

ROUTE 422 Business Advisor

APRIL 2023

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

PATRIOT PEST SOLUTIONS

DENICE AND JAMES HARRISON

***KEEPING
YOUR HOME
AND BUSINESS
PEST-FREE***

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



OCCUPATIONAL HEALTH PROVIDERS



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

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



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

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



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

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



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

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

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

Occupational Health

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



Herbein + Company, Inc. (Herbein) has entered its second half century in business with strong momentum, and excitement about our future.

In 2022, we celebrated our 50th anniversary – with a series of team and client focused events that were central to our anniversary year. We are honored to have served and supported our team, our clients, and our community with confidence since 1972. Herbein continues to seek and build competitive advantage for our people and our clients by focusing on three areas: invest-

ing in our people, enhancing the Herbein experience, and innovating in our business offerings.

As a leading CPA advisory firm, we have a diversified business model with a focus on innovation and providing exceptional experiences for our clients. In the last year, Herbein has taken some bold steps on this journey, including creating some extremely exciting service offerings, like our new Herbein | Watterson Talent Solutions, Herbein | Mosteller HR Consulting, and Herbein Financial Group divisions.

In February 2023, Herbein won the ClearlyRated *Best of Accounting Award* for providing superior client service. This is the firm's 7th consecutive year of receiving this recognition. ClearlyRated's Best of Accounting® Award winners have proven to be industry leaders in service quality, based entirely on ratings provided by their clients. On average, clients of 2023 Best of Accounting winners are 70 percent more likely to be satisfied than those who work with non-winning firms. Herbein received satisfaction scores of 9 or 10 out of 10



from 91.8 percent of its clients, significantly higher than the industry's average of 50 percent in 2022.

"Exceptional client service has been a hallmark of our firm for more than 50 years. We are proud to continue to be recognized for our efforts — and our results," Herbein CEO David W. Stonesifer said.

For additional information, please visit herbein.com or call 1.855.HC.TODAY.





Cover Story: Patriot Pest Solutions is a veteran-owned, pet-friendly, community-driven local business with a Certified Entomologist on staff offering commercial and residential customers environmentally-friendly pest control services with a 100% satisfaction guarantee.



30
Business Spotlight:
Sottosanti Lawn Care –
Where Service is
Always in Season!



40
Browse the Marketplace
to grow your business,
network, and keep your
money local.

Visit 422bizmag.com for...

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



Follow us on LinkedIn

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



Like us on Facebook

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

Contents

- 13** | **Ask SCORE**
Use Mindful Management to Control Routine Costs
- 15** | **Motivation Matters**
Getting the Best from Your Employees
- 21** | **Social Media Tips**
Audit Your Facebook Page This Spring
- 22** | **Marketing Tips**
2023 Brand Strategy: Setting Yourself Up for Success
- 24** | **Money Tips**
Profit vs Revenue: Which is More Important?
- 27** | **Technology Tips**
The Importance of an Annual Risk Assessment
- 29** | **IT Solutions**
What are Microsoft Forms and How to Leverage Them
- 32** | **Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 32** | **How Much Should I Charge?**
Your Price is Right—If You Do Your Homework
- 33** | **Regional Chamber of Commerce Round-Up**
Greater Reading / Perkiomen Valley / Spring-Ford /
TriCounty Area / Phoenixville / Montgomery County
- 38** | **The SBRA Community**
What My DOG Taught Me About PERSISTENCE
- 43** | **Legal Perspectives**
Safe Deposit Boxes — Are They Right for You?
- 50** | **Ask SCORE**
Why a Strong Brand Matters and How to Build One

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334

Subscribe online! www.422bizmag.com

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

To contact the Route 422 Business Advisor:

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

SHARE CERTIFICATES

LIMITED TIME!

4.50% APY*

24-35 month term

USE THAT TAX RETURN WISELY
BOOST YOUR SAVINGS WITH A
GREAT RATE OF RETURN

A Share Certificate from Visions comes with low risk but higher reward than regular savings, so you can make the most of your money.

Learn more at visionsfcu.org/sharecertificates

VISIONS
FEDERAL CREDIT UNION

Pennsylvania | New York | New Jersey

*APY = Annual Percentage Yield. Credit union membership of \$1 is required – certain restrictions apply. Speak with a representative for membership eligibility details. APY assumes principal and dividends remain on deposit for the term of the certificate. 24-29 and 30-35-month term, depending on selection made at account opening. Minimum balance of \$500 required. Dividends calculated using the average daily balance method. This method applies a periodic rate to the average daily balance in the account each month. Dividends are credited monthly. Dividend rates are based on credit union earnings at the end of the dividend period and cannot be guaranteed. Dividends earned on balances of \$500 and greater. Fees may reduce earnings on account. Early withdrawal penalties may apply. Unless otherwise instructed, product changes to the 24-29 and 30-35-month certificate selected at account opening upon maturity, earning applicable APY at that time. This offer, including the advertised rate and APY, is accurate effective February 1, 2023 and is subject to change or expire without notice. Federally insured by NCUA up to the maximum amount allowed by law.

KEEPING YOUR HOME AND BUSINESS PEST-FREE



*Lynda Smiley –
office manager,
James and Denice
Harrison*

PHOTOS BY STYLISH IMAGES

PATRIOT PEST SOLUTIONS



By Kathy Hunt

Longer days and warmer weather signal the return of more activities for both people and pests. Ants, flies, mosquitoes, and other insects come out of hibernation. Invasive European starlings flock to backyard bird feeders. Pesky raccoons and skunks forage from trash cans and outdoor pet bowls again. Rather than trying to combat these creatures on your own, you can enlist the help of veteran-owned, community-focused, and pet-friendly Patriot Pest Solutions. The company has been expelling unwanted insects and wildlife in Southeastern Pennsylvania for a dozen years.



Patriot Pest Solutions' technicians are state-licensed and specially trained in humane squirrel trapping, removal and exclusion services.

James and Denice Harrison started Patriot Pest Solutions from their Royersford home in 2011. Within two years, the business had expanded to such a degree that the Harrisons had to move operations from their home to a larger, professional space in Trappe. After 10 years in Trappe, Patriot Pest has outgrown this location as well. This month, the company will relocate to 156 W. Ridge Pike in Limerick. Business will continue as usual throughout the move.

The new site is "literally 2.5 miles down the road from our current location," Denice Harrison said. "The new Limerick [township] office will give us the office and parking spaces that our business needs."

Professional, personalized service for all your pest removal needs

Presently, Patriot Pest has six licensed technicians, one customer service representative, one outside sales representative, an office manager and co-owners Denice and James, who is an associate certified entomologist. Patriot Pest is one of only a handful of pest control companies in Pennsylvania to have an associate certified entomologist on staff.



James is an associate certified entomologist and a member of the National Pest Management Association.

Along with having an associate certified entomologist as its leader, Patriot Pest is a member of the National Pest Management Association (NPMA). The NPMA offers continuing education courses and addresses the technical, governmental, educational, business, and networking needs of its members. Patriot Pest is also listed as a National Wildlife Control Operators Association (NWCOA) certified wildlife professional. Through the NWCOA, technicians maintain their knowledge and techniques of safe, humane wildlife management. The company is part of the Pennsylvania Trapper's Association, which advocates for the humane trapping of wildlife. Its technicians are licensed through the Pennsylvania Department of Agriculture and are fully insured.

When someone calls Patriot, they are speaking with our local office — not a Call Center. Lynda, Office Manager, has been with us for eight years, and Caryn has been with us for five years. These trained veterans can describe the service you will need, quote you a price, and set up an appointment for corrective service. We know our customers, and that is the difference when you call a privately owned company verses a large conglomerate.

Patriot's technicians stay up-to-date on pest solutions through in-house weekly trainings and external meetings. They attend yearly conventions and events, such as the National Wildlife Expo, which educate them about the newest technologies and advances in their field.

Making pest control easier with a new customer portal plus service plans

To help clients stay on top of pest control with a simple click of their keyboard, Patriot Pest now offers an internet-based customer portal. This secure, online service enables consumers to access information about their service history, account payments and appointments at any time, day or night. They can also schedule or update service calls and reach out with questions through this customer portal.



Chris Gentile – Bed Bug and Spotted Lantern Fly Specialist

"We want to make life easier for our customers," Denice Harrison explains. "Often, we get home from work, and these things come to our mind at 8:00 at night. 'Oh, I forgot to call PPS to update my credit card that was hacked,' or 'I see that PPS was here today for service. Let me see what they did.' Or, you get home at 9:00 PM and you find that an army of ants has moved into your kitchen. You can contact us through the customer portal to request a service," she said.

Another way that Patriot Pest makes pest control easy is through its service plans. Although one-time extermination visits are an option for all clients. Many types of pests are considered "repetitive" pest problems. Therefore, Patriot may advise customers to consider a pest control maintenance service. No matter how effective a treatment is, it will eventually wear off, allowing pests to return to the property. Taking a "proactive" approach to future pest problems is more cost effective. A customized, repeat service plan enables customers to keep these nuisances at bay.

Continued on page 8)

COVER STORY

(Continued from page 7)

Patriot Pest Solutions' Home Pest Protection begins with an initial service when a licensed technician assesses the interior of a home to determine what issues exist. After inspecting the property, the technician carries out the initial service call. The HPP service consists of three services over the year, these preventive measures are meant to keep insects from penetrating to the interior of the home. However, this program allows the customer to have free additional services in between visits should a bee's nest appear, or ants creep into the kitchen. According to Patriot Pest, termites infest one in 16 homes in Southeastern Pennsylvania. Usually, homeowner's insurance does not cover damage from termites, which is why it is so important to address the presence of termites right away. A Patriot Pest technician will suggest solutions at the time of termite discovery.

Commercial properties may experience additional pervasive or persistent problems, such as swarms of bed bugs or cockroaches.



Bed bugs

To ensure that hotels, apartments, theaters, restaurants and retail spaces stay bug-free, Patriot Pest eliminates these bugs and then trains the business owners and employees on how to avoid future infestations. Patriot's technicians work discreetly and quickly to resolve complaints without disrupting day-to-day business operations.

No worries about wildlife with Patriot Pest Solutions

When people hear the phrase "pest control," they usually think of insect extermination. However, Patriot Pest Solutions takes care not only of insects but also furry, feathered, or scaly invaders.

Denice points out that all pest control companies get rid of mice, but what sets Patriot Pest apart from other businesses is

that Patriot also removes larger, more challenging wildlife, including ground-hogs, foxes and snakes. In addition to these animals, its technicians will skillfully and humanely extract squirrels, birds, raccoons, opossums, skunks, moles, voles, rats, and, of course, mice. As with insects, a technician will go over precautions that the customer can take to deter the return of these creatures.

"A lot of pest control companies will refer their wildlife calls to us," Denice said. "We work hand-in-hand with locally owned companies to take care of their wildlife. That's something that makes us unique."

Sometimes it isn't obvious that an animal has snuck onto a residential or commercial property. Owners might not hear the telltale noises, find overturned

trash cans, notice rapidly dwindling birdseed in feeders, or see animal waste in conspicuous places. Yet they sense that something new and uninvited has come into their home or workplace. To help people determine whether wildlife has staked a claim on their property, Patriot Pest advises looking for the following evidence: tunnels or mounds in flower beds, lawn or landscaped areas; small divots in lawns or flower beds; sudden vegetation death; new openings or holes in structures; and dens or burrows under or next to structures or stairs. All are signs that wild animals are present and that it may be time to seek Patriot Pest's professional help

Low toxicity tools keep insects away

To keep both customers and their pets safe, Patriot Pest Solutions uses an assortment of low odor, low toxicity tools — including baits and traps placed around a property's interior and exterior — to eradicate insects and other pests. Technicians put out only a small amount of bait in tamper-proof containers and place the containers in hard-to-reach locations. Should a cat or dog manage to access and eat the bait, it would not be in serious danger. According to Denice, the worst side effect that the animal could experience is an upset stomach.

Another extermination tool that has a little to no impact on humans and their furry companions is TAP® (Thermal Acoustic Pest Control) blown insulation. Registered by the U.S. Environmental Protection Agency (EPA), TAP® is made from ground up newspaper treated with boric acid. The cellulose fiber insulation is fire-retardant, thermally superior, and sound deadening, and it possesses permanent pest control properties.





Lynda Smiley – office manager (seated) has been with Patriot Pest Solutions for 8 years. Caryn Dennis (left) has been with the company since 2018.

Note that, unless consumed or inhaled in large quantities, boric acid is acceptable for use around humans and animals. However, for insects such as ants, cockroaches, silverfish, stinkbugs, and termites, the chemical compound is fatal.

Patriot Pest technicians use TAP® to cap off or replace existing insulation. In the latter scenario, the technicians will remove and dispose of the old insulation, disinfect and repair the targeted area, and then blow in Energy Star-approved, UL-classified TAP®. By employing this environmentally sound product, Patriot Pest protects its customers from bothersome insects, keeps them cool in the summer and warm in the winter, and saves them money on energy bills.

Serving country and community

New and recurring customers can attest that Patriot Pest Solutions is dedicated to pest control service. Some may wonder, though, if this loyalty to community and customers is why the Harrisons chose their company's name. It's a good guess, but it's only part of the story.

After thinking about an appropriate title for their company, Denice and James decided to honor James' family tradition of military service and chose Patriot as its name. James, his brother and his father all served in the U.S. military. James and his brother were in the army. His father was in the U.S. Navy. The company slogan — "Eliminating pests is our patriotic duty" — also reflects their dedication to serving not only their country but also their communities.

The company supports residential and commercial clients in Montgomery, Berks, Chester, Delaware, Bucks, and Philadelphia counties. As a small, locally owned business, Patriot Pest Solutions strives to be convenient, responsive, and accessible for its customers. It is open Monday through Friday from 8 AM to 5 PM and on Saturday from 8 AM to 12 PM. Anyone experiencing a pest complaint is encouraged either to call 610.489.5136 or email info@patriotpestsolutions.net.

Along with its commitment to customers, Patriot Pest pledges to help the communities in which it works.

“Our goal is to educate our customers, provide customized pest elimination and deliver outstanding customer service.”

After opening Patriot Pest Solutions, Denice Harrison promptly joined the chambers of commerce in Spring-Ford and Perkiomen Valley.

“We had lived in Royersford since 1997 but I really didn't know many people in the community. This was a terrific way to meet people and introduce Patriot Pest Solutions,” she said, adding that she also belongs to the Phoenixville Regional Chamber of Commerce.

Along with her membership in these three organizations, Denice facilitates a monthly “shark tank,” a roundtable of business owners in the Spring-Ford Chamber of Commerce. She likewise belongs to a local chapter of BNI (Business Network International). BNI is a global business networking organization with over 300,000 members in 75 countries.

As a whole, Patriot Pest gives back to the region by donating its services to such local nonprofits as Phoenixville Women's Outreach's “The House” and Philadelphia veterans services. It also works with other local businesses whenever possible.

Whether a home or business owner requires immediate service or wants to stay on top of pest control, the locally owned, community-driven Patriot Pest Solutions is ready to assist at 610.489.5136 or email info@patriotpestsolutions.net. Professional, dependable and with 100 percent satisfaction guaranteed, Patriot Pest Solutions can meet all pest control needs.



Spotts
INSURANCE GROUP

Proudly protecting businesses in Berks and surrounding counties for over 30 years.



Trust the best to protect what you've worked hard to build.

MATT WICKMAN
COMMERCIAL LINES
ACCOUNT EXECUTIVE
74 Commerce Drive
Wyomissing, PA 19610
(484)727-8411

BUSINESS | LIFE | FARM | AUTO | HOME

Spotts4insurance.com

Spotts Insurance Group

Celebrating 30 years in business this year, Spotts Insurance Group is an award-winning, full-service agency that is a trusted resource for insurance and financial products. When you trust us to provide protection for your assets, your family, or your business, we take that responsibility very seriously.

As an independent agency, we represent a number of quality insurance companies and have an outstanding dedicated staff that is focused on providing our clients with the best personalized experience possible. Our mission is to help our clients by providing them with solutions to protect and grow their assets. Our team of licensed insurance professionals provides both guidance and peace of mind.

Founded in 1993 by Jeffrey Spotts in Wyomissing, the agency has grown and expanded to meet the needs of our clients by adding additional staff and convenient locations throughout Berks, Carbon, Chester, Lancaster, Lehigh and Schuylkill counties. We've been named a *Top 50 Business* by the Greater Reading Chamber, a *Readers' Choice* and *People's Choice* winner in several newspapers and publications, and have been named an *All-Star Agency* by Nationwide Insurance in recognition of our performance.



We care about the people and communities we serve, and we pride ourselves on sharing our time and resources to benefit others throughout those communities. For more information, go to spotts4insurance.com.



Why Get A Security or Fire Alarm?

Puppies & Babies ... No Duh!

Jimmy told ya!



Protecting What's Precious for over 50 years!

SECURITY SERVICE COMPANY
Since 1973

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

Call Today for a FREE On-site Evaluation.

800.232.2500
SSCsince73.com

"The go-to locals
for **business**
banking."

That's **younity.**



610-326-5490 | diamondcu.org

Serving Berks, Montgomery, Chester and Bucks Counties



EQUAL HOUSING OPPORTUNITY | INSURED BY **NCUA**

We Do Things a Little Differently

Bank Better with Us

Business Banking

for the way you do business.

Our hands-on approach
helps your business succeed.

Discovery's business banking services are designed with one thing in mind — helping your business experience long-lasting growth. Discovery partners with you to maximize the earning potential of your business and can serve as a valuable and vital extension of your business. Discover how credit union business banking can help you today.

Flexible Financial Options — Local Decision-Making

Lines of Credit | Credit Cards | Working Capital Term Loans

Commercial Mortgage & Construction Loans

Equipment Financing | Remote Deposit Capture

Checking | Savings | Money Market

To learn how Discovery can make your business prosper, stop by and visit us or call the credit union at **610.372.8010** or **800.563.9383**.

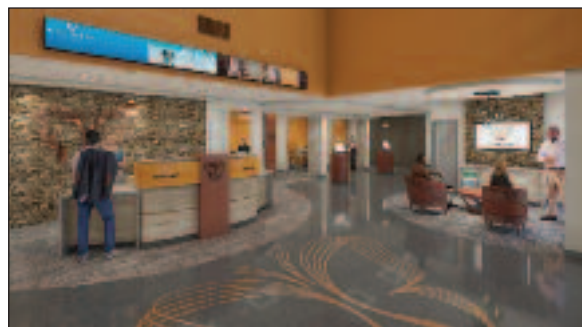


2744 Century Blvd., Wyomissing | 610.372.8010 | discoveryfcu.org

Discovery Federal Credit Union

Discovery FCU is more than just a place you bank. We are your neighborhood credit union and we put our members first. Serving Berks County since 1959, we are strong supporters of the credit union movement and the philosophy of people helping people. We genuinely want to help our members and provide them with the education, support, and guidance to build strong, independent financial futures.

In 2022, we completed major branch renovations to enhance our well-known personalized service by expanding our service options for our member-owners. When a member visits Discovery FCU, they can choose the way they want to be served. When you walk through our automatic doors, you are instantly greeted by a highly trained and knowledgeable Discovery FCU Member Experience Advisor. If you want a traditional over-the-counter transaction, you can conduct business at our welcome center, if you desire a one-on-one conversation or consultation, we have member service spots for sit down service, and if



you're in a hurry and you want a quick in-and-out interaction, you can use our self-service kiosk. Plus, we have a full-service lending department to fulfill your lending needs from start to finish. We are also developing technology to serve our members with touch screen ELOs.

With evolving technology, we are dedicated to serving our members with personal attention, dedication, and professionalism during each and every interaction, and, we strive to exceed our members' expectations through constant innovation and continuous improvement. If you live, work, worship or attend school in Berks County, PA, you're eligible to join. We invite you to discover the Discovery FCU difference, join today!

Reppert's

Own Made Candies

Chocolates, Candies & Gifts for Easter and All Holidays!

Large Selection of New Products!

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



2708 W. Philadelphia Ave., Oley, PA 19547

Ask SCORE

USE MINDFUL MANAGEMENT TO CONTROL ROUTINE COSTS

You're very meticulous when it comes to providing quality service or products to your customers. So why treat your routine administrative expenses the same way? Every extra dime or dollar you spend on supplies, photocopies, postage, etc. adds up. Taken together, those "little things" can take a huge chunk out of your profits.

Stiff competition and thin profit margins have made running lean a necessity for most small businesses, so it's important to establish smart *buying* habits from the outset. The steps are not complicated, nor do they require fancy financial formulas. Cutting costs is all about common sense. You just have to know where to look.

Here are five ways to save your small business money on the simple things:

1. Avoid buying only name-brand items in small quantities. Shop for bargains online. Superstores like Office Depot, Staples and Office Max offer "store brands" at reduced prices. And when you establish an online account, they'll often send coupons worth \$10 or \$20 off orders of \$100 or more.

2. Don't photocopy high-volume items that you can print for less. Copies typically cost five to 15 cents each, even if you do them yourself, including paper, toner, labor and maintenance. Printing can lower costs to three cents or less. The biggest cost items are forms, flyers and form letters that you *think* you use in small quantities. But if you photocopy a few dozen per week, that can be thousands per year and you could save by having it printed.

3. Think of your inventory as company cash sitting on a shelf or in a

warehouse doing nothing. Costs include storage, insurance and taxes, among others. Keep good records and regularly root out dead items.

4. Express shipments for next morning delivery are costly. Consider next afternoon or maybe two- or three-day service.

5. Review vendor relationships at least annually for Internet services, phone, wireless, DSL, shipping, legal, printing and other day to day expenses. Prices and package deals change and you may be overpaying.

Spending wisely on your routine expenses also helps you be more alert for ideas that will make other aspects of your operations more cost-effective. It all adds up to better value for your customers, and a healthier bottom line for your business.

For more money saving ideas for your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 13,000 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstown-score.org.

STONE CREEK RENTALS INC.

872 Park Road
Blandon, PA 19510

Find us on Facebook

EQUIPMENT RENTALS • SALES • SERVICE

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

610.926.4567 • www.stoneycreekrentals.com



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

PRINTWORKS

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

610.385.7053
www.luckypw.com

Facebook icon
Instagram icon
Locally Owned icon

Stop accepting the status quo of your current insurance plan.

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

Our number one priority is YOU and YOUR needs!



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

484-366-1281
info@jabins.com • www.jabins.com



724 Route 100 Bechtelsville, PA 19505

Monthly Vehicle and Equipment Auctions at our new six-acre facility with high visibility on Route 100.

Now accepting consignments for trucks, vehicles, trailers, heavy equipment, contractor tools and landscape equipment.

Reach thousands of buyers with our nationwide advertising, social media marketing and online bidding platform. We offer competitive commission rates and payment within 10 days.

Do you have vehicles or equipment to sell?
Give us a call today.

Geyer Auction Companies
AY-000243-L

484-239-3273

www.geyerauctions.com

JOSEPH SCOTT MCARDLE OF KELLER WILLIAMS COLLEGEVILLE AWARDED INDIVIDUAL TOP PRODUCER FOR 2022

Keller Williams Realty has named Joseph Scott McArdle to 2022 Individual Top Producer.

Eileen Campbell, Productivity Coach for the Keller Williams Collegeville market center said, "Through Joe's work and dedication, he has achieved this prestigious accomplishment." She adds, "Through Joe's connections, experience, knowledge, and efforts he helps his client and is an integral part of our company by helping fellow agents with his professionalism and openly sharing his knowledge and skills."

"I love the culture and autonomy that allows me to make decisions that instantly help my clients, both commercially and residentially," McArdle said. "I am running my own business and Keller Williams is set up to assist in that way."

"We are honored to have Joe as part of our Keller Williams family," said Terese Brittingham, broker and co-owner of Keller Williams Collegeville. "Adding, 'His knowledge, experience, and especially his reputation are a perfect fit for our unique culture.'"

McArdle is a thirty-eight-year veteran of the real estate industry and a consistent multi-million-dollar producer with a GREEN Designation and the prestigious Certified Commercial Investment Member (CCIM) designation by the National Association of Realtors (NAR).

He holds a bachelor's business degree with distinction from the University of Pennsylvania's Wharton School of Business and a master's degree with distinction from Harvard University in sustainability, his master's thesis is Value Premiums of Sustainable Elements in Residential Homes in the Greater Philadelphia Area.

A member of the Tri-County Suburban



Right to Left: Joseph Scott McArdle, Associate Keller Williams Realty Collegeville and Terese Brittingham, Co-Owner Keller Williams Realty Collegeville.

Realtors, McArdle has an in-depth knowledge in the Delaware Valley and serves both commercial and residential transactions along the Main Line area as well as those in Montgomery, Chester, Berks, Lehigh, and Philadelphia counties.

To reach out to McArdle for your next real estate need, please email pvilleguy@gmail.com or call 610.792.5900. More information about Keller Williams Realty is available at www.kw.com.

About Keller Williams Realty, Inc.: Keller Williams Realty, Inc. is the largest real estate franchise company in North America, with approximately 1100 offices and 200,000 associates in more than a dozen countries around the world. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate an agent-centric, education-based, technology-driven culture that rewards associates as stakeholders. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information or to search for homes for sale visit Keller Williams Realty online at (www.kw.com). For more information about Keller Williams Worldwide, please visit (www.kwworldwide.com).

EXPRESS DATA GETS IT.

LOCALLY OWNED. OBSESSIVELY OPERATED.

Small business professionals that respect your small business.

PAYROLL • HUMAN RESOURCES • ONBOARDING • WORKFORCE MANAGEMENT

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

THANK YOU

I am grateful to the community for 38 years of supporting me in the real estate industry.

Sincerely,

Joseph Scott McArdle, CCIM

<https://www.ccim.com/about-ccim/what-is-a-ccim/>

<https://youtu.be/SpEC4yJ1IEc>

Sales Associate

Keller Williams Realty

400 Arcola Road, Suite A5

Collegeville, PA 19426

RS141715

Office (810) 792-5900

Fax (484) 781-3646

Cell (267) 532-8552

pvilleguy@gmail.com



Ask SCORE

MOTIVATION MATTERS IN GETTING THE BEST FROM YOUR EMPLOYEES

One of the first and most important lessons an entrepreneur learns is that employees really are a small business's most important resource. In fact, the business literally cannot succeed without them. Their talent, skills, and effort truly add value to your products or services, allowing you to focus on the planning and creative issues that will move your business forward.

Unlike your equipment, computers, and other resources, however, you can't simply turn employees on and off for business hours. All employees need a clear understanding of their role in your business and how it can grow, plus the motivation to achieve and, even better, exceed those expectations.

That's why you, as the business owner, also hold the title of "Chief Communicator and Motivator."

It's important to have direct contact to make your message clear. Some owners try to save time and manage by email. That works only to a point. But direct contact builds trust and rapport.

Establish your business "mantra" and keep repeating it. Don't assume that everyone involved in the business understands and buys into the mission as you do. After all, you're the one who created it, not them. They haven't lived and breathed every detail as you have.

Here's one simple step to make certain you communicate clearly. Instead of asking if an employee understood your instructions, ask what specific steps the person will take to complete the task. That way you can be absolutely certain they not only understand, but also plan to complete the assignment in an appropriate way.

Avoid constantly criticizing employees. That hurts morale and can make people less motivated. If you highlight the positive and correct mistakes without getting personal, employees are more likely to deliver what you want.

While a good manager is also visible, it's important to not make it appear that you are micromanaging. A quick chat about work and non-work issues during a stroll through your business is all the positive reinforcement is all most employees need. They'll feel more comfortable about coming to you with questions, concerns, or suggestions. Augment the informality with individual and group meetings to share information and updates, brainstorm ideas, and simply get to know each other. Such interaction will not only help re-energize your staff, but the boss as well!

To learn more about human resources issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office or visit on the web at www.pottstownscore.org.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricity.score.org/content/find-mentor-183>.

The Victory Bank Foundation Golf Outing

JOIN US FOR A FUN DAY ON THE LINKS
AS WE SUPPORT A GREAT CAUSE!



Use the QR Code to Register or email
VBFoundation@victorybank.com for more information.

BROOKSIDE COUNTRY CLUB
850 N. Adams Street • Pottstown, PA 19464
Monday May 8, 2023



THE
VICTORY BANK
FOUNDATION

VictoryBank.com



The Junkluggers of Berks, Chester, & Lancaster Counties



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

What we offer:

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

\$25 OFF
a 1/4 truck or more

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

COUPON CODE: ROUTE422

1-800-LUG-JUNK • JUNKLUGGERS.COM

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



GET YOUR BUSINESS
BOOMING
WITH DIRECT MAIL



(610) 367-7444 • EverythingPrinting.com

Mike Kirkpatrick, CPIA
Insurance Specialist
PH: (610) 743-7832
michaelk@perfettoinsurance.com



We Protect Your Business Because
You've Worked Hard to Build It.



Chester Perfetto Agency
40 Commerce Dr.
Wyomissing, PA 19610
<https://www.facebook.com/perfettoinsurance>



PRO KEYSTONE GARAGE DOOR

"The Service Specialists" Since 1970

→ Residential → Commercial → Industrial

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

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



Most Of Our Business Comes From Referrals...

Pottstown **We Are That Good!**

610-367-6211 • www.prokeystone.net

Sanatoga Animal Hospital

2814 East High Street
Sanatoga, PA 19464

610-326-6346

www.sanatogavet.com



Accredited by American Animal Hospital
Association since 1990

Loving Care and Compassion

State-of-the-Art Equipment

Comprehensive Approach Emphasized in Treating Patients

**Dental Care • Diagnostics • Surgery
Radiology • General Preventive Patient Care**

Arrowhead Golf Club

Arrowhead Golf Club, a mature and challenging public golf course with 27 meticulously maintained holes nestled in a serene woodland setting, is conveniently located in Douglassville, just five minutes from the intersection of Routes 422 and 662 North at 1539 Weavertown Road.

There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade your tools of the trade.

Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open



sides, and will seat up to 150 people. The use of the pavilion is available at no charge. You are welcome to bring your own food or outside catering for your event.

You are invited to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, please call Arrowhead at 610.582.4258. And visit Arrowhead online at www.arrowheadgolf.net.

Valerie McLean Keller, Owner & Operator

Our 70th Anniversary

Arrowhead Golf Club

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

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions

100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees: Weekdays — \$24.00 to Walk • \$34.00 to Ride

Greens Fees: Weekends — \$35.00 to Walk • \$45.00 to Ride

*** Rates drop after 1:00 PM 7 days a week**

Pro Shop • Snack Bar • Rental Clubs

1539 Weavertown Road, Douglassville — 5 minutes from Route 422 & 662 N Intersection

For Tee Times Call (610) 582-4258

Life Transitions

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!!!

... For more information

email: papasley1975@gmail.com

or call: 215.840.9783



Phoenixville Federal Bank & Trust

Phoenixville Federal Bank & Trust is a financially strong bank headquartered in Phoenixville, Pennsylvania with branches in Chester and Montgomery Counties. We provide a diverse portfolio of personal and business checking, savings and commercial and residential lending products and services, including wealth management and trust services. We are a mutually-owned community bank committed to improving the quality of life in the communities we have served for more than 100 years.

About Commercial Lending:

"Committed, Accomplished, Creative" describes our commercial lending team here at Phoenixville Federal Bank & Trust. With over 100 years of combined experience, this team of consummate professionals work tirelessly to find solutions for your borrowing needs. The bank offers a wide range of products and services for all phases of the business life cycle. From commercial loans and mortgages to construction loans and lines of credit, Phoenixville Federal will customize the loan that is right for you.



Board of Trustees of Phoenixville Federal Bank & Trust. The bank's 2022 year-end donations totaled \$79,850 to 64 area non-profits.

We want the businesses in our community to succeed. Successful businesses like yours contribute to a better community in the markets Phoenixville Federal serves. Whether you're starting or expanding your business, improving processes and equipment, or need working capital, we can help!



For additional information, please call 610.933.2655 and visit www.PhoenixFed.com.



Small Business, **BIG** Dreams

We have the resources you need to start, reinvent, or re-energize your business today!

Mortgages | Construction Loans
Business Loans / Lines of Credit

Questions about your business lending needs?

Contact our Commercial Lending Team
610.933.2655 | CMLOperations@phoenixfed.com



PhoenixFed.com



Order Now for your 2023 graduate!

Meg's Quilted Memories

Customized
T-Shirt
Quilts



TURN YOUR TEES INTO A QUILT!

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



Business cell:

(810) 250-1825

meg@megsquiltedmemories.com

www.megsquiltedmemories.com



Like us on Facebook!

facebook.com/customizedtshirtquilts



Follow us on Instagram!

instagram.com/megsquiltedmemories

REFERENCES
AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

30+ Years of
Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com



AFTER



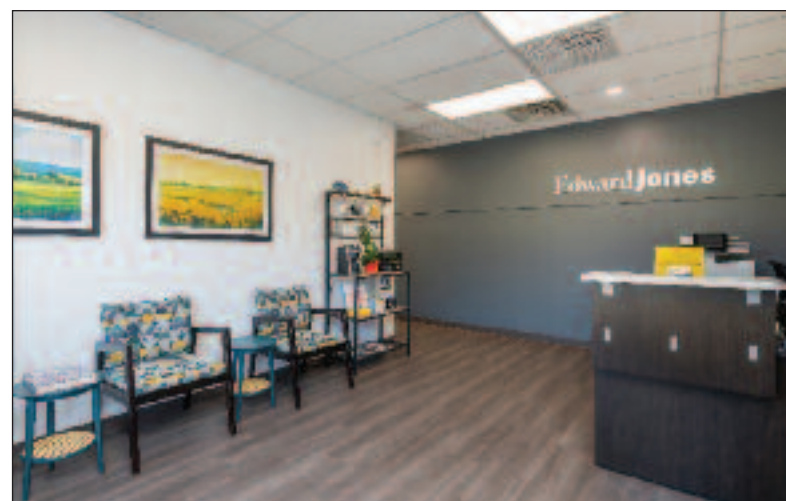
BEFORE



MG ARCHITECTS
Established 1920

RENEW | REVITALIZE | REUSE

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

Design Services for Tenant Improvements



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

Building Owners strive to maintain tenancy for their facilities. Throughout the course of business, there will be times

when a tenant requests alterations to a space to accommodate changes in needs, or a new tenant is looking to move into your available space.

Getting professional Design Services for improvements creates the best outcomes for long-term gain in the tenant-

owner relationship. Architects first meet with the stakeholders to establish final design parameters, then will verify existing conditions, and provide code reviews. At the end of the design process, owners have the necessary schematic design options to get started.

The Design Team's expertise and value can continue beyond there, helping building owners by creating a set of signed and sealed construction documents for permit application. Contact me at JimS@MG-Architects.com or 610.376.4927 if you have a tenant improvements question or need a solution.



JOHN P. FEENEY FUNERAL HOME, INC.

A Place Like No Other

625 N. Fourth Street, Reading, PA 19601

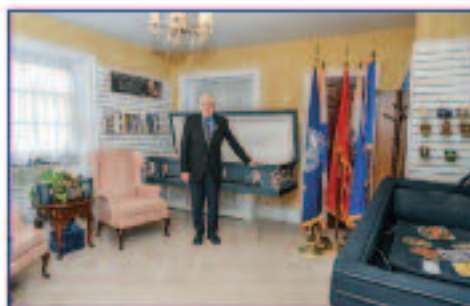
"The dignity in a funeral service should never be measured in the price one pays for the service, but rather in the emotional and religious satisfaction one received from the service rendered."

John P. Feeney, Founder

Affordable, Dignified Services

Preplanning
Funerals
Garden Funerals
Visitation, Wake, or Viewing
Memorial or Tribute Service
Graveside Service
Cremation
Direct/Green Burial

Veteran Services



Michael F. Feeney, Owner/Supervisor

Tell us your budget, and we will customize a package to match it. Financing also available.

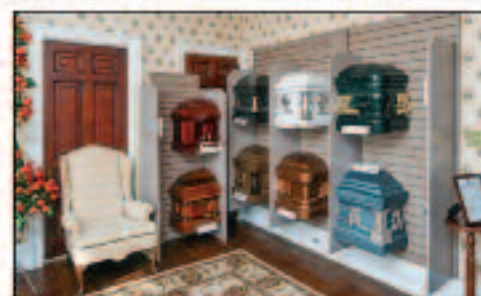
610.372.4160 • www.johnpfeeney.com



Private Tours

We can arrange private tours of our facility and mansion year-round.

Call us at
610.372.4160.



MOSQUITOES RUINING YOUR OUTDOOR FUN?

MOSQUITOES

GETTING BIT!



Poolside



Patio

WE HAVE A SOLUTION.
GUARANTEED.

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

- ★ 100% Organic
- ★ Safe for children & pets
- ★ Guaranteed Results! (or your money back!)



PATRIOT PEST SOLUTIONS, LLC

Eliminating Pests is Our Patriotic Duty!



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

610.489.5136 | PatriotPestSolutions.net

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



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

**berks
digital inc.**

610.929.1200 • BerksDigital.com

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, or at the box office at arrival.

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



Pottstown Dance Theatre
Michelle Jones Wurtz, Director

610-323-2569

72 W. Main St., Pottstown PA 19465

www.pottstowndance.com

Ballet and pointe, tap, hip-hop, jazz, modern/contemporary/lyrical, Irish Dance, African Dance, break dance, creative movement, and Pilates!

P. Richard Frantz AIA Architect Designs Renovations to 1503 Sunset Drive

In 1988, OK Ventures purchased the Sunset Manufacturing factory building located between Moser Road and Sunset Drive in the east end of Pottstown. The building had been used to manufacture garments and housed a retail store for women's high-end clothing. OK Ventures retained the services of Pottstown Architect, P. Richard Frantz, A.I.A., and contractor Peter Bernargo to adaptively reuse the facility and design and convert the structure into office space. Since then, the building has been occupied by a variety of business and professional tenants including a regional operations center for a local bank.

Recently, OK Ventures again retained P. Richard Frantz, A.I.A. to design major renovations to the building. The partners proceeded to gut the entire building. Newly created multiple suites ranging from 1,250 square feet to 12,000 square feet will be available. HVAC, electric and all other utilities will be metered individually for each suite. Access to each suite will be from common corridors. All suites are ADA accessible. The main entrance lobby has a ceiling twenty-five feet high, new elevator service to all levels and features a floating stairway. The existing atrium will be renovated and will feature a common space available to all tenants. The porte cochere is enlarged with new steel trusses supported by steel columns encased with stack stone, highlighted by new LED lighting. The building has ample off-street parking. It is conveniently located close to Pottstown Hospital – Tower Health, Armand Hammer Blvd., and to Route 422.



Richard Frantz also teamed with OK Ventures to design adaptive reuse of the Sweet-Orr manufacturing facility on Sixth St. in Pottstown. The owners converted a facility that manufactured overalls into fifteen attractive townhouse units. The project stimulated renewed activity in the neighborhood. It received the "Outstanding Land Development Award" from the Montgomery County Planning Commission. Mr. Frantz also designed reuse projects in the Pottstown area which included converting the Palladino Roofing Company facility on Robinson Street into a long-term residential care facility for Creative Health Services, Inc. and major renovations to the Truist Bank building at High and Hanover Streets.

For more information, contact OK Ventures III at P.O. Box 841, Pottstown, PA, Realtor David L. Specht at dspecht@kwcommercial.com, and P. Richard Frantz, A.I.A. at prf@prfrantz.com or www.prfrantz.com.

**LAUSCH'S
MOVING CO**

PUC No. A-8925351

**NEW OWNER, SAME
GREAT SERVICE!**

We know moving is a
busy & stressful time.

Call for a
**FREE
Estimate!**

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

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

610-750-5534



Lauschsmovingco.com [facebook](#) [Instagram](#)

AUDIT YOUR FACEBOOK PAGE THIS SPRING



SOCIAL MEDIA TIPS

By Theresa Mintzer

Facebook is one place that customers can find you. Make a good impression by keeping your page fresh and up to date.

• **Branding** — Your branding should be consistent across all social platforms. Visitors should recognize your brand colors and logo.

• **Information** — All your information should be complete and accurate. Make sure your hours and contact information are current. Include any relevant seasonal information as well.

• **Content** — Posting regularly will help you stay in peoples' feeds. Take some time to plan your content over the next month or more. You can schedule your content directly on Facebook, through Facebook Creator Studio, or you can find a scheduler. Create content that is engaging, educational, and informative. You want to educate the consumer on the importance of your services.

Posting fun information can better engage the readers!

• **Images and Video** — You want to have images that make them stop to take a second look when they are scrolling through their feed. Try to post videos as well. This helps with the all-important algorithm.

• **Engagement** — Are you engaging with you customers? If someone comments on a post, tags you, or shares a post you should acknowledge it. Engagement is important for the Facebook algorithm to help your reach. In addition, if someone takes the time and effort to make a comment, you should acknowledge them.

• **Messenger** — Remember to respond to messages quickly. You can also set up a greeting and automated responses.

When done right, Facebook is a great way interact with your customer. The last few years have taught us is that customers need to find your business on the internet.

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



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

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

The list goes on!!!!



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



LOOKING FOR GUIDANCE WITH MEDICARE?
We Help People Choose the Right Medicare Plan.
Talk With Us for A No-Obligation, No-Hassle Consultation.



David Morrison

INSURANCE AGENCY - SPECIALIZING IN MEDICARE FOR RESIDENTS IN SOUTHEASTERN PA

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



MEDICARE ENROLLMENT

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

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

MEDICARE ADVANTAGE

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

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

MEDICARE SUPPLIMENTS

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

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

MEDICARE PART D

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

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

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

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

CERTIFICATES OF DEPOSIT*

FDIC INSURED

Janney Montgomery
Scott Brokered
Bank Certificates
of Deposit†

1 YEAR
4.60% YTM*

18 MONTH
4.55% YTM*

2 YEAR
4.40% YTM*

3 YEAR
4.30% YTM*

5 YEAR
3.95% YTM*

*YTM = Yield to Maturity

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

†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 fdic.gov.

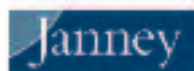
Before investing in a brokered CD, investors should understand when the CD matures, how often it pays interest, and how much interest it pays. And, as the issuer has the right to call or redeem the CD prior to maturity. Compare the yields quoted versus those of non-callable alternatives. Understand secondary 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 a 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 <https://www.janney.com/docs/default-source/client-resources/disclosures/account-agreements/terms-of-service/forced-income-disagreement.pdf>.

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

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

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

© JANNEY MONTGOMERY SCOTT LLC • MEMBER NYSE, FINRA, SIPC • RH-02/000-0123



2023 BRAND STRATEGY: SETTING YOURSELF UP FOR SUCCESS



MARKETING TIPS

By Michael Ianniello,
Communications
Coordinator,
beMarketing

Whether you are still easing into 2023 or hit the ground running in early January, it's always a good time to pause and make sure you are doing everything you can to maximize your business's revenue this year. Whether your business is in the growth phase, maturity state, in recovery, or you are just getting started, there are always new marketing trends and strategies to help you achieve your goals.

Increase Video and Livestreaming Usage: Each year, investing in video content becomes more and more beneficial. Instagram, TikTok, and YouTube rank as the top three social media platforms marketers are investing in this year.

Return to In-Person Events: Businesses should return to in-person events where they can connect with their customers face-to-face and build brand awareness. From hosting pop-up shops to attending

trade shows and conferences, getting back out allows you to engage and network with your audience and others in your industry.

Podcasting: Create original content and engage with listeners directly, using your platform to entertain, build brand awareness, inform about your expertise, and establish yourself in your industry.

Interactive Marketing: Incorporating interactive marketing elements into your strategies such as quizzes, polls, and games will help capture and retain the attention of your audience and enhance your click rates.

Inclusive Marketing: Incorporating inclusive marketing strategies allows brands to better connect with audiences across a wide range of cultures, languages, and backgrounds.

Set Yourself up for Success With beMarketing

If you are looking to take your marketing efforts to the next level, contact beMarketing at 484.261.1149 today to learn more about how we can help you.

Put a little *Spring*
in Your Marketing!



DIGITAL • MEDIA • BRANDING • VIDEO • CREATIVE

Call 484-497-0795 or visit beMarketing.com to learn more!



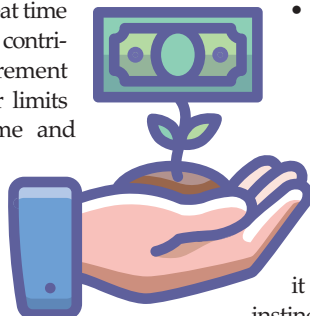
SPRING FORWARD WITH CANON CAPITAL

With 2023 in full swing, it's a good time to consider these tips from our Wealth Management and Technologies divisions.

Wealth Management

Here are a few actions you might consider taking to make the most of your finances during tax season.

- A down market is a great time to make the maximum contribution to your retirement account. Confirm your limits based on your income and plan type and check with your CPA, then make a one-time pay deferral or contribution.
- You have up until the tax filing deadline (or extension) to make contributions for 2022; be sure to claim and report transactions for the proper tax year.
- Consider investing your tax refund: volatile markets are a great opportunity to buy at lower prices, making room for future growth. Treasuries also offer attractive short-term rates that could help you ride out a few months' uncertainty.



Technologies

Hackers and online scammers are not slowing down. Keep your information safe with these recommendations:

- Tax scams continue. Keep an eye and ear out for suspicious emails and calls, especially those that you aren't expecting.
- Watch out for social media ads that lead you to fake online stores. If it sounds too good to be true, it just might be. Trust your instincts.
- Stay safe online with a password manager, like Bitwarden. If you're using a password manager, it's a good idea to change your master password and review your settings.

One source, many services, the right decision.

We are here to help. If you have any questions, please visit canoncapital.com or call 215.723.4881.

*one source,
many services,
the right decision*

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



Canon Capital

484 Harleysville Pike
Harleysville, PA 19438

215-723-4881
canoncapital.com

ROYERSFORD EXIT OF 422

YARD SIGN SPECIAL

20 DOUBLE SIDED YARD SIGNS WITH STAKES FOR \$200+ TAX. NO SETUP FEES.

CERTAIN RESTRICTIONS APPLY. PRODUCT, QUANTITIES, AND PRICING MAY VARY WITH THE APPROVAL OF SIGNARAMA LIMERICK. PRICE IS FOR ONE DESIGN LAYOUT; INDIVIDUAL SPONSOR SIGNS OR MULTI-DESIGN LAYOUTS ARE NOT APPLICABLE WITH THIS PROMOTION.

Signarama[®]

Limerick

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

484.961.8802

PROFIT VS REVENUE: WHICH IS MORE IMPORTANT?



MONEY TIPS

By Audrey Faust,
MBA; Financial
Coach & CFO

As a business owner, it's easy to get caught up in the excitement of generating high revenue. After all, it's a clear indicator of success, right? But, here's the thing: revenue is just one piece of the puzzle. In fact, if you want to build a thriving and sustainable business, you need to shift your focus from revenue to profit. Here are three reasons why.

1. Profit is the ultimate goal. Let's face it, the purpose of running a business is to make money. Revenue is important, but it's just a means to an end. Profit, on the other hand, is what you get to keep after you've paid all your expenses. It's what you can use to invest back into your business, pay yourself, and create a better life for you and your family. By focusing on profit, you're aligning your goals with the very reason you started your business in the first place.

2. Revenue doesn't necessarily mean success. Generating high revenue can give you a false sense of security. It's easy

to think that if you're making a lot of money, you're doing everything right. But the truth is, revenue can be deceiving. You could have high revenue, but if your expenses are just as high (or higher), then you're not actually making any money. By focusing on profit, you're ensuring that your business is actually profitable and sustainable in the long run.

3. Profit allows for flexibility and growth. When you have a healthy profit margin, you have the flexibility to make strategic decisions that will benefit your business in the long term. You can invest in new equipment, hire more employees, or even expand into new markets. Without a focus on profit, you may not have the resources to take advantage of these opportunities, which can limit your potential for growth.

While revenue is an important metric, profit is the ultimate goal for any business owner as it ensures that your business is sustainable and allows you the space and flexibility to make better strategic decisions that will help your business grow.

Want to learn more about increasing your profits in your business? Email me at hello@audreyfaustconsulting.com.



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

Are you ready to...

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

Take a moment to imagine...

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

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

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



Goose's Montecristo Cigar Lounge
is located in the
Goose Pond Center
250 W. Ridge Pike
Limerick PA
484.902.8770
www.cigargoose.com





CIGARS & LOUNGE
ROLL-YOUR-OWN TOBACCO
VAPE, HEMP & CBD



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!*

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



Goose's Tree-Rolls Hemp & CBD Shop
We will have the best products in the World
of Hemp and CBD with events featuring
experts in that field.



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

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

BUSINESS PROFILE

Nihart Photography

Similar to many small business owners and busy moms, Sharon Nihart started her photography business in the pursuit of "something more."



She had a desire to connect with herself and other people. Photography opened the door to learning more about herself and eventually helping other people tell part of their own

story. Sometimes the story was focused on business, and other times it was a celebration of a relationship. Whatever the reason, Sharon's passion for portrait photography helps stories come alive and allows for connections to be nurtured and cherished.

As a mom of three children, Sharon understands the delay of updating family portraits. She understands the challenges of early mornings, long nights, a packed calendar, and how it leads to tunnel vision that busy moms often experience. Losing sight of the little moments happens so easily and that is why she encourages you to think of *Life in Portraits* — a timeline of memories.



Why? The benefits are clear.

- You will have the chance to visually journal your family's relationships with each other, noting the subtle and delicate changes that occur through the progression of life.
- You will be investing in art that not only has financial value, but more importantly, has personal value.
- You will bypass the regrets so many people experience when they realize the importance of the "growing up" years that have quietly slipped away without portraits to reflect their family history.
- You will be providing a tangible legacy for your children and your children's children as each new generation finds themselves reconnecting with the past.

(Continued on page 26)

Training That Works!

FastTrack Programs for Industry
(Multiple programs available)

CDL Training and Testing

North Montco is a PennDOT certified testing site



Technical Career Center
Continuing Education

REGISTER TODAY

1265 Sumnerstown Pike, Lansdale, PA 19646

www.nmtcc.org

215-855-3931



northmontcoef.org

April 22, 2023

11:00 am - 2:00 pm

Food Trucks • Awards • Music

\$20 fee for each car registered

Vehicle Registration

Space is limited



FLOOR COVERINGS
international
Montgomery County

**We're in Your
Neighborhood!**

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

215-644-7399

family owned • shop local

montco.floorcoveringsinternational.com

Floor Coverings International (Montco)

FlooringMontco

Thanx
Hair Artistry
610-779-1900
thanxhair@gmail.com

- HAIR CUTS
- HAIR COLOR
- BLONDING SERVICES
- NAIL SERVICES
- HAIR PIECES and WIG FITTINGS



Thanx is a dedicated team of inspired, enthusiastic artists who love to focus on you. We help bring out your individual style with custom hair color, highlighting, cutting. We love bridal styling and make-up. We have fine thinning hair solutions by offering toppers and wigs.

www.thanxhair.com

3933 Perkiomen Avenue, Reading, PA 19606

COMFORT SHOULDN'T WAIT



**Putting off replacing your HVAC system?
NOW IS THE TIME!**

★ GET UP TO **\$1,900** IN REBATES
★ NO PAYMENTS FOR 6 MONTHS

Qualified buyers make no payments, incur no interest for 6 months when financing a new Lennox system AND receive up to \$1,900 in rebates when you purchase the Ultimate Comfort System!



LENNOX

www.CoolCrew.com

800.673.2423



NIHART PHOTOGRAPHY

(Continued from page 25)

Sharon recommends the following stages for your *Life in Portraits*:

- Babyhood (newborn and 1st year)
- Toddlerhood (18 months-2 years and 3 years)
- Childhood (age 5 and age 7)
- Youth (age 10 and age 12)
- Young Adult (age 16, then age 17-18)

With all the challenges that come in and out of our lives, she encourages people to keep memories fresh by formulating a plan for how portraits will be seen in the home so the stories will continue to be shared. Sharon will be with you throughout the process — from the design consultation to the moment your artwork is displayed in your home. She approaches a family session as a photographer and has the knowledge to incorporate interior design.

There is an energy that feeds her soul when she makes connections with any individual or business owner who is driven to improve their life and the lives of others. While she enjoys creating beautiful portraits for families, she also enjoys working with women who are maturing in their careers, advancing in their business, and looking forward to new adventures.

As Sharon connects with others through networking and community events, she realizes that many consumers interact with



businesses online before they “walk through the door.” As a result, your client’s first impression is often happening on your social media or your website. It’s happening well before your first face-to-face meeting.

So, when you need to make a first impression and you only have two-tenths of a second online to wow your audience, you need an expectational business portrait. Having a professional business portrait can reinforce values, demonstrate you are a professional, and create a positive connection with an audience. It allows your clients to see your passion, expertise, and professional and/or casual side depending on your line of work.

When you are ready to look and feel your best, plan a session that will provide you with portraits you will be proud to display in your home or on your website.

For additional information, please contact Sharon Nihart at 484.300.8745 or email: portraits@nihartphotography.com.

NIHART PHOTOGRAPHY
Creating Beautiful & Essential Portraits
Designed for your Home or Business

Contact Sharon Nihart 484-300-8745
portraits@nihartphotography.com

THE IMPORTANCE OF AN ANNUAL RISK ASSESSMENT



TECHNOLOGY TIPS

By Marc Umstead,
Plus 1 Technology

Performing an annual security risk assessment is critical for small businesses for several reasons. A security risk assessment is a comprehensive review of an organization's security posture, including its systems, processes, and policies, to identify potential risks and vulnerabilities that could be exploited by cyber attackers. Here are some key reasons why small businesses should perform an annual security risk assessment:

Identify Security Risks: A security risk assessment helps small businesses identify potential security risks and vulnerabilities that could be exploited by attackers. This includes identifying weaknesses in the organization's physical security, network security, data security, and access control.

Protect Sensitive Data: Small businesses often handle sensitive information, such as customer data, financial information, and intellectual property. A security risk assessment can help identify vulnerabilities in the organization's systems and processes that could lead to data breaches or theft, allowing the organization to take proactive steps to protect sensitive information.

Ensure Compliance: Many small businesses are subject to various regulatory requirements, such as HIPAA, PCI DSS, or GDPR. A security risk assessment can help ensure that the organization is meeting these compliance requirements and identify any areas where it needs to improve.

Mitigate Risks: A security risk assessment provides a roadmap for mitigating security risks and vulnerabilities identified during the assessment. By implementing recommended controls and best practices, small businesses can reduce the risk of cyber-attacks and protect their assets.

(Continued on page 28)



General Contracting
Services in
Reading, PA

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

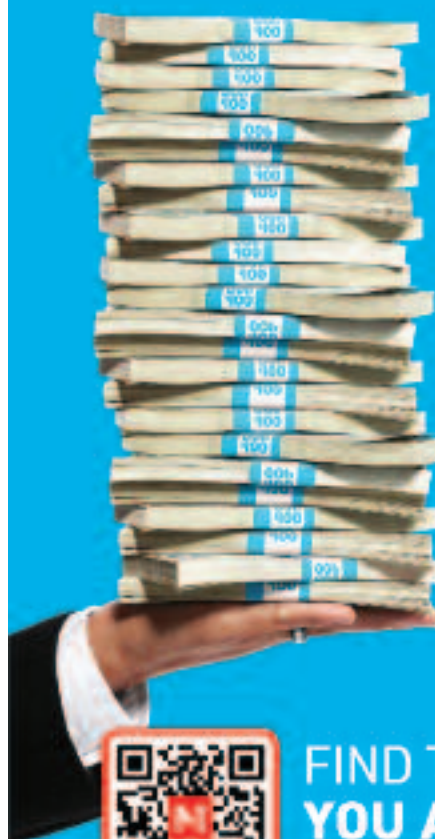
- General Contracting • Design / Build
- Project Management
- Commercial and Industrial Remodeling
- Excavation / Demolition
- Facilities Maintenance / Repair Services
- Concrete • Drywall • Painting
- Door Maintenance / Replacement
- Window Replacement
- Commercial and Industrial "Handyman" Service

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

BLATTGROUP.COM

610.916.9828

tblatt@blattgroup.com



STACK UP YOUR SAVINGS

With low risk and high returns, opening a **Members 1st** certificate can help you grow your savings higher and higher.



FIND THE BEST OPTION FOR
YOU AND YOUR BUSINESS.

► [MEMBERS1ST.ORG/CERTIFICATES](https://members1st.org/certificates)



MEMBERS 1st
FEDERAL CREDIT UNION

FEDERALLY INSURED BY NCUA.

SPACE AVAILABLE FOR LEASE



Rare availability in this dynamic professional suite. 3281 Sq Feet, first floor.
1831 Swamp Pike, Suite 100, Gilbertsville PA
Call Debby at 610-496-9094 for information.



Debby Singleton
REALTOR® ABR®
Cell: 610-496-9094
Email: Homesbydebby@comcast.net

ONE REALTYONEGROUP
RESTORE

1610 W Main Street, Suite 300
Collegeville PA 19426

484-902-8880

PA License RS196510L

OWNER - OPERATED
TERRY EMBODY

50 YEARS IN BUSINESS!



EMBODY'S SUNOCO SERVICE CENTER

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

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

www.embodysservicecenterpa.com

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

TECHNOLOGY TIPS

(Continued from page 27)

Improve Resilience: No security system is foolproof, and small businesses may still fall victim to cyber-attacks despite their best efforts. However, by performing regular security risk assessments, small businesses can improve their resilience by identifying and addressing potential weaknesses before they can be exploited.

In conclusion, performing an annual security risk assessment is essential for small businesses to protect sensitive

information, ensure compliance, mitigate risks, and improve their overall security posture. By identifying potential vulnerabilities and implementing appropriate controls, small businesses can reduce the risk of cyber-attacks and protect their assets.

Marc Umstead can be reached at 610.792.5660; email: mumstead@plus1technology.com. Plus One Technology specializes in evaluating their customers' requirements and requests to recommend the right solution for hardware, software, and services.

PLUS ONE
TECHNOLOGY

Stress Free IT

610.792.5660

www.plus1technology.com



Like us on Facebook

Home of the Plus One Advantage

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

Your partner for IT Products and Services

Network Security
Remote Management & Service
Business Networking
Computer Repair and Service
Surveillance
Power Protection/Backup
Data Backup

Cloud Computing
Software Sales
Service Contracts
VOIP Phone Service
Security Awareness Training
Dark Web Monitoring
Password Management

3277 West Ridge Pike Suite B201, Pottstown, PA 19464

MICROSOFT FORMS



IT SOLUTIONS

By Rob Landis,
Binary IT Solutions

Microsoft 365 is one of the most popular cloud platforms in the world, with about 345 million

paid seats. Users get a stable of over 20 different apps, including the core MS Office suite.

With so many different apps, it's not uncommon for some to go unused. Companies may not even be aware they have access to these other helpful tools. One of the handiest apps you get with a Microsoft 365 subscription is Microsoft Forms.

From sending year-end customer surveys to assessing change readiness, Forms makes it easy. This online survey and form-building tool has a lot to offer organizations. And if you have a subscription to Microsoft 365, then you already get Forms included for free.

What Is Microsoft Forms?

Microsoft Forms is a drag-and-drop form, quiz, and survey creator. It's simple to use and allows you to send out surveys via a link. Recipients can fill out your form online from any device.

Once recipients fill out the survey, the results come into the software instantly. You can see the collated results charted in the software. You can also export the results to Excel.

What Are Some Ways You Can Leverage Microsoft Forms?

• **Annual Customer Satisfaction Survey:** Using a web-based survey can increase your response rate from customers. They can fill out your satisfaction survey from any device, making it quick and easy for them.



• Employee Security Awareness Quiz:

Send a security awareness quiz to your employees using Forms. It can be easily integrated into your cybersecurity awareness training. The platform also tells you the average response time per person.

• **Change Readiness Survey:** Change management is a growing focus of many organizations. This is due to the speed of technology-driven transitions. You can use Forms to improve user readiness for change adoption. Create and send out a change readiness survey to affected groups.

• **Event Registrations:** Are you hosting an event? You can easily gather registration details. Send out a Forms link via QR code, social media, text, or email.

Would You Like to Get More Out of Microsoft 365?

There is a good chance that your company may be leaving some value on the table with M365. Give us a call today to learn more about our Microsoft 365 support services.

Luxury Salon: where you will feel unique and special.

- * Manicures
- * Pedicures
- * Facials
- * Lash Extensions
- * BOTOX
- * IV Infusion

- * Lash Lift/Tint
- * Eyebrow Lamination/Tint
- * Waxing
- * Lomi Lomiadd your text
- * Microblading/Microshading

And much more.....

[TRE SPA]

you deserve it! spa.com or TRE SPA APP

Phoenixville | Tre Spa
420 Schuylkill Rd
Phoenixville, PA 19460
Phone: 484.924.9207

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

ONDRA-HUYETT
ASSOCIATES, INC.
Managers & Builders

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

Delivering Construction Services since 1995

7000 MARKET COURT, Suite 210 | Newtown, PA 18114
OFFICE: 610.320.2628 | 610.320.2628

BITS
BINARY IT SOLUTIONS

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

Rob Landis

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

610.320.2628
www.binaryitsolutions.tech

SOTTOSANTI LAWN CARE

**WHERE SERVICE IS
ALWAYS IN SEASON!**



For more than four decades, Sottosanti Lawn Care has established a stellar reputation for providing exceptional residential and commercial lawn care, hardscaping and landscaping services to residential and commercial clients in Berks, Western Montgomery and Northern Chester Counties.

All jobs are either management or owner supervised, and through owner/operator Sebastian Sottosanti's persistent dedication to excellence, integrity and dependability, his family business, started by his father in 1978, has steadily grown over the years. Today, Sottosanti Lawn Care provides a wide range of lawn care, hardscaping and landscaping

services (see accompanying sidebar for a complete listing of services).

In addition to a growing list of residential and commercial clients, Sottosanti Lawn Care has also expanded to include the Home-Owners Association market and the municipal market — providing services for townships and municipalities. The company is fully insured and provides FREE estimates and a one-year warranty on all hardscape and landscape materials installed, and a FREE consultation on all services except landscape design. The company is highly rated by *Home Advisor* and has received numerous business awards for providing outstanding service.

Sebastian Sottosanti clearly loves what he does for a living. "I love the business and I love making a difference in people's properties," he said. "We're all about property value enhancement. I take great pride especially in 'before' and 'after' photos. It's a great feeling of pride when you come into a property that's been neglected for a while and you turn that property around and get it to where it once was or should have been," he explains, adding, "I'm a strong proponent of supervised work. When we take on a job, we strive to service it as if it was our own property . . . If you do a good job for people, it's going to make a difference, and you make it a point to keep an open line of communication with clients as well. You don't want any miscommunication or misunderstandings getting in the way of a good client relationship."

Sebastian's hard-working father started the business by cutting lawns and doing yard work from 7:00 AM to 1:00 PM as a side job before heading to his full-time factory job each day in season. Since those humble beginnings, the business has steadily grown to currently include a fleet of seven trucks and 11 employees.





"I love hearing from people who tell me 'I see your trucks all over the place,' Sebastian says."

As the list of satisfied customers continues to grow, so does the demand for the company's services. On the cusp of becoming a large company with an eye toward future growth, Sottosanti Lawn Care is currently interested in hiring additional employees. "We are currently looking for motivated self-starters seeking the security of stable employment with a solid established, employee-friendly company," Sebastian explains. "There is a

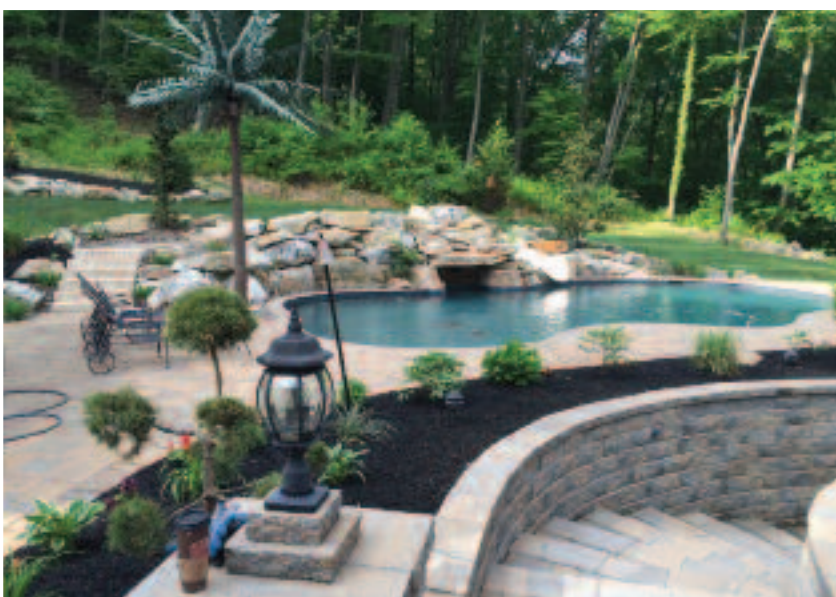
definite opportunity for internal advancement, and our goal is to become a year 'round industry and expand into indoor property management," he said, adding, "This is not an easy job. It takes a special kind of person and that's the type of worker this company is looking for."

As a 10-year-old who sometimes butted heads with his father about having to help mow lawns during the summer months while other children played, Sebastian had no idea he was actually building the foundation for his future. "Instead of getting in trouble or wasting time, it

developed my career path" he said, adding, "It also instilled some values in me, and a hard work ethic. You always say you're going to be different, and you turn out exactly like your parents."

Ironically, Sebastian's father would have preferred that his son had gone into the business world, wearing a suit and tie to work instead of engaging in the struggle of hard labor that he had himself endured his entire life. Sebastian saw it differently. Upon graduating from LaSalle University in 1994 with a degree in Business Management, he decided to combine his knowledge of business with his innate love for the landscape work he grew up doing, and he decided to join forces and partner with his father in the family business.

Although it turned out to be the right decision for Sebastian, there were, of course, challenges along the way, particularly with the passing of his father in 2002. "The business was thrust upon me by necessity," he said. "I would say there was a good five or six years of struggle. Working with my dad, we were splitting profits basically. He was quite the efficient worker and when hiring workers as employees who were not as involved or invested in the business, the profits were not what they once were," he



LIST OF SERVICES

EFFICIENT LAWN MOWING

- Full-Scale Lawn Mowing Services
- Commercial lawn mowing
- Residential lawn mowing
- Lawn maintenance
- Weekly contracts tailored to your project
- Maintenance contracts available

PRECISION LANDSCAPE DESIGN

- Professional Landscape Design Services
- Landscape installation
- Property face-lift
- Renovation services
- Rearrange or design a new layout for your landscape

HARDSCAPE DESIGN

- Hardscape installations
- Paver Patios
- Walkway pavers
- Retaining walls

PREMIUM SHRUB TRIMMING

- High-Quality Shrub Trimming Services.
- Scheduling options available to ensure that no shrub or hedge becomes overgrown.

PROFESSIONAL FERTILIZATION

- Preemergent crabgrass control
- Weed and feed
- Lawn aeration
- Seeding and lime application

MULCHING

- Mulch installation
- Refresh flower beds with defined edges
- Brown mulch installation
- Black mulch installation
- Red mulch installation
- Premium double-shredded hardwood

PROMPT SPRING & FALL CLEANUP

- Removal of all winter debris
- Prepare bed for planting

We provide a FREE consultation on all our services except landscape design. For a complete list of services. Please visit: www.sottosantilawnncare.net.

explains. As a result, Sebastian was determined to develop and expand his business skills. "You definitely sharpen your pencil on that. I've learned more professionalism, to under promise and over deliver, and generally do what you say you're going to do," he said.

For additional information, please call: 610.670.7639 or 610.370.1507, or email: Sebastiansottosanti0771@gmail.com, and visit: www.sottosantilawnncare.net.



ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING	
BRESLOW'S BOOKKEEPING	40
ACCOUNTING / TAX PREPARATION	
HERBEIN CPAS + ADVISORS	50
ADULT DAY CARE FACILITY	
BON HOMIE LTD ADULT DAY CARE	42
ARCHITECTS	
MUHLBERG GREENE ARCHITECTS	18
ATTORNEYS	
WOLF BALDWIN & ASSOC. PC	43
AUCTIONEER	
GEYER AUCTION COMPANIES	14
AUTO GRAPHICS / SIGNAGE / APPAREL	
GRABER LETTERIN' INC. SIGN COMPANY	40
AUTOMOTIVE / AUTO BODY SERVICE	
MERCER'S TRUCRAFT COLLISION	53
AUTOMOTIVE / SERVICE	
EMBODDY'S SUNOCO	28
RED KIEFFER'S AUTO REPAIR	53
AUTOMOTIVE / TIRE SALES & SERVICE	
CJ'S TIRE & AUTOMOTIVE SERVICE	53
H & F TIRE SERVICE	53
AUTOMOTIVE FINANCING	
HIGH STREET AUTO CONNECTION	53
BANKING / FINANCES	
1ST COLONIAL COMMUNITY BANK	49
DIAMOND CREDIT UNION	11
DISCOVERY FEDERAL CREDIT UNION	12
MEMBERS 1ST FEDERAL CREDIT UNION	27
PHOENIXVILLE FEDERAL BANK & TRUST	17
RIVERFRONT FEDERAL CREDIT UNION	54
THE VICTORY BANK	15
VISIONS FEDERAL CREDIT UNION	5
BUSINESS BROKERS	
MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS	55
BUSINESS COACHING	
FAUST COACHING	24
BUSINESS COUNSELING	
SCORE	57
CARPET CLEANING & FLOOR CARE	
CLEAN FLOORS & MORE, LLC	55
JDOG CARPET CLEANING & FLOOR CARE	21
CATERING SERVICES	
BAIRD'S CATERING	57
CIGAR LOUNGE & CAFÉ	
GOOSE'S MONTECRISTO CIGAR LOUNGE & CAFÉ	24
CONSTRUCTION SERVICES	
BLATT GROUP	27
ONDRA-HUYETT ASSOCIATES, INC.	29
CONTRACTORS EQUIPMENT	
CROWNSTONE EQUIPMENT BOBCAT	52
STONE CREEK RENTALS	13
CUSTOMIZED T-SHIRT QUILTS	
MEG'S QUILTED MEMORIES	17
DANCE INSTRUCTION & PERFORMANCE	
POTTSTOWN DANCE THEATRE	20
DIGITAL PRINTING / MARKETING / ADVERTISING	
BERKS DIGITAL, INC.	20 & 40
EDUCATION	
HUNTINGTON LEARNING CENTER	56
EDUCATION / TECHNICAL SCHOOL	
NORTH MONTCO TECHNICAL CAREER CENTER	25
ENERGY	
RHOADS ENERGY	26
ENGINEERING SERVICES	
ALL COUNTY & ASSOCIATES	46
EARTH ENGINEERING	42
LUDGATE ENGINEERING	49
SYNERGY ENVIRONMENTAL, INC.	50
FINANCIAL SERVICES	
CANON CAPITAL	23
JANNEY MONTGOMERY SCOTT, LLC	22
FIUNERAL HOME	
JOHN P. FENNEY FUNERAL HOME	18
FLOORING	
CHESMONT CARPET ONE	45
GARY'S FLOORING DEPOT	44
FLOORING & FLOOR COVERINGS	
CARPET & TILE MART FLOORING SUPERCENTERS	51
FLOOR COVERINGS INTERNATIONAL	25
GARAGE DOORS	
PRO KEYSTONE GARAGE DOOR COMPANY	16
GARDEN CENTER / NURSERY	
PUGHTOWN AGWAY	40
GRAPHIC DESIGN SERVICES	
DOWNTOWN DEZIGN	40
GRAPHIC DESIGN, SIGNS & PRINTING SERVICES	
FASTSIGNS	40
LUCKY SQUIRREL PRINTWORKS	13 & 41
SIGNARAMA LIMERICK	23
HAIR SALON	
THANX HAIR ARTISTRY	26
HEALTH / HEALTHCARE / OCCUPATIONAL HEALTH	
OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL - TOWER HEALTH	2
HEALTH PRODUCTS / KAGEN WATER	
MY WATER BAR	57
INDUSTRIAL SUPPLY	
CLARK INDUSTRIAL SUPPLY, INC.	57
INSURANCE SERVICES	
CHESTER PERFETTO AGENCY/TRAVEL SAFE INSURANCE	16
JAB INSURANCE BROKERS	13
SPOTTS INSURANCE GROUP	10
JUNK REMOVAL / HAULING	
THE JUNKLUCCERS OF BERKS, CHESTER & LANCASTER COUNTIES	15
LANDSCAPING / HARDSCAPING	
BAUER LANDSCAPING, INC.	52
LANDSCAPING / PROPERTY MAINTENANCE	
L.A. VERRUNI LANDSCAPING	46
SOTTOSANTI LAWN CARE	41 & 54
TONY & JOE'S LANDSCAPE DESIGN	45
MAINTENANCE/JANITORIAL SERVICES	
DEMEDIO'S BUILDING MAINTENANCE	17
MANUFACTURER	
REPPERT'S CANDY	12
MARKETING & SOCIAL MEDIA SERVICES	
INTERLACE COMMUNICATIONS	41
MARKETING SERVICES	
BEMARKETING	22
MASSAGE THERAPY & PERSONAL TRAINING	
CHARLES PEEPLES MASSAGE	54
MEDICAL SPA	
YOUNG MEDICAL SPA	56
MEDICARE INSURANCE SERVICES	
MEDICARE EDUCATION SERVICES	21
MOVING & STORAGE	
LAUSCH'S MOVING & STORAGE	20
ORGANIZATION	
POTTSTOWN ROTARY CLUB	58
SMALL BUSINESS RESOURCE ASSOCIATION	44
ORGANIZATION / CHAMBER OF COMMERCE	
GREATER READING CHAMBER ALLIANCE	33
PAINTING CONTRACTOR	
AGOSTINELLI BROS. PAINTING	41
PAYROLL SERVICES / BOOKKEEPING SERVICES	
EXPRESS DATA SYSTEMS, INC.	14
PAYROLL SERVICES / HR SUPPORT	
PREMIER PAYROLL SERVICES	60
PEST CONTROL SERVICES	
PATRIOT PEST SOLUTIONS	19
TKO PEST CONTROL, INC.	43
PHOTOGRAPHY PROFESSIONAL	
NIHART PHOTOGRAPHY	26
STEVE LADNER PHOTOGRAPHY	45
STYLISH IMAGES PHOTOGRAPHY	48
PLUMBING CONTRACTOR	
A. JACKSON ECKER, INC.	41
PRINTING SERVICES	
EVERYTHING PRINTING	15 & 40
PROFESSIONAL ORGANIZING / HOME STAGING SERVICES	
HOME STREAM, LLC	55
REAL ESTATE	
KELLER WILLIAMS REALTY JOSEPH SCOTT MCARDLE	14
REALTY ONE GROUP RESTORE DEBBY SINGLETON	28
REAL ESTATE / COMMERCIAL & INDUSTRIAL	
ZUBER COMMERCIAL REALTORS	59
RECREATION / GOLF COURSE	
ARROWHEAD GOLF CLUB	16
RESTAURANTS	
DAN'S AT GREEN HILLS	47
GRACIE'S 21ST CENTURY CAFÉ	47
HARES HILL BREWING COMPANY	47
SPECK'S DRIVE-IN	47
YE OLD COVENTRY PUB	47
RETAIL / GIFTS	
PATRICIA A. PASLEY-GLOVER	17
RETAIL / TOBACCO & RELATED PRODUCTS	
COLETOBACCO	41
SALON / SPA / NAIL BAR	
TRE NAIL BAR / TRE SPA	29
SCREEN PRINTING & EMBROIDERY	
AMITY SHIRT FACTORY	41
SECURITY SYSTEMS & SERVICES	
SECURITY SERVICE COMPANY	10
TECHNOLOGY / IT	
BINARY IT SOLUTIONS	29
PLUS ONE TECHNOLOGY	28
VETERINARY SERVICES	
SANATOGA ANIMAL HOSPITAL	16
VIDEO PRODUCTION/TELEVISION	
PCTV NETWORK	49

Ask SCORE

YOUR PRICE IS RIGHT— IF YOU DO YOUR HOMEWORK

“How much should I charge?”

That’s one of the first questions most small business owners ask. And it’s not an easy one to answer. Setting a pricing strategy depends on many factors—the type of product or service you’re offering, your own costs to provide it, your expected profit, your customers’ location, the “going rate” for your industry, and many others.

Finding just the right balance between all of the factors involved is more art than science. Pricing too low can cut into your profits, while overpricing also can hurt your business.

A common misstep—especially in the early stages of a business—is pricing too low in order to attract customers. While special deals can work in some cases to start the ball rolling, going low is not always the best path. Low prices can draw customers interested only in price. They are the ones most likely to abandon you the moment they find something even lower elsewhere.

Selecting excessively low pricing levels to attract clients is even more dangerous for service businesses. You only have so many hours to sell. Your business can’t make it up in volume like a retailer who still profits from lower prices if volume is high enough.

Pricing is partly psychological. You will want to set your levels according to the perception of your product or service “brand.” If you want to be in the premium

neighborhood, your pricing can be higher to match an upscale image. Pay attention to price points. They differ widely by product and industry.

Pricing is an ongoing process, so test your pricing periodically. You may need to adapt to changing conditions. Competitor prices, your own costs, customer perceptions and your profit expectations can all change. Or you may want to simply test different pricing levels to see what works best for your business.

Research the norms for your industry, including price ranges across the country if you sell nationwide. You may want to charge more or less, depending on your brand positioning.

Make sure you use timely and accurate information to calculate your costs for labor, supplies, and direct and indirect overhead for every product or service you offer. “Guesstimates” are not good enough and may cost you far more than the hour or two of research. Also take into account seasonal fluctuations that might cause short-term increases.

To learn more about pricing, contact SCORE “Counselors to America’s Small Business.” SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter or find a counselor online at www.pottstownscore.org.

ROUTE 422 Business Advisor

PROMOTE YOUR BUSINESS! CALL (610) 323-6253

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

REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



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

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

UPCOMING EVENTS

MANAGING DIFFICULT CUSTOMERS – Tuesday Apr 4

12:00 PM - 1:00 PM EDT

Zoom Registration

Location: Your Closet Computer!

FREE to both Members and Future Members

Contact Information: Mark Dolinski
mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11365>

LEAD WORKER CERTIFICATE PROGRAM AM - SPRING 2023 – Monday Apr 10

11 weeks on Mondays: April 10, 17, 24, May 1, 8, 15, 22, June 5, 12, 19, 26

Time: 9:30 a.m. - 11:30 a.m.

Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610 or virtually on Zoom

\$690/ person - Chamber Members;
\$860/ person - Future Chamber Members

Training is WEDnet eligible

Contact Information: Mark Dolinski, Vice President Training & Professional Development
610-898-8386

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11343>

FBA PEER GROUP RECEPTION 2023 – Thursday Apr 13

6:00 PM - 8:00 PM EDT

Building 24 Events Space

1115 Bern Rd, Wyomissing, PA 19610

Exclusive Invitation Only Event to FBA Peer Group Members

Contact Information: Rachael Romig
rromig@greaterreading.org

SUPERVISOR TRAINING MODULE 3: LEVERAGING WORKPLACE RELATIONSHIPS FOR ORGANIZATIONAL SUCCESS - SPRING 2023 – Tuesday Apr 18

6 weeks on Tuesdays: April 18, 25, May 2, 9, 16, 23

Time: 8:30 a.m. - 11:30 a.m.

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610 or virtually on Zoom

\$625/person for Chamber Members;
\$780/person for Future Chamber Members

Contact Information: Mark Dolinski
mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11354>

WOMEN2WOMEN CONFERENCE & EXPO 2023 - KEYNOTE ONLY – Thursday Apr 20

7:30 a.m. - Registration & Breakfast

8 a.m. - 9 a.m. - Welcome & Keynote

Santander Performing Arts Center Theatre

136 N 6th St., Reading, PA 19602

\$100 / All Day GRCA Member

\$125 / All Day Future GRCA Member

\$40 / Breakfast & Keynote Only

\$40 / Afternoon ATHENA Celebration Only

\$200 / Expo Vendor (includes 6ft table in main Lobby & Mezzanine, one all day ticket, & designated Expo time with attendees) Email Katie Johnsen to be placed on the waiting list.

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

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11387>

WOMEN2WOMEN CONFERENCE & EXPO 2023 - ATHENA CELEBRATION ONLY – Thursday Apr 20

1:30 p.m. - 3 p.m.

Santander Performing Arts Center Theatre

136 N 6th St., Reading, PA 19602

\$100 / All Day GRCA Member

\$125 / All Day Future GRCA Member

\$40 / Breakfast & Keynote Only

\$40 / Afternoon ATHENA Celebration Only

\$200 / Expo Vendor (includes 6ft table in main Lobby & Mezzanine, one all day ticket, & designated Expo time with attendees) Email Katie Johnsen to be placed on the waiting list.

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

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11386>

WOMEN2WOMEN CONFERENCE & EXPO 2023 – Thursday Apr 20

7:30 AM - 3:00 PM EDT

Santander Performing Arts Center

136 N 6th St., Reading, PA 19602

\$100 / All Day GRCA Member

\$125 / All Day Future GRCA Member

\$40 / Breakfast & Keynote Only

\$40 / Afternoon ATHENA Celebration Only

\$200 / Expo Vendor (includes 6ft table in main Lobby & Mezzanine, one all day ticket, & designated Expo time with attendees) Email Katie Johnsen to be placed on the waiting list.

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

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11175>

THE DINNER
May 23 | 5 - 8:30 p.m.
Santander Arena

Join us to eat, drink and network while celebrating the best of the best in the Greater Reading business community.

TITLE SPONSOR
WELLS FARGO

With Guest Speaker
CANDACE NELSON
TV Personality and Producer: Netflix, Hulu, Food Network, Entrepreneur, NYT & WSJ bestselling author

Scan code to purchase tickets or visit tinyurl.com/thedinner2023

GR CA GREATER READING Chamber Alliance

SUPERVISOR TRAINING MODULE 2: MANAGING PERFORMANCE & DEVELOPING EMPLOYEES - SPRING 2023 – Wednesday Apr 26

6 weeks on Wednesdays: April 26, May 3, 10, 17, 24, 31

Time: 8:30 a.m. - 11:30 a.m.

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610 or virtually on Zoom.

\$625/person for Chamber Members;
\$780/person for Future Chamber Members
WEDnet eligible

Contact Information: Mark Dolinski, Vice President Training & Professional Development
610-898-8386

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11353>

MFG TOUR & NETWORKING - UNIQUE SNACKS – Wednesday Apr 26

11:00 AM - 12:30 PM EDT

If interested in attending, please contact Keith Stamm at kstamm@greaterreading.org

GRCA Member exclusive event. Registration preference given to those in manufacturing industry.

Contact Information: Keith Stamm
kstamm@greaterreading.org

CUSTOMER SERVICE EXCELLENCE WORKSHOP – Thursday Apr 27

8:30 AM - 4:00 PM EDT

Thursday: April 27

Time: 8:30 a.m. - 4 p.m.

Center for Business Excellence

49 Commerce Dr., Wyomissing

\$375/ person - Chamber Members

\$495/ person - Future Chamber Members

Contact Information: Mark Dolinski, Vice President Training & Professional Development
610-898-8386

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11363>

BusinessAdvisor

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



TRICOUNTY AREA CHAMBER OF COMMERCE

Building Communities, Creating Connections, Supporting Commerce

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

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

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

Follow us on:



#WhyTCACC

#tcaccbettertogether

MEMBER ANNIVERSARIES

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

44+ Years

AAA East Central

25 Years

Berks County Abstract Company

Spring Ford Country Club

Wolf, Baldwin & Associates, PC

5 Years

**Jenna Armato,
Growth & Success Coach**

WELCOME NEW MEMBERS!

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

DeMay Spa

<http://www.demayspa.com/>
(610) 255-2195
Salons - Hair / Nail and Skin Care /
Tanning

Montgomery County OIC

<http://www.montcooic.org/>
(610) 279-9700
Nonprofit Organizations

Sanctuary Counseling LLC

<http://sanctuarycounseling.com/>
(610) 385-3155
Counseling Services

Serenity Dental Spa

<http://www.serenitydentalspaofpa.com/>
(610) 624-6166
Dentists / Orthodontists

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

MEMBER EVENTS ARE BUILDING COMMUNITIES AND CREATING CONNECTIONS



By Eileen Dautrich, TCACC President

The TriCounty Area Chamber of Commerce, within the last two months, has held a very successful Membership Breakfast, Pottstown Progress Luncheon, and Boyertown Area Progress Dinner. In January we had a panel presentation at our Membership Breakfast focused on "Internships – Are They Right for My Business." The February Pottstown Progress Luncheon featured three legislators sharing insight into all the ways Pottstown is progressing, and the Boyertown Area Progress Dinner program featured the annual Boyertown Area Progress Dinner video that is designed, showcases, and is recorded by the students and teacher in the telecommunications department at Boyertown Area High School.

These 3 events were a great way to focus on the Chamber's first cornerstone, Building Communities. We have already heard multiple stories of Members following up with each other after the breakfast working on providing opportunities for our local students. The Pottstown Progress Luncheon and the Boyertown Area Progress Dinner were events that we have held for a number of years, and we enjoy showcasing the progress and positive going on in specific communities within our tri-county region.

Our next 2 larger events were and are focused on our second cornerstone, Creating Connections.

We held a Creating Connections Mixer on March 30. The event was held at Rivet: Canteen and Assembly. This was our first event at this Chamber Member venue, and we were excited to welcome our Members to this very cool space. At this Mixer, the TriCounty Chamber also held our 1st Ever Celebrity Bartender Night! We were very excited to add this new component to this event. Each "celebrity bartender", during their half hour shift, was competing to get the most tips and those tips were donated to a non-profit of their choice. Rich Newell, President & CEO of Pottstown and Phoenixville Hospitals –

Tower Health donated to TriCounty Community Network. Rick Patel, President of Diamond Credit Union, raised donations for Boyertown Area Multi-Service. Our newly re-launched Young Professionals program was represented by Megan LaRosa, AVP Cash Management Sales Officer with Tompkins and her tips were donated to the TriCounty Area Chamber of Commerce Foundation, Inc. Closing out our event was Peggy Lee-Clark, Executive Director of Pottstown Area Economic Development and her tips were donated to Pottstown Area Economic Development. Also, a huge thank you to Diamond Credit Union for sponsoring the March 30 event. We had a great night, a lot of fun, and we look forward to doing this again!

That brings us to our big night! The 'BE IN THE ROOM' event, the TriCounty Area Chamber of Commerce Annual Dinner. Just as the Mixer mentioned above focused on Creating Connections, the Annual Dinner is the night for Connections. The networking reception is the perfect opportunity to rub elbows and catch up with connections that you already have or meet the next, right connection for your business. On April 26 we will welcome Kay & Shi – Entrepreneurs, Speakers, Sisters – as our keynote speakers.

About our speakers – "When Kay & Shi were 10 and 17, their parents quit their careers and "bet it all" to buy a tiny breakfast restaurant in a California ski town. The sisters instantly gained a front row seat to the drama of American entrepreneurship, and joined the ownership to help grow the business into a national brand featured on Food Network, in The New York Times, Forbes and more. The sisters maintain ownership of the 8-figure restaurant chain and serve as co-chairs of the board." We are excited for their presentation next month and know that their talk will have an impact on our Members as Kay & Shi spent time speaking with our Membership to learn about the business climate in our region. Don't miss the opportunity to "Be in the room!"

#tcaccbettertogether

REGIONAL CHAMBER ROUNDUP

**B.E.A.S.T Mode-
Beating Everyday
Annoying Stress
Together**

**Friday, April 14th
8:30 AM - 10:00 AM**

TCACC Conference Room
152 East High Street, Suite 200
Pottstown, PA 19464



**Featuring:
Lauren Williams,
Workplace Harmony**

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



**Refresh
Friday**

Key to Shine
Entrepreneurs, Speakers, Sisters
(We come to the fam!)!

**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!

Platinum Sponsors:



Constellation



For more details, sponsorship opportunities, or to purchase tickets, please call Alice at 610.326.2900, visit tricountyareachamber.com, email alice@tricountyareachamber.com or scan the QR code above.

CHAMBER NIGHT

AT THE *R-Phils*

FRIDAY, JUNE 16TH

**MARKETING AND EXPOSURE
OPPORTUNITY- GET YOUR
COMPANY'S NAME ON TICKETS!**

Email Alice at
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 for Chamber Events, Press Releases, Online Newsletters and more!

UPCOMING EVENTS

Registrations can be found at www.springfordchamber.com

Annual Spring Fashion Show and Charity Basket Raffle

Thursday, April 13th
11:15am – 1:45pm

Location: Meredith Manor

Registration \$39.00

Tables available for pre-registration

All proceeds from this event benefit the YWCA TriCounty Area Youth Empowerment Program

Shark Think Tank

Thursday, April 16th,
11:30am–1:00pm

Copperfield Inn at Creekside

*Business Owner Members Only

Chamber Friday Coffee Club

Friday, May 5th,
8:00am – 9:30am

Location: TBD

Event is Free to attend

Annual Luncheon – Keynote Speaker – Robb Holman/Annual Awards and more

Thursday, May 18th,
11:15am–1:45pm

Location: Copperfield Inn at Lakeside

Registration coming soon



2022 Spring-Ford 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 affect 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. All proceeds from this event will benefit the YWCA Tri-County Area Youth Empowerment Program.

Fashions for 2023 will include: Rust and Sparkle, Royersford; Studio 36, Pottstown; Weizenkorn's, Phoenixville; Keystone Land and Sea, Royersford.

We have started collecting baskets and items for this charity raffle, note that all of the proceeds will go directly to the charity of choices. If you would like to donate, please contact the chamber office at info@springfordchamber.com. We will be announcing the charity shortly so keep an eye on our Spring-Ford Chamber facebook page. Tickets are \$39.00 per person and include lunch, fashion show, entertainment and more.

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE

521 Main Street, Trappe, PA 19436 • 610.489.6660

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



Welcome to the Perkiomen Valley Chamber of Commerce!

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

WELCOME NEW MEMBERS

VFW Post 7155 Trappe

Supporting America's
Veterans

Rich Cassey, Jr.
(610) 454-9950

www.trappevfw.org

ServPro of

Pottstown/Souderton
Residential and Commercial
Restoration and Cleaning
Services

Janey Tirado (610) 390-3024

www.servpropottstownsouderton.com

BG Multifamily

staffing firm, focused solely
on multifamily housing/
apartment complexes

Cathy Gear (610) 659-5747

www.bgsf.com

UPCOMING EVENTS

Registrations can be found at www.PVchamber.net

April 4, 2023 @ 8:30am – New Member Orientation

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

April 27, 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 4, 2023 @ 11:30am – 1pm: Special Event! – Lunch and Learn

All welcome to attend! Turn on the power in your memory and see what a difference it can make for you professionally, scholastically, personally, even financially. Matthew Goerke, creator of The Memory Switch Program, is regarded as one of America's leading experts in the field of Memory Development. Networking starts at 11:30am and lunch and program will run from Noon – 1pm. Limited seating.

Courtyard Marriott, 500 Campus Drive, Collegeville. Must purchase tickets online no later than 4/28/23.

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.

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
- Exhibitor Showcase
- Networking, lunch and program

Visit www.PVchamber.net for details.

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**

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.

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...



Lemonade Day is a strategic lesson-based program that walks youth from a dream to a business plan while teaching them the same principles required to start any company. Inspiring kids to work hard and make a profit, they are also taught to spend some, save some and share some by giving back to their community.



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

Register for all Events on montgomerycountychamber.org

Business Builders – April 13

5:30 – 7:00pm
Hampton Inn - King of Prussia
Sponsored by Zaslow Marketing Group

Lunch & Learn – April 18

12:00 – 2:00pm
Hotel Main West in Conshohocken
Sponsored by Open Tier Systems



CHAMBERFEST 2023 – April 25, 2023

5:30 – 8:30pm
Featuring Tracy Davidson
Presidential Caterers in East Norriton

SAVE THE DATE – May 16, 2023

9:00 – 10:30am
Chamber Chat
hosted by Merrill Lynch
Financial Advisor Greg Curran
Details coming soon

June 26, 2023 – GOLF OUTING

Our annual golf outing is a great way to meet, network and play!
Registration Opening Soon!

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.



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

Berret?Feight Sales Team –
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



BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

Small Business
Resource Association



THE SBRA COMMUNITY

What My DOG Taught Me About PERSISTENCE

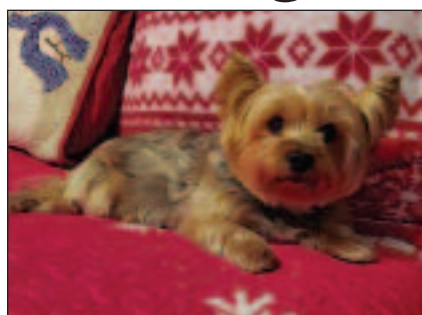


By Gary Seibert, CEO,
Small Business
Resource Association

Her name is Sally and she is a 10-pound Morkie (part Maltese and part Yorkshire Terrier Dog). She is definitely daddy's

girl, and for those of you that are dog lovers, you know exactly what I am talking about. She has a persistent routine for everything she wants. For a back rub, she will crawl up on my lap and will not leave until she gets her puppy massage. If she needs to go out, she will sit at the back door and hit the door stop with her paw until I open the door. If it is close to dinner time she will follow me around the house, circle me and all but push me next to her bowl. She has learned that her persistence will always end getting her what she wants—and it works every time.

So, if a dog has the ability to effectively use persistence as a means of attaining a perceived goal, why wouldn't every SUCCESSFUL business person, athlete, performer, politician, scientist, author, preacher, teacher, parent do the same? THEY DO and that's why they are successful. Sally learned that if she kept trying long enough, and hard enough to get my attention, she would get what she wanted. As soon as she gave up trying, she would not get the massage, go outside or get dinner.



Persistence has been defined as "The continued or prolonged search for something one desires". Another definition is "A firm or obstinate continuance is a course of action in spite of difficulty or opposition".

Both definitions imply a continuous, determined action one must take in order to achieve success in reaching one's goal.

Some recent research has found that intellectual tenacity—habits related to persistence, initiative, and achievement—matter at least as much in the labor

market as cognitive and technical skills according to Zenger News, Forbes, 21 Feb 2023. Companies are looking for people that have persistence and will hang in there during a tough job, difficult situation or a project that will demand a long period of time to accomplish.

Some simple relatable situations that require persistence might be an instance where you're working on a computer and

the power goes out and you lose all your work. Persistence would be getting back on the computer and replace everything you lost. Or, writing a book and being turned down time after time by publishers until you finally find one that will give you a chance. Or, looking for a job that will meet your financial and personal goals. Or, working your way to a starting position on an athletic team.

Helen Keller lost her sight at 19 months after her birth. Through much adversity she persisted, learned how to read by braille, get a college degree and went on to write 14 books. Later she became an advocate for disability rights, human rights and world peace. Today she is known as one of the most persistent and persevering people to have ever lived.

Martin Luther King did not give up even when arrested and persecuted. He stood up for what he knew was right, through adversity and, in the end, achieved his goal of gaining more rights for minorities in the U.S.A..

There are thousands of stories of people that have instituted the attitude of persistence and in doing so, were able to set new athletic records, create better ways to travel—the car and airplane, create better ways to build things—the production line, develop better medical techniques and drugs, safer environments, better teaching techniques, healthier life styles and the list goes on.

Let me give you a list of 10 things you can do as soon as you finish reading this article that, if you implement them into

your life, you will find that your persistence will become a habit that will help define your future.

1. Set small achievable goals that will allow you to celebrate your journey of success.
2. Focus on the journey, not the outcome.
3. Keep positive and supportive people in your life.
4. Find balance in things such as self-care, personal life, work and learning.
5. Always remind yourself as to your "WHY". Why do you believe in what you are doing?
6. Practice "Gratitude" often.
7. Find a Mentor or Coach who can accompany you on your journey.
8. Develop Discipline in ALL YOU DO.
9. Create and follow your vision. Remember it's your vision, take ownership.
10. Know yourself and have Passion for what you are doing.

JK Rowling's book Harry Potter was rejected 12 times before Bloomsburg Publishing finally accepted and published it. Harry Potter went on to the best-selling book of all times and made a poor single mom from Edinburgh England one of the wealthiest, self-made women in the world. Thomas Edison tried hundreds of ways to invent the lightbulb. Others thought his attempts were failures. Edison said that each attempt was eliminating something that was preventing his success, until, that one day when the light turned on. The world was changed forever. Edison told all the people that were looking at him as a failure "Great Success is built on failures, frustration and even catastrophe". You must have PERSISTENCE if you want true success. Even Sally knows that.



SBRA Business Spotlight

ABT Mobile Notary LLC
Address: Mobile - We come to you!
Phone: (610) 616-5450
Website: www.abtnotary.com



ABT
MOBILE NOTARY
Experienced. Efficient. Affordable.

Our mobile notaries are trained and certified to assist you with your legal documents, including real estate transactions, powers of attorney and other official documents. Our service is available statewide, so you can be sure that we'll be there for your every need. We work with individuals, Title companies, signing services and homeowners to help make transactions more efficient and effective. Our mobile notaries eliminate location limitations, so you no longer have to worry about getting to us on time or meeting at a place that is inconvenient for you. ABT Notary is here for all your notarial needs!



WHY INVESTING IN YOURSELF IS ALWAYS THE RIGHT CHOICE



By Zachary Bell,
Bell Media Group

Four years ago, I was still working in corporate. At this organization, sales individuals often went onsite for client visits. And time after time, during my training period, I noticed that some of the team didn't have the tools needed for the job - they didn't bring a laser level, let's say, or a notebook and pen. When I inquired about the situation, I learned that the team shared a set of company equipment. If someone else had the laser level checked out, well, too bad.

When I accompanied one of the most senior sales engineers, however, he took a different tack. This individual had invested in his own set of equipment. He never asked for reimbursement from the company; he simply made the investment he needed to make to feel prepared, confident, and equipped to do his job to the best of his ability.

Although I departed from that company several years ago, I carried that lesson with me. And as I've advanced into entrepreneurship, I've gained a new appreciation for how important it is to invest in yourself. Here are a few areas where I've discovered that self-investment really pays off:

Health and Wellness

The early days of starting my business coincided with the strict lockdown period of COVID-19. Subsequently, I sunk my time and energy almost exclusively into work. And although my business grew, I felt myself shrinking. Without regular time outdoors and at the gym, I felt more sluggish, more restless, and less satisfied. When I re-joined a gym in late 2022, I was shocked at what I discovered when I started getting active again.

Not only did I feel better physically, I felt better mentally and emotionally, and was more equipped to run my business from a place of peace. Many entrepreneurs find themselves on a slippery slope when it comes to their own health and wellness. It's all too easy to place

your business first, without realizing that without you, there is no business at all!

Continuing Education

When we hear others say, "I really want to learn a new skill," or "I'd love to attend a conference about this thing I'm passionate about," we typically encourage them to go for it! But we don't seem to give that same permission to ourselves.

Give yourself the freedom to flex your intellectual side and your continued education, even if it means spending some valuable time or dollars. Your team, business, and clients will thank you for it!

Pursuing Passions

Our passions are what make life worth living. Whether you're into woodworking, astrology, biking, cooking, video gaming, or antiques, feeding your passions results in a better quality of living. When our work consumes our life, it's easy to lose perspective about the things that really matter. A disappointing email or a lost deal doesn't sting nearly as bad when you know that something you love is waiting for you at the end of the day.

Relationships That Go Beyond Business

The last area that really hits home for me is all about building relationships. Some people you meet and relationships you build don't seem very consequential today. But having strong, healthy relationships with others at various stages of life, career, and success may have an immeasurable impact in the future. Investing your time into like-minded, passionate, collaborative people and relationships sets the stage for success down the road.

The bottom line? Don't think that you're not worth it. Any investment into the things that touch your life is an investment that will come back to you in spades. So this week, my challenge is to put some energy towards you. Schedule that time on your calendar, just like you would any other business or team meeting. Your business, your life, and your mindset will only get better when you do.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



www.TeamHitchcock.com



www.sterlinglifesolutions.com



www.rbinsuranceservice.com



www.ReadingDerm.com



www.binaryitsolutions.tech

WELCOME NEW SBRA MEMBERS

ABT Notary
Automatic Developer
Creation Yoga
Furniture Soup
John Whitehall Sales & Management Consulting
Karen-Glass

Marathon Business Advisory Services
Revitalized Massage & Wellness
Salsa Burrito
The Brothers That Just Do Gutters
The Kings Academy
True To You Esthetics, LLC
WEPA Empowerment Center

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



• Tuesday, April 4th –
How to get the MOST from your SBRA Membership

Presented by Gary Seibert & Chris Pierson of the Small Business Resource Association.

• Tuesday, April 18th –
Which Social Media Platform is Right for You?

Presented by Bell Media Group

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, April 26th, 5:30 - 7:00

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

Wednesday, April 26th, 9:00-9:30 am

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

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

FASTSIGNS®

More than fast. More than signs.®



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

DIGITAL PRINTING / MARKETING / ADVERTISING

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

Imagine it. Design it. Print it.



Creative Custom Graphics berksdigital.com

AUTO GRAPHICS / SIGNAGE / APPAREL

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

GRABER Lettering INC. SIGN CO.

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

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

GARDEN CENTER/NURSERY

PUGHTOWN AGWAY

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

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3
Garden Center (610-489-6888) open every day including Sunday

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



BOOKKEEPING / ACCOUNTING

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

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

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

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



GRAPHIC DESIGN

LINDA JACOBS
DOWNTOWN

De[z]ign

advertising & graphic design with a ♥.

228 E. High Street, Pottstown
484.363.7793
downtowndeign.com

BUSINESS COUNSELING

Need Help for a Business

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

Call on SCORE TriCounty

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

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



GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

EVERYTHING PRINTING

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

800.255.5744 • EverythingPrinting.com • 800.255.5744

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Lucky Squirrel PRINTWORKS

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

Facebook Instagram

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

HVAC / PLUMBING

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

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

LANDSCAPING / PROPERTY MAINTENANCE

WHERE SERVICE IS ALWAYS IN SEASON

SOTTOSANTI
LAWN • CARE

Serving Berks County Since 1978
610.914.2522 • 610.670.7639
SOTTOSANTILAWNCARE.NET

ONLINE MARKETING

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

Contact us today to schedule a
Zoom Meeting to discuss!

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

PAINTING CONTRACTOR

Service • Craftsmanship • Integrity

Free Estimates • Fully Insured

- Interior Exterior Painting and Coatings
- Stucco Painting, Repairs
- Deck Staining and Deck Repairs
- Power Washing and Cleaning

610.246.9820

www.agostinellibrospainting.com
facebook.com/agostinellibrospainting

SCREEN PRINTING & EMBROIDERY

AMITY SHIRT FACTORY
SCREEN PRINTING & EMBROIDERY

610-858-9441
ALL WORK COMPLETED IN-HOUSE

MILITARY & CIVIC GROUP DISCOUNTS AVAILABLE

515 OLDE SWEDE ROAD • SUITE B1
DOUGLASSVILLE, PA • SHOP LOCAL

TOBACCO & RELATED PRODUCTS

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

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

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

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

Like us on Facebook
facebook.com/422BusinessAdvisor

Follow us on LinkedIn
linkedin.com/company/macnificent-pages-route-422-business-advisor

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE BUSINESS MARKETPLACE

Care for elderly and disabled adults

www.bonhomieadc.com

Health Monitoring

Assistance with medications

Structured individual and group activities.

Professional caring staff

Homie non-institutional environment

Hot lunch and snacks (special diets)



2 FULLTIME Registered Nurses and Cook on Staff.

470 N. Lewis Rd. Limerick, PA 19468

610-792-8800

\$70-\$80 Full Day - \$50-\$60 Half Day

Open Monday thru Friday

8:30 am - 3:30 pm



(L to R) Ann Poot, Ann Short (Director), and Bill Poot, owners of Bon Homie Adult Day Center.

Bon Homie Adult Day Care Celebrates 30-Year Anniversary

By Ann Short

Caregivers are treasured gifts, whose value is priceless. As Bon Homie Adult Day Care celebrates its 30-year anniversary, we would like to recognize and celebrate our "caregivers." Over the years we have interacted and supported many caregivers and have seen firsthand the struggles that they face in caring for someone they love. Caregiving can occur abruptly in someone's life, or it can occur in stages as they watch their loved one decline over years. Many people never expect to become a caregiver and often are overwhelmed with the new role and responsibilities. Some caregivers reach out to us without any knowledge of services, supports and funding that are available for them to assist them in caring for their loved one. Caregiving along with other obligations such as their full-time job and taking care of their family can place additional stress and pressure on Caregivers and effect their quality of life. Bon Homie looks to support our client and caregiver through the services we offer and resources we can.

When we opened in 1992 our focus was on the aging population. Soon after we opened, we had families with adult children calling and inquiring about our services. We realized then that the services we offered would benefit caregivers taking care of their parents, spouses, siblings, and adult children with disabilities. Over the years, we have progressed from a small day care program with a diverse group of caregivers. Bon Homie has also been able to provide Caregivers with the opportunity to meet other people who are in similar positions of caregiving. Having the opportunity to interact with other caregivers has helped caregivers

form friendships and gain much needed support when trying to navigate and cope with their new role.

As the owner and director of Bon Homie for 30 years, my biggest reward is when we gain our caregivers' trust. Trying to earn the trust begins on the first day when caregivers are dropping off their special needs child or parent for the first time. They are nervous and hesitant at first when leaving their loved one with us. We reassure them that we will take great care of their child, parent, or spouse. We remind them they can call at any time throughout the day to check on them and that we will reach out also. Because we are in one location and employ nurses, we can address concerns of individual health issues quickly. This allows us to reach out to caregivers, share our concerns and advocate for our clients. We can assist caregivers in recognizing illnesses and help them acquire the care they need to avoid a long-term illness or problem. Interacting with the caregivers on a consistent basis and being available to them in a support role has allowed us to form meaningful relationships with each of them which leads to better care for the individuals we serve.

There is something to say about being part of a families care circle. Caregiving is such a demanding and emotional role, and it forces those in these roles to lean on others to manage their time and meet all their responsibilities. Having the opportunity to interact with caregivers and care for their loved ones for 30 years has been a privilege. I am so proud and appreciative of our staff and the work we do each day, and humbled by the difference we can make in the lives of those we provide services to.



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists




Subsurface Investigations

Geotechnical Design

Stormwater Infiltration Testing

Carbonate Site Assessments

Environmental Site Assessments and Remediation

Construction Inspection & Testing

Clean Fill Testing

Laboratory Soils Testing

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-897-5701

Lehigh Valley: 610-967-4540

South Jersey: 856-268-1001

QUALITY • COMMITMENT • PERFORMANCE

ROUTE 422

Business Advisor

PROMOTE YOUR BUSINESS! CALL (610) 323-6253

SAFE DEPOSIT BOXES — ARE THEY RIGHT FOR YOU?



LEGAL PERSPECTIVES

By Carolyn Marchesani, Esq., Wolf, Baldwin & Associates, P.C.

The best way to store important information and valuables has changed over time. The Safe Deposit Box was patented on November 2, 1886 as a “receptacle for storing and preserving papers.” (1) It became a common practice for banks to provide Safe Deposit Boxes for their customers for the purpose of maintaining items in a safe location. While it may have once been the best choice for storing your Will and other important items, today there are other options available.

It is a personal choice to continue to maintain the Safe Deposit Box at the bank after a loved one passes away. If your family member has a Safe Deposit Box it is necessary to do the following:

- Locate the Safe Deposit Box keys.
- Confirm the location of the Safe Deposit Box by contacting the bank to schedule an appointment.
- Visit the Safe Deposit Box and do an inventory of what it contains.

• If it is empty, you should proceed to close the Safe Deposit Box, as it is no longer in use and will cost the estate money to close after the death of the owner.

If items are stored in the Safe Deposit Box that are not of monetary value but rather represent the history of the family and you would like to maintain them, purchase a fire-proof storage box for your home and transfer those items to that box.

(Continued on page 44)

We make it EASY to talk with a lawyer



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



Pottstown • Pennsburg • Reading • West Chester
610-323-7436 215-679-5912 610-374-2400 610-436-8300
800 East High Street 570 Main Street 606 Court Street, Suite 203 13 West Miner Street
Pottstown, PA 19404 Pennsburg, PA 18073 Reading, PA 19601 West Chester, PA 19382

www.wolfbaldwin.com • Your Local Lawyers Since 1973

TKO

PEST CONTROL, INC.

Exceeding Expectations Since 1996

www.tkopestcontrolinc.com

★ ★ ★ ★ ★
610-792-5461

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

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

Spring marks its arrival with warming temperatures, blooming flowers, and the arrival of bugs. Ants start marching around yards and into homes like clockwork every spring.

- * Seal entry points.
- * Remove food & moisture before going to bed as best as possible.
- * Clean debris from your yard and gutters.
- * Trim back vegetation.
- * Keep trash cans and recycle bins away from your home.
- * Allow our highly-trained technicians to point out problem areas and to create a protective barrier around your home.



Gary's FLOORING DEPOT

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

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

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



Products:

Carpet
Hardwood
Laminate
Tile
Luxury Vinyl
Waterproof
Vinyl
Natural Stone
Glass Tile
Metal Tile
Solid Surface
Area Rugs
Kitchen & Bath



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

Hours

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

(610) 323-8881

www.garysflooringdepot.com

237 West High Street, Pottstown, PA 19464

BE BETTER. GROW FASTER.



See How SBRA Member

Benefits

can help at:

sbrassociation.com/membership-benefits

Small Business
Resource Association



LEGAL PERSPECTIVES

(Continued from page 43)

If there are valuables such as stocks, bonds, CDs, jewelry, or life insurance policies, it is important to research each of these items to determine their current value, if any. Are they still active accounts or policies? These may be stored in the fire-proof storage box in your home.

Learn the protocol of the bank with respect to accessing the Safe Deposit Box, before and after death. The rules for the Safe Deposit Box are created by the bank, and there are further rules imposed by the Commonwealth of Pennsylvania.

Have a place to store the Safe Deposit Box keys so that you and your family can find them. If the Safe Deposit Box keys are lost, you will pay a drilling fee at the bank, somewhere between \$100.00 and \$200.00.

Note, that even if you know that a Safe Deposit Box is empty, after the owner's death, the executor will still need to inventory the Safe Deposit Box and report the contents or lack thereof of the Safe Deposit Box to the Department of Revenue. There is a specific procedure for this which is dictated by the Department of Revenue. (2) Entering the Safe Deposit Box is an added task for the Executor after your death. If the Executor lives out of town, or out of state, the process becomes more complicated.

The Safe Deposit Box is not recommended for the storage of your original Will. If the executor needs to probate the Will quickly in order to access funds and pay bills, he or she will be delayed by the process required by the bank and the Commonwealth to enter the Safe Deposit Box.

A fire-proof storage box at home is a safe and secure way to store your Will and other legal records. Be sure to store the combination and /or the key in a safe location. Share this information with your executor or a trusted friend. Other than sharing it with someone you trust, keep this information private to protect the

safety and security of your Will and other important documents.

Traditionally, the Safe Deposit Box was a common place for a person to store important records. It does provide relative safety for the documents it secures; however, it also requires a legal process to enter and inventory. Be sure to consider the pros and cons of the Safe Deposit Box. An alternative to the Safe Deposit Box is a fire-proof storage box or vault in your home. If you have questions about estate planning, you should contact an experienced estate planning attorney to help you navigate the twists and turns, and to consider the benefits and drawbacks of all of your options.

Carolyn M. Marchesani, Esq. is an associate in the law firm of Wolf, Baldwin & Associates, P.C. She focuses her legal practice in estate planning and probate and estate administration in Montgomery, Berks and Chester Counties. She can be reached by phone at 610.323.7436, or by email at cmarchesani@wolfbaldwin.com.

1 <https://www.encyclopedia.com/finance/encyclopedias-almanacs-transcripts-and-maps/safe-deposit-Safe-Deposit-Box#:~:text=Patented%20on%20November%202%2C%201886,standard%20offering%20in%20most%20banks>.

2 https://www.revenue.pa.gov/TaxLawPoliciesBulletinsNotices/TaxBulletins/INH/Documents/inh_bulletin_2011-02.pdf

BusinessAdvisor

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

Herbein

Going Beyond the Numbers to Help Clients Succeed with Confidence



Community Leaders Shaping the Board of Trustees at Pottstown Hospital

Pottstown Hospital – Tower Health recently added two new members to their Board of Trustees, **Jenna Armato** and **Rev. Dr. Vernon Ross**. With these additions, the Board of Trustees at Pottstown Hospital has become a “Who’s Who” in area leaders.

Rev. Dr. Vernon Ross is a spiritual leader at Bethel Community Church of Pottstown; a non-denominational church open to all. As part of the Pottstown community for over 20 years, Rev. Dr. Ross will ensure the Hospital considers the spiritual needs of the community. Jenna Armato grew up in the Pottstown community, and her family has always been active in local chambers. Meeting the needs of the community is a primary goal for Ms. Armato, and she has built a successful career being a Growth & Success Coach as well as a motivational speaker.

Since 2015, the Board of Trustees has grown from three community members

to eight with a positive impact on Pottstown Hospital. Chairing the Board of Trustees is **Myra Forrest**, PhD.

Dr. Forrest is currently an Education Advocate at the Pottstown Area Health & Wellness Foundation. Her passion for the success of Pottstown Hospital is very evident, and she is one of the biggest champions.

David A. Megay, Esq. is the Vice Chair of the Board of Trustees. He is a Principal with O'Donnell, Weiss & Mattei, PC and represents clients purchasing residential and commercial properties of all shapes, sizes and values. He lends his legal expertise to the Board.

Howard S. Brown and **Arthur Green** also have a connection with the Pottstown Area Health & Wellness Foundation. Mr. Brown is a Program Officer with the Foundation, and Mr. Green is the past Chair of the Foundation Board. Both bring a wealth of knowledge to the Board on the health needs of the Pottstown Community.

(Continued on page 46)



Jenna Armato



Rev. Dr. Vernon Ross

Tony & Joe's Landscaping Service

Our Services are Always in Season.

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

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

FREE ESTIMATE

STEVE LADNER PHOTOGRAPHY

www.steveladner.com

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

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

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

CORE ELEMENTS

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

STEP 1

SELECT YOUR SPACE

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

STEP 2

CHOOSE YOUR COLOR STORY

Professionally-designed, mix and match color schemes suit your space, your style and the other!

STEP 3

SHOW YOUR PRODUCTS

We expand the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

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

FLOORING SOLUTIONS MADE SIMPLE

CHES-MONT CARPET ONE FLOOR & HOME

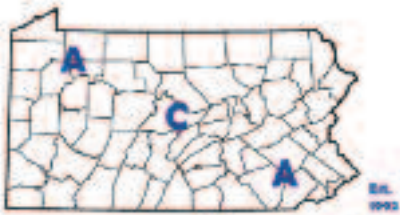
Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422

610-495-6211

www.chesmontcarpetone.com
LIC# PA0081672

All County and Associates, Inc.

Helping You Make Informed Decisions



Est. 1993

All County and Associates, Inc.
Full-Service Civil Engineering Firm

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



Tel: 610-469-3830

Web: www.all-county-assoc.com

Email: info@all-county-assoc.com

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



BOARD OF TRUSTEES AT POTTSTOWN HOSPITAL

(Continued from page 45)

Holly Parker, MEd, MS, BA, is the Executive Director, TriCounty Community Network. Ms. Parker and her team have partnered with Pottstown Hospital in their annual Amazing Raise Campaign. Most recently, the TriCounty Community Network received a grant that will help expand the Street Medicine Program in the Pottstown Community.

Frank Strunk spent more than 45 years in the Commercial Banking field and retired from Tompkins VIST Bank. Mr. Strunk has served on numerous community organizations and can bring best practices to the Hospital.

The Pottstown Hospital Board of Trustees donate their time and expertise freely for the good of the Hospital, and it is very much appreciated by the Hospital Administration. "We are very grateful to our Board of Trustees for their guidance and support," said **Rich Newell**, MPT, DPT, President and CEO, Phoenixville Hospital and Pottstown Hospital. "The years of experience and expertise ensure we are making the best decisions for the community."

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.



verrunlandscaping.com

1357 Farmington Ave. Pottstown PA

610.327.2622



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

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



Ask SCORE

EIGHT WAYS TO MANAGE YOUR TIME AND MULTIPLE PROJECTS

As a small business owner, you must have fallen into the trap of having to juggle many tasks in a limited time. While there is no magic formula to hitting the right balance and managing your time seamlessly, you can improve your time-handling skills to accomplish more tasks on your to-do list. Here are some ways to help you keep everything in check when working on multiple projects at the same time.

1. Make a to-do list before you start your day

We get so preoccupied while working on multiple tasks, that we usually tend to undervalue the importance of a to-do list. Although most things in the business

world are highly unpredictable in nature, and things can change every second, developing a to-do list can help you clearly define your ideas, visualize your thoughts and work towards your ultimate goal.

Keep in mind that you may have to modify your to-do list as the day progresses. You can also jot down all the important assignments the night before, wake up with a fresh start, and focus on delivering the best results.

2. Determine urgent VS. important

As unusual as it may sound, once the deadlines start approaching, it may be difficult to see the wood from the trees. We get so overwhelmed with everyday tasks that we sometimes fail to see which tasks require immediate attention. By immediate attention, we mean the tasks that will have a detrimental impact on the entire project if not completed and possibly lead to failure.

(Continued on page 48)

ROUTE 422 BUