Page @PerkValleyChamber.

## WELCOME NEW MEMBERS

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## UPCOMING EVENTS

Registrations can be found at [www.PVchamber.net](http://www.PVchamber.net)

### March 8, 2023 @ 4:30pm – 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.

### March 23, 2023 @ 2pm – 6pm – Inaugural Cornhole Tournament

Join us for a fun networking event at Copperfield Inn at Lakeside. Register to play, or attend to network and cheer on the players. Pre-Registration required. Sponsorships start at only \$100. Visit PVCC website for details.

### March 30, 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.

### May 13, 2023 @ 9am – Noon – Annual Community & Business Shredding Event

Rain or shine drive-thru event, from 9am – Noon, or until shredding truck is filled. All document shredding will be done on-site. Businesses must pre-register by calling 610-489-6660. First 100 attendees receive swag bag filled with promotional items. Free event. However, donations are greatly appreciated - suggested donation \$10/box.

### 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
- New PVCC Members (2022-2023) recognition
- Recognition of 2023 Marvin J Lewis Recipient

• **Sponsorship Opportunities**

Visit [www.PVchamber.net](http://www.PVchamber.net) for details.

Presenting Sponsor:  
Phoenixville Hospital Tower Health

## SAVE THE DATES:

- **June 12th – Annual Golf Tournament at Spring Ford Country Club**
- **July 19th – Annual Summer Mixer at PVCC Office**
- **July 26th – Annual Night Out at Reading Phils – sponsorships available**



## REGIONAL CHAMBER ROUNDUP

### PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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

**Celebrating 90 years in the PXV Business Community**



**PHOENIXVILLE**  
REGIONAL CHAMBER OF COMMERCE

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

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

### UPCOMING EVENT

**2023 is your year to *build connections* – find dozens of networking events with the Phoenixville Chamber.**  
**Keep an eye on our events page...**



**to our new Chamber Members of 2022! We're happy to have you.**

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Keller Williams Realty Group  
20/20 Consulting LLC  
Pro Dyne Corporation  
Sam the Concrete Man  
IT Landes Home Service Team  
Heyday Athletic  
Morgan Francis Realty  
You Are Worth It

## REGIONAL CHAMBER ROUNDUP



### MONTGOMERY COUNTY CHAMBER OF COMMERCE

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

#### BENEFITS OF JOINING THE CHAMBER:

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

### UPCOMING EVENTS

**View our Event Calendar and Sign Up for Events on our website:**  
**Montgomerycountychamber.org**

**March 30 –**  
**|Young Professionals Event**

**April 25, 2023 –**  
**ChamberFest 2023**  
The Ultimate Social and Networking Event  
Presidential Caterers in Norristown, PA



## HISTORY OF THE MONTGOMERY COUNTY CHAMBER



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



On Sunday, August 20, 2000, after years of planning and an entire year of shoring up and



bracing the structure, the King of Prussia Inn was moved to land donated by PECO Energy Company. It was one of the most successful engineering efforts in Pennsylvania's history, winning the 2004 National Legacy Award for successful relocation and restoration. Today, it serves as the Montgomery County Chamber of Commerce's headquarters.



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GROW FASTER!



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www.sbrassociation.com



# THE SBRA COMMUNITY BUILDING A STRONG TEAM of WINNERS



**By Gary Seibert, CEO,  
Small Business Resource Association**

Whether you are a Solopreneur or a company with a 100 or more employees, the goal is the same - Be a WINNER. All too often, when we hire people to work for us, we focus more on filling the position rather than complimenting the team. Especially in today's lack of candidates in the marketplace, we are often forced to hire "a body", in hopes that we can train them to be a productive and loyal employee. This article is written to give you some tips on how to better select people that will surround you, compliment your skills and help you build a strong, winning team

First and foremost is the process of self-evaluation. It's not what you know that gets you into trouble, it's what you don't know that eventually sinks the ship. I strongly suggest you start your team building process by taking a deep look at your own strengths and limitations. We all want to be a super star in every aspect of running our business but in all but a few rare situations, that's not possible. Most of us are really good in some areas of running our businesses but, if you are honest with yourself, you will recognize that there are other people that are much better than you in other areas. It's in those areas that you start your search, surrounding your self with people equal to or better than yourself. Be aware that no matter how great of a leader you might be, you can never BE Everything, KNOW Everything, SEE Everything or UNDERSTAND Everything. What you are really looking for is a group of trusted advisors who help you think through important decisions.

I need to stop for a minute to address the SOLOPRENEUR that is reading this article thinking that none of this applies to them. YES it does, because you have the same responsibilities

for running your business as the company with 5 or 50 employees. You still need people in your life that can help you navigate through the day-to-day challenges of running your business. The difference will be that your advisors are not be an employee but rather an attorney, an accountant, a business coach, a mentor, a business association, or a friend that owns a business. The most important thing to remember is to be humble and not be afraid to seek help early on when you are experiencing a problem and not wait till it's too late. Be a Smokey the Bear and not a Fire Fighter.

When do you need this team the most?

- In times of **CRISIS**
- When faced with **DIFFICULT** problems
- When making **CRITICAL** strategic decisions
- Whenever **NEW IDEAS** or **PERSPECTIVES** are required
- To keep you **FRESH** on an ongoing basis.

Here is a BIG WARNING. People like to surround themselves with other people who are JUST LIKE THEM. If they are like you, they will think like you and you will get the same perspective you already have. You need people on your team that have different perspectives, have different leadership skills and styles and have different experiences. You don't need YES PEOPLE, you need people that will challenge you and help you make best decisions with the best outcomes.

How do you find these people?

1. Inventory your current leadership team for their strengths and limitations possibly by performing a S.W.O.T. analysis.
2. Identify the leadership strengths and perspectives needed to enhance and supplement your own.
3. Choose people whose leadership contributions and perspectives enhance your strengths and supplement your limitations.

Here are the 5 CORE BUSINESS CONCERNS that you will need your team to deal with in order to be a WINNER:

1. **FINANCIAL CONCERNS** - Dealing with the organization's finances.
2. **EXTERNAL CONCERNS** - Dealing with vendors, competitors and community relationships.
3. **PERSONNEL CONCERNS** - Dealing with people that work for the organization.
4. **OPERATIONAL CONCERNS** - Dealing with decisions that impact the organization's work.
5. **REGULATIONS CONCERNS** - Dealing with compliance of applicable laws and regulations.

Selecting the TEAM - Know yourself and where you need help. Inventory what you have available inside your organization. Look outside your organization to lawyers, CPA's, coaches, facilitators, mentors, Government agencies, SHRM, SCORE and Associations. Make a list of possible candidates based on your company Core Values and Culture to make sure they will be a good fit. How will they contribute to your organizational needs? Then ELIMINATE marginal candidates—don't accept second best.

Then break the remaining candidates into a MUST HAVE and a NICE TO HAVE list.

Then determine if the, must have will be sufficient to building your team. Otherwise supplement from the nice to have list to fill the voids.

Building a strong team will make your life easier and your business more successful. DO NOT cut corners when it comes to the people that will help build your business and make you successful.

In climbing the ladder of success, weak people will keep pulling you down where strong people will push you up the ladder of success. To be a WINNER you must have a WINNING TEAM.





## SBRA Business Spotlight



**Automatic Developer**  
**Address: 258 Walnuttown Road,**  
**Fleetwood, PA 19522**  
**Phone: 267-897-6244**  
**Website:**  
**www.automaticdeveloper.com**

Automatic Developer solves technology based pain points for small to medium businesses in the Berks County Area. Using existing digital tools and custom in-house solutions, a business can start to hand off the heavy lifting of many manual tasks. This allows a small business owner to focus on the task that matters, their business.

## NO TIME FOR A MARKETING PLAN



**By Mark Kramer, founder**  
**Core1Marketing, Proud**  
**SBRA Member**

If you have a small business, in all probability, you have a business plan, especially if you had to borrow money to get it going. Now, here's the big question, do you

have a marketing plan?

If your answer is NO, you're not alone. Would you believe that only half of small business owners operate with a marketing plan? According to a 2019 survey of 350 small and medium business owners, conducted by Outbound Engine, 50% of those did not have a marketing plan for the year. I can attest to this statistic. I can't tell you how many business owners I've consulted with that after asking me how I might help them grow their business, I get a blank stare when I ask them to see their marketing plan.

Marketing is an ongoing process of educating consumers why they should buy your product or service, the key to ensuring the growth of your business. A well thought out marketing plan will help identify your target customer, where they live, where they play, and more importantly, it helps address the big question – *why should they buy from me?*

The key to having a marketing plan, especially for a small business owners, is the peace of mind that comes with knowing they can make the right day-to-day decisions about growing their business without spending a lot of time during the decision making process. If you're losing sleep over how to best spend your marketing dollars, a marketing plan provides the direction and ease of decision making that can help you sleep like a baby. Without a clear plan, many business owners end up trying too many different marketing tactics and end up walking away with little or no success without even knowing why.

As the former marketing director for a multi-million dollar hospitality group and a healthy marketing budget, I was constantly being contacted by advertising sales reps selling print, radio, billboards, digital media, coupon books, directory advertising, cable TV, newspaper advertising, and more... DAILY. Without having a well-constructed marketing plan to follow, my head would have been spinning wondering if I

was making the right decisions to grow the business while spending tons of time evaluating every single ad proposal that came across my desk. If that *greatest deal ever, that limited-time offer that expires tomorrow, that promotion that's guaranteed to drive a boatload of customers through your door* is something that's not in your plan, it's easy to say "no thanks"... confidently.

So why do so many businesses try to operate without marketing plan? Budget is usually a factor. Let's face it, after employee salaries, marketing is typically the biggest expense for most businesses. But here's something that will put a smile on your face – developing a marketing plan will actually save you money. When you understand who your target is and you know how to best reach and connect with them, that's where you need to spend your marketing dollars. There's no waste, no guesswork, you simply follow your PLAN.

Time is a factor that often delays the planning process. Small business owners are BUSY. And we all know it takes time to plan, but when you think about the time you'll save by not having to negotiate and make decisions about countless advertising options for your business, having a plan to guide you will put you way ahead of the game.

Experience plays a large part in creating an effective marketing plan. While small business owners wear many hats and there is some great do-it-yourself online help for marketing, we all can't be great at everything. It may be worth allowing a professional to help you get started with your plan. And if you do have a marketing plan, you want to make sure those marketing dollars are being spent in the most productive way possible.

Finally, whether you're starting a new business or you're a seasoned veteran, your marketing plan cannot be created then tucked away until next year rolls around. Especially in today's climate, change is constant and you need to keep pace with your customers' change in habits in order to stay connected. Review your plan at least quarterly to ensure that its components continue to send a clear, consistent message to your target about what you do and why you do it.

*Mark Kramer at Core1Marketing.com provides the experience of virtual a Chief Marketing Officer to small business owners in Berks County.*

## SBRA Monthly Member Shout Out

*Members Helping Each Other Grow*



sbrassociation.com/ee-academy



Coach-doula@karen-glass.com



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## WELCOME NEW SBRA MEMBERS

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## SBRA EVENTS - BE BETTER. GROW FASTER.

**TUNE-UP Tuesdays**  
 information. sharing. motivating.



**Small Business Resource Association**  
 Be better. Grow faster.

• **Tuesday, March 7th –**  
**"Championship Business"**  
 The "Four Seasons" method  
 for winning in business by  
 Coach Mark Owens

• **Tuesday, March 21st –**  
**"The Art of Negotiating"**  
 presented by John Whitehall

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, March 29th, 5:30-7:00**

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

**Wednesday, March 29th, 9:00-9:30 am**

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



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## HOW FAST PENNSYLVANIA'S ECONOMY IS GROWING

The U.S. economy expanded at a faster rate than expected in the third quarter of 2022, with real gross domestic product growing at an annualized rate of 3.2 percent, rebounding from a 0.6 percent contraction in the previous quarter. The strong third quarter growth came as welcome news in a period of rising pessimism as a December 2022 Bloomberg poll of economists put the odds of a recession in 2023 at 70 percent, up from 50 percent in September.

The industries adding the most value to the U.S. economy in the third quarter of 2022 were information, which contributed 0.88 percentage points to real GDP growth; professional, scientific, and technical services, which contributed 0.59 points to growth; and mining — including oil and gas extraction — which contributed 0.5 points.

Not all states reported third quarter GDP growth, however, and among those that did, growth rates varied considerably.

Pennsylvania's economy grew from \$721.3 billion in the second quarter of 2022 to \$727.0 billion in the third quarter. The 3.2 percent annualized expansion rate was

the 19th largest of the 47 states to report economic growth.

Over the same time period, unemployment in Pennsylvania fell from 4.5 percent at the end of the second quarter to 4.1 percent at the end of the third.

All GDP figures in this story are chained to 2012 dollars and are from the Bureau of Economic Analysis. Unemployment rates are from June and September and are from the Bureau of Labor Statistics.

Source: Samuel Stebbins, The Center Square.

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# THE END OF EMPLOYEE NON-COMPETES?



## LEGAL PERSPECTIVES

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

Employee non-compete clauses — contractual covenants which restrict an employee's right to work for a competitor after the end of the contracted employment — have been around for many decades. They have become part of the fabric of employment in America.

Employers view these covenants as critical protections for processes, techniques, pricing structures, customer details and other pieces of an employer's business that an employee might have stored in his or her head, but that might not strictly qualify as trade secrets. Often this information has taken the employer many years to develop. Without non-competes, what is to prevent the employee from giving all of that information to any new employer who offers an increase in pay in exchange for that information?

On the other hand, employees see these covenants as unfair impediments to earning a livelihood elsewhere if the particular job does not work out, even when the employee is fired or laid off from that job. Why should it be that an employer can use a non-compete to prevent a worker from selling his only talents to another employer, thereby effectively either forcing that employee into unemployment or trapping that employee into forever working for that one employer?

Except in California, North Dakota, and Oklahoma, where employee non-

competes are already largely banned, the drafting and litigating of employee non-compete agreements is a major part of many a lawyer's practice. So many lawyers, as well as members of the broader business community, are taking note of the proposed rulemaking of the Federal Trade Commission ("FTC") released on January 5, 2023, which would effectively ban the enforcement of employee non-competes nationwide.

In support of its proposed rulemaking, the FTC estimates that "about one in five American workers — approximately 30 million people — are bound by a non-compete clause and are thus restricted from pursuing better employment opportunities... Because non-compete clauses prevent workers from leaving jobs and decrease competition for workers, they lower wages for both workers who are subject to them as well as workers who are not. Non-Compete clauses also prevent new businesses from forming, stifling entrepreneurship, and prevent novel innovation which would otherwise occur when workers are able to broadly share their ideas."

(Continued on page 44)

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## LEGAL PERSPECTIVES

(Continued from page 43)

The FTC also reasons that “[c]ompanies use non-competes for workers across industries and job levels, from hairstylists and warehouse workers to doctors and business executives. In many cases, employers use their outsized bargaining power to coerce workers into signing these contracts. Non-competes harm competition in U.S. labor markets by blocking workers from pursuing better opportunities and by preventing employers from hiring the best available talent.”

The FTC estimates that the proposed new rule would increase the earnings of American workers by almost \$300 billion each year by preventing employers from entering into new non-compete agreements, and requiring them to rescind existing non-compete clauses. The rule would supersede any inconsistent state law. The rule would also require employers to affirmatively notify their affected employees in writing that their now-rescinded non-competes are no longer in effect and may not be enforced. An employer’s failure to abide by these requirements would amount to an “unfair method of competition,” which could trigger potential civil liabilities.

The only exception to this across-the-

board ban on non-competes would be for a “substantial owner, member or partner” in a business upon the sale of that business. In the case of the sale of a business, a “substantial” owner of that business — someone who owns at least a 25 percent stake in that business — can be bound to a non-compete as a condition of the sale of that business.

The FTC’s proposed rule would apply not merely to restrictive covenants denominated as non-competes, but also to any “de facto non-compete clause” that “has the effect of prohibiting the worker from seeking or accepting employment with a person or operating a business after the conclusion of the worker’s employment with the employer.” Thus, the prohibition could extend to any non-disclosure agreement that “is written so broadly that it effectively precludes the worker from working in the same field after the conclusion of the worker’s employment...”

As currently written, the prohibition also extends to a contractual term that requires a worker to pay an employer for training costs if the worker’s employment terminates within a specified time period, where the required payment is

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not reasonably related to the training costs incurred by the employer.

The FTC's proposed rule can be read as a reaction to employer overreach in trying to bind even low-level employees to non-competes and non-disclosure agreements that are not designed so much to protect the employer's legitimate interests but rather simply to prevent employees from seeking more lucrative positions elsewhere. That said, an employer does have a legitimate interest in preventing its high-level employees and executives — those who do in fact know the formula to the special sauce — from taking the employer's secrets and selling them to a higher bidder.

So, in very short order, we can expect employers and chambers of commerce across the country to pursue legal challenges to the FTC's proposed new rule. It is likely that the rule will be challenged on grounds of federalism — i.e., that the proposed federal rule interferes with the prerogatives of the states — or more simply on grounds that the proposed rule exceeds the statutory powers of the FTC.

If one were to wager on the topic, it might be safe to bet that the proposed new prohibition on non-competes will at least be narrowed to protect only lower-level employees, while allowing enforce-

ment of non-competes as to high-level executives and those who earn above a certain salary and bonus threshold.

It should be noted that as currently written, the FTC's proposed rule does not purport to limit the enforcement of state or federal trade secrets laws. So, employers may still pursue employees for the misappropriation of true trade secrets. Likewise, the proposed prohibition does not purport to extend to non-solicitation clauses. So, it would appear that even if the proposed rule is implemented as currently written, employers would still be able to contractually prohibit former employees from soliciting other employees and would likewise be able to prohibit former employees from soliciting or serving the employer's customers.

The proposed ban on employee non-competes will not become effective until 180 days after publication of the final rule. The rule is likely to undergo significant change in the meanwhile. Stay tuned.

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



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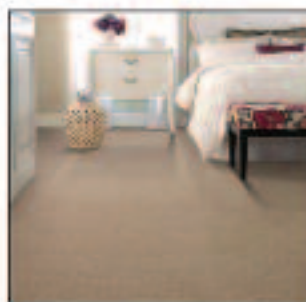
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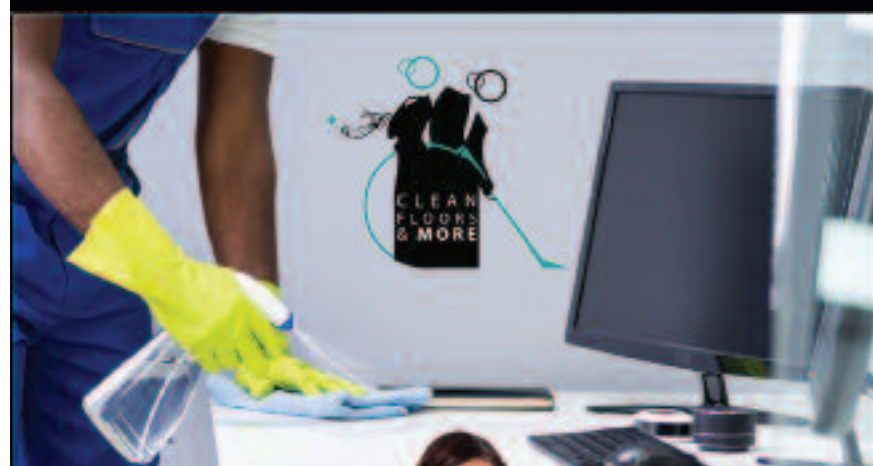
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# ANALYSIS: PHILADELPHIA HARDEST HIT BY POSSIBLE RECESSION



By Anthony Hennen, The Center Square

If an expected recession hits America, Philadelphia could suffer more than any other major city. After GDP growth through 2022, this year could be a reversal of fortunes.

An analysis from the University of North Carolina's Kenan Institute of Private Enterprise warns of volatility in the U.S. economy, but notes that not all regional economies will see a downturn.

"Our economic models don't bear particularly glad tidings for the new year, as we expect the U.S. economy will enter a recession in the second half of 2023 or early 2024," the analysis noted.

However, that recession will be "relatively mild," the analysis noted. Cities with a large tech industry – such as San Francisco, Austin and Raleigh – are expected to keep growing, even though their economies will slow. Other cities that boom with tourists – such as Orlando, Miami and Las Vegas – are expected to hardly grow or see negative economic growth.

Even worse off could be construction-focused city economies. Yet, of the 50 cities analyzed, the Kenan Institute expects Philadelphia to have the greatest change in growth: a 2.6 percent decline from 2022 to 2023. Philadelphia grew by 1.7mpercent in 2022, but the Institute expects it to decline by -0.9 percent in 2023.

Only Memphis, Detroit and Virginia Beach are expected to have a greater economic contraction.

"Philadelphia, which is not normally thought of as a construction hotbed but has recently seen a jump in activity, is being buffeted by the double whammy of local policy changes and interest rate-driven weakness," the analysis noted.

The city saw a construction boom in 2021, thanks to the end of a 10-year property tax abatement on new housing: Philadelphia approved 1,000 more

permits than in 2020, representing 10,000 new housing units if all get built.

As those units get built, the local economy will be less buoyed by the activity.

Other Pennsylvania cities will see a slowdown in economic growth, but still remain positive. Pittsburgh has a marginal slowdown, from 1 percent growth in 2022 to 0.9 percent in 2023. Harrisburg is expected to drop from a 1.1 percent increase in 2022 to only 0.2 percent in 2023.

A recession or economic slowdown isn't guaranteed, however.

"Despite widespread fears of a recession looming on the horizon, there are few recessionary signs to date," the analysis noted. "In fact, even sectors such as tech, with its spate of layoff announcements, and real estate, with a doubling of mortgage rates, are continuing to see national job growth for the moment, albeit at a slower pace."

Other economic analyses have warned of the possibility of a recession in Pennsylvania, though they expect growth in the short-term. The Independent Fiscal Office expects growth of almost 2 percent annually for Pennsylvania by 2025, but shrinking participation in the labor force could cause problems.

The commonwealth "probably faces more challenges than most states" thanks to a falling population as well, IFO Director Matthew Knittel said in November.

Anthony Hennen is a reporter for The Center Square. Previously, he worked for Philadelphia Weekly and the James G. Martin Center for Academic Renewal. He is managing editor of *Expatalachians*, a journalism project focused on the Appalachian region.

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# 2022

## A BANNER YEAR FOR POTTSTOWN HOSPITAL

In 2022, Pottstown Hospital achieved many accreditations, awards, and rankings for the betterment of the community.

Pottstown Hospital started the year by ranking in the Top 100 Hospitals in the Country and second in Pennsylvania for Pay Equity by the Lown Institute, a nonpartisan health care think tank. They earned a place on their Honor Roll by earning "A" grades in inclusivity, clinical outcomes, cost efficiency, and pay equity within the following measures that determine overall social responsibility.

Pottstown Hospital was proud to be recognized as a Five-Star Recipient in the following specialty areas by Healthgrades, the leading resource that connects consumers, physicians, and health systems:

- Treatment of Heart Failure for 3 Years in a Row (2021-2023)
- Treatment of Heart Attack for 2 Years in a Row (2022-2023)
- Treatment of Stroke for 2 Years in a Row (2022-2023)
- Treatment of Sepsis for 2 Years in a Row (2022-2023)
- Treatment of Respiratory Failure in 2023

Healthgrades Specialty Excellence Awards recognize the top 10 percent of hospitals across the country in 17 specialty care areas. A Five-Star Rating mirrors a hospital's commitment to deliver better-than-expected clinical outcomes. These



achievements reflect Pottstown Hospital's outstanding clinical outcomes and distinguishes our hospitals as among the nation's leading hospitals in these clinical areas.

"I applaud all our team members for the recognitions they received in 2022," said Rich Newell, MPT, DPT, President and CEO, Phoenixville Hospital and Pottstown Hospital. "Their commitment to our patients and communities never wavers, and I commend them for their constant dedication to excellence."

Pottstown Hospital earned 2022-2023 US News & World Report's High Performing ratings for COPD and Kidney Failure. "High performing" is the highest level a hospital can earn for USN&WR's Best Hospitals Procedures & Conditions ratings. For the 2022-2023 rankings and ratings, USN&WR evaluated more than 4,500 hospitals across 15 specialties and 20 procedures and conditions.

"At Pottstown Hospital, we are committed to providing the highest level of care to our community including our most economically challenged and diverse urban populations," said Newell. "The dedication from our entire staff to provide healing for all, above all, has earned us these recognitions."

Over the summer, the American Heart Association Get with the Guidelines achievement awards were announced.

(Continued on page 48)

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## POTTSTOWN HOSPITAL

(Continued from page 47)

For their commitment to research-based guidelines for the treatment of heart disease and stroke, Pottstown Hospital recognitions included:

- Stroke GOLD PLUS with Target: Stroke Elite Honor Roll and Target: Type 2 Diabetes Honor Roll
- Heart Failure Silver Plus with Target: Heart Failure Honor Roll and Target: Type 2 Diabetes Honor Roll

"This commitment to our patient and community saves lives, shortens recovery times, and reduces readmissions," stated Newell.

Pottstown Hospital once again earned The Joint Commission's Gold Seal of Approval® for Primary Stroke Center Certification. They also received The Joint Commission's Gold Seal of Approval® for Certification for Total Hip and Total Knee Replacement. Both certifications require an on-site rigorous review process with Joint Commission experts.

"Receiving these many accreditations, awards, and rankings is a great endorsement and reinforces what I already know — we have an outstanding team who cares about patients," continued Newell. "I'm proud of our hospital's tremendous

work to earn these designations, which confirms our patients in the Pottstown community receive excellent care."

### ABOUT POTTSTOWN HOSPITAL:

Located in Pottstown, Pa., and a member of Tower Health, Pottstown Hospital is a 219-bed hospital that offers a full range of health services, including inpatient and outpatient, medical and surgical, and diagnostic and emergency care. Accredited by The Joint Commission, Pottstown Hospital has been recognized for its quality outcomes and clinical expertise across many service lines. The Hospital is Joint Commission-certified for hip and knee replacement and is also an accredited Chest Pain Center. Recently, Pottstown Hospital was recognized as a recipient of Get with the Guidelines/American Heart Association/American Stroke Association — Stroke Gold Plus Quality Achievement Award with Honor Roll Elite and Target: Type 2 Diabetes Honor Roll. The Cancer Center at Pottstown Hospital is also nationally recognized, bringing over a decade of award-winning care to our region. The Pottstown Hospital Emergency Department, a Primary Stroke Center, is the second busiest in Montgomery County, seeing more than 45,000 patients a year. For more information, visit [pottstown.towerhealth.org](http://pottstown.towerhealth.org).

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## Ask SCORE

# Spring Cleaning for Your Small Business

Every business can benefit from a good spring-cleaning. Here are tips on how to get organized and be more productive by tackling a few key areas within your small business.

Staying organized is one of the most important jobs you have as an owner running a small business. It is also one of the most challenging. Busy small business owners are running full steam ahead and it can be tough to stop long enough to file away receipts and clean out your inbox. Taking time out of your busy schedule to get organized will actually save you a lot of time in the long run. That is why once a year (or more) every small business owner needs to give their business a good 'spring' cleaning.

### An unorganized business will stop your productivity in its tracks.

Giving your business a spring-cleaning can mean different things for different businesses. What you choose to clean and organize first should be those areas of the

business most directly tied to productivity and, by extension, profitability.

While every small business is unique, here are four steps every owner can take right now to clean up your business and create a huge boost in productivity.

**Back-Up What You Need, Purge What You Don't:** Filing your (digital) paperwork is small business spring-cleaning 101. And, just as important, is removing documents and files that you no longer need. File or store important documents in the cloud, on an external hard drive, or in a filing cabinet. If you have a stack of old paper documents containing sensitive information, shred them.

**Clean Out Your Inbox:** Getting emails into folders and out of your inbox is a spring-cleaning task that will make a big impact on your ability to stay organized. You will feel less overwhelmed and reduce the risk of that all-important email getting lost in the clutter.

(Continued on page 50)

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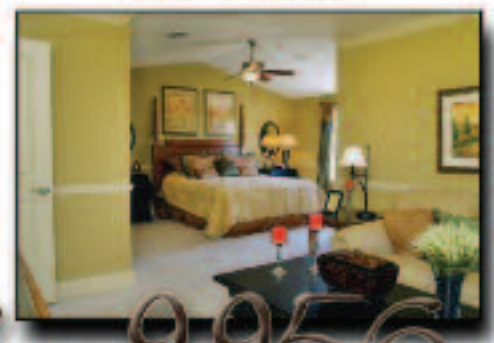
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## Ask SCORE

(Continued from page 49)

**Declutter Your Workstation:** Clutter creates stress – something no business owner needs. The items on your desk should be ones you use each day, like pens, notebooks, a laptop or tablet, and any specialty tools your work requires. Everything else should have a home in a desk drawer, on a shelf or somewhere else close-by. An easy and inexpensive way to keep your workstation clean is with drawer organizers, shelves, and a filing cabinet.

**Find Tools That Help You Stay Organized After You Clean:** Once you have finished your small business spring-cleaning, look for simple ways to stay organized. If you are most productive when you create a list of to-do's, invest in a daily planner and note pads. If you prefer using apps and other tech tools to do business, there are several apps out there designed specifically for staying organized. Look for apps that allow you to manage lists, take notes, connect to your calendar or planner, and set reminders. A few examples of organization apps include trello.com, todoist.com and evernote.com.

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The best spring cleaning plan is continued maintenance throughout the year. If you can create a process for maintaining those tasks tied directly to your productivity – like filing documents once a month or taking 20 minutes every Friday to reset your workstation – you'll increase

the health of your business, get more done in less time and, ultimately, be more profitable.

When creating a plan to stay organized, it is always helpful to take guidance from an outsider looking in, like a SCORE mentor. A SCORE mentor will not only help you get organized, but they'll work with you to uncover and set up the tools that will best help you stay organized and be more productive. Contact a SCORE mentor today to get started.

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



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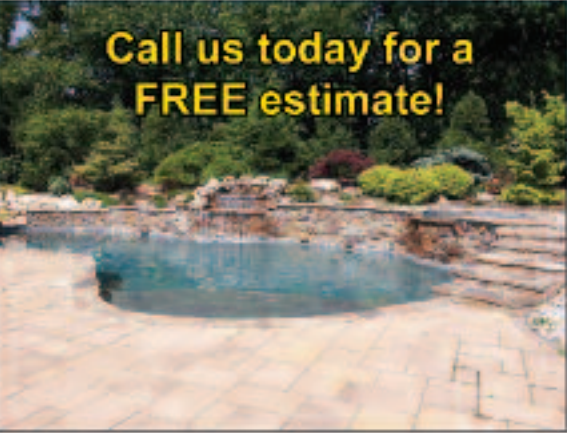
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**Q: How does Carpet & Tile Mart keep prices so low?**

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

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## OPINION

# PERMITTING REFORM KEY TO A MORE PROSPEROUS PENNSYLVANIA

By Luke Bernstein, RealClearWire

In recent years, a leading manufacturing company headquartered in Pennsylvania was exploring locations for a \$3 billion expansion that would support 900 jobs with an average salary in the six figures.

Many states competed for the project. Ultimately, Arkansas landed the investment due to its "combination of public and private support, logistics and energy supply, and workforce availability," according to the company.

This raises the question: Why not Pennsylvania? After all, the Keystone State has world-class logistics, a prolific energy supply, and an abundant workforce.

Pennsylvania fell short of Arkansas — and continues to lag too many other states — because of our antiquated and uncompetitive regulatory structure.

As Asa Hutchinson, then Arkansas's governor, said, the facility would be built in his state "before you could ever get a permit to even start construction in Pennsylvania."

For Pennsylvania to be competitive on the national and world stage, this has to change. Pennsylvania's permitting process needs significant improvement. Long delays and a lack of predictability in permitting often lead to slow-going infrastructure development and financing for all manner of public and private projects, and even causes Pennsylvania to be dropped from consideration for site selection.

Members of both political parties should agree that Pennsylvania losing economic opportunity due to red tape and unwarranted regulations is unacceptable. Policymakers should come together behind a common agenda of supporting jobs and economic growth — and that means reforming our permitting process.

Fortunately, the effort to advance permitting reform is already gaining bipartisan support. Republicans like state Sen. Kristin Phillips-Hill have authored several bills that would streamline the regulatory process. Democrats have indicated interest as well, including Gov. Josh Shapiro, who recently signed two executive orders aimed at expediting licensing and permitting reviews.

I was pleased to represent Pennsylvania's business community and speak at the governor's press conference announcing the first executive order, which created the Pennsylvania Office of Transformation and Opportunity. Rather than making businesses go to multiple agencies for permits, approvals, and to apply for funding, this office's goal is to serve as a one-stop shop for firms looking to invest and grow in the state.

And, importantly, it will be led by the newly appointed Chief Transformation and Opportunity Officer, Ben Kirshner, who has significant private-sector experience.

The second executive order also seeks to reduce the permitting and licensing process time. Effective Jan. 31, state agencies will have 90 days to compile and send the Governor's Office a catalog of the licenses, certificates, and permits they issue, at which point the administration will review, analyze, and establish efficient application-processing timelines for all occupational permits or licenses based on agency recommendations — with a money-back guarantee if the application is not processed in time.

These executive orders are a great starting point, and the Pennsylvania Chamber of Business and Industry applauds Gov. Shapiro's decisive action in prioritizing these critical areas early in his administration.

(Continued on page 54)

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## OPINION

(Continued from page 52)

Lawmakers should build on the momentum the governor has started by codifying the programs his administration has established so that they are sustainable and have the power of law.

To provide further certainty to businesses looking to invest and hire here, the legislature should advance additional reforms, such as ruling applications "deemed approved" if an agency fails to meet a required deadline and allowing for third-party review of permit applications. These actions, versions of which have passed the state House or Senate in past sessions, would boost Pennsylvania's competitiveness, creating a more responsive state government that supports economic growth.

State agencies also have an important part to play in enacting reform. With substantial investments from recent federal infrastructure and pandemic-recovery legislation, now is the time for the Department of Environmental Protection (DEP) and other state agencies to ensure they have the staffing and resources to review and issue permits in a timely manner.

Moreover, further improvements in

the permit-review process, including providing certainty to state agencies through legally durable decisions and limiting the ability of courts to award attorney's fees, are necessary to steward the state's resources. In addition, we recommend streamlining the permit appeals process. Any interested party should always have the opportunity to provide comments and have their input reviewed by the DEP.

This process would mirror how federal appeals are managed and would give the business community and state agencies greater certainty that permitting decisions will not be subject to lengthy and spurious challenges filed with the goal of delaying a project.

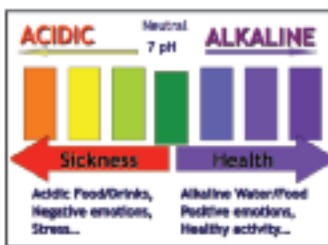
These are not partisan issues; they are issues that will help Pennsylvania businesses invest, grow, and hire here, while attracting companies from around the world to do the same. Pennsylvania has so much potential. Enacting these commonsense permitting reforms would put us on a path to leadership in economic growth and prosperity.

*This article was originally published by RealClearPennsylvania and made available via RealClearWire.*

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# THE VALUE OF DESIGN IN MAINTAINING REGIONAL MARKETPLACE POSITION



## DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

One of the things I look for when strategically repositioning a municipal entity is

how a place looks. I have always been a fan of historic resources and how they impact the sense of place in a town.

Infill construction is an important part of the design effort. When you are in the city, there is a lot of color in the apartment buildings, which is done to turn the nature of the space. I am not big on those kinds of buildings. I like the infill to look like it belongs.

A prime example of looking like it has been there all along is the development along both sides of the Great American

Pub in Phoenixville. One vacant lot enhancement extends building coverage to an adjacent lot. The other new building is the infill Iron Hill building. They look like they have been there for much longer than they have been.

If your town does not have consistency of design, there is a potential for people to have a bad interpretation of the space. For example, open lots, highway signage, and poor architectural mix can make people think less of the space.

Recently my friend Isaiah Zagar's mural in Old City Philadelphia was saved and unsaved in less than a year. There were conflicting concerns among the arts community in dealing with the mural on the former Painted Bride Building.

In 1991 I arrived in Philadelphia to take control of the New Kensington Community Development Corporation. The Painted

Bride's director reached out to me because he was an acquaintance from my time on the Pennsylvania Local Arts Network Board. He gave me the nickel tour and welcomed me to town. The work was underway to create the "Skin of the Bride." I was not overwhelmed with the look it created at first blush, but I became a fan as the work progressed.

Little did I know that the creator of the mural and I would become good friends when I took over the South Street Headhouse job. Although now, and I know only what I read in the newspaper, the venerable mural at the former Painted Bride is once again slated for demolition. I also became aware that the Lantern Theater had tried to purchase the building to keep it as an arts center.

(Continued on page 56)

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Isaiah Zagar's mural at The Painted Bride in Old City Philadelphia.

## DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 55)

So why is the mural so important, and why should the work's protection be perpetuated and this will never happen again?

For the record, Mr. Zagar is a character. Just the fact that during my Day of the Dead parade, he rode a wooden steed down the center of South Street in only a speedo in November is enough for me. And pushing me over the edge in wanting to preserve this mural is the time he included a woman's bare breast

on the mural where the Buster Brown Shoe Store, located on the 400 block of South Street next to Phila-Deli, which enraged an otherwise docile shoe store owner to scream in my face. And along with the welcoming tour of the Painted Bride venue, these things are experiences I will never forget and will cherish.

If anything, there should be a façadomy which is the architectural and construction practice where the facade of

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a building is designed or constructed separately from the rest of a building, or when only the facade of a building is preserved with new buildings erected behind or around it. This action would solve whatever issue arises and would be a selling point for retail behind the façade to become part of the woodwork. That woodwork is the spirit, traditions, and feel of Old City Philadelphia.

By definition of the name of the area "Old City," there should be no question

you keep the mural. Use and structure can accommodate the mural. It can ... there is no debate. What there is, I am afraid, is a bit of tit-for-tat with the neighborhood groups who sometimes get carried away a little bit in their desire to remain the same.

I say this with the experience of trying to cut down a dead tree once in Society Hill and having the association people freak out at me because I was cutting down all the trees. There was also the time I tried to get a crumbling building taken down, much to the chagrin of the Bella Vista Association. I had a lot of success working with those organizations on keeping a lid on South Street, but there were limits to their tolerance.

I will not point any fingers and let Emily Smith from Magic Gardens do that. It seems like, and in this case, it is a "be careful what you ask for, as you might get it." Yeah, you fight the density and lose the cultural distinction that makes you "Philadelphia" or, for that matter, "Old City Philadelphia."

Plus, I don't like them messing around with my friend's legacy. These are treasured works of art that define the area, the space and the city.

*Barry Cassidy is a freelance grant and economic development consultant. He can be reached at [barrycassidy@comcast.net](mailto:barrycassidy@comcast.net).*

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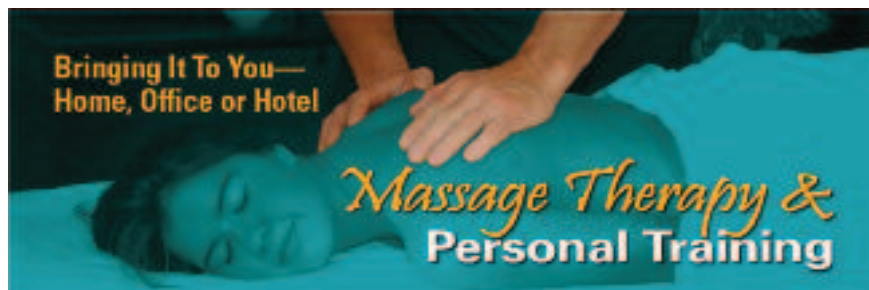
As an organization, Berks Nature long envisioned expanding the built space of The Nature Place to better accommodate their environmental educational programming and field trips. In researching and planning for this new space, they quickly realized that in addition to better serving the families and school districts of Berks County, an indoor-outdoor hybrid space of this size was unique for the Berks County region and could serve a larger community need as an event venue.

The name for this new space, The Rookery, is derived from the practice of great blue herons gathering in large rookery colonies each spring, building their nests together in the safety of the treetops. After breaking ground in June 2021, Berks Nature celebrated the official completion and opening of The Rookery in March 2022. The Rookery is a gathering space for their entire community of conservation allies. The Nature Place (including The Rookery Rooftop Deck) is a unique and flexible event space nestled among nearly 100 acres of Reading's Angelica Creek Park – a natural space lush with woods, wetlands, and wildflower meadows.

The Rookery is an environmentally responsible and aesthetically respectful addition to the existing campus of The Nature Place, built atop Berks Nature's Nature Preschool. Together, the airy interior space and rooftop patio of The Rookery can accommodate up to 300 people and provide a uniquely stunning vantage point over Angelica Creek Park.

Already, several local non-profits have hosted events at The Rookery at The Nature Place, including Schuylkill Action Network's Annual Meeting, the WeConserve PA Annual Conference, and Reading Musical Foundation, which hosted their Annual 'Berks Shines' Concert in this space, marking the first time The Rookery was set up with a stage and concert-style seating and even had a piano brought into the space! Being such a unique event venue for this area, The Rookery has quickly gained popularity for private events as well. In 2022 alone, 42 private rentals were booked. Some of the most popular types of events include weddings, graduation parties, anniversaries, and bridal showers.

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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!*

## Why Rent The Rookery at The Nature Place?

The Nature Place is a LEED Gold Certified building, recognizing its achievements as an efficient and sustainable venue. The building's features and operations are resource efficient, reduce greenhouse gas emissions, and use less water and energy. All windows in The Nature Place and The Rookery are striped with an acid-etched pattern of horizontal stripes to discourage bird strikes. The carpeting in The Nature Place is made of recycled materials and locks together in a seamless pattern of smaller carpet squares, which generates less waste at installation and makes it easier to replace damaged or stained carpet in the future.

The Nature Place is constructed using several reclaimed building materials: the stairs utilize reclaimed wood from an industrial factory, the exterior wood siding is made from reclaimed cypress and hemlock mushroom boards, and the stone exterior has been sourced from dismantled barns across the Northeastern United States. Exterior sunshades help keep the The Nature Place cool while still allowing an abundance of natural light into office spaces and conference rooms.

*For additional information, please visit the Rentals & Bookings page of Berks Nature's website: [berksnature.org](http://berksnature.org)*

## Accommodating of Any Size Event

The Rookery is a great size for larger events but also can be set up to accommodate smaller groups with plenty of room for breakout sessions or even a dance floor. In addition to The Rookery, there are several other rooms available to reserve within The Nature Place including two conference rooms and two classrooms, giving Berks Nature the flexibility to fit most any size or style rental from corporate meetings to children's birthday parties!

## Unique Event or Meeting Agenda Possibilities

Thanks to its location in Angelica Creek Park and the hybrid indoor-outdoor setup in The Rookery, meetings or events at The Nature Place can be designed with fresh air breaks, perfect for recharging or team building. For example, go for a walk through Angelica Creek Park, or take a breather on the open-air patio of The Rookery! Berks Nature even offers a la carte items to add to your rental including a Berks Nature Staff-Led Hike or Activity to break up your day and enjoy some fresh air in Angelica Creek Park! Rental attendees are also welcome to enjoy their lunch on our beautiful rooftop deck.



## 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](http://berksnature.org)







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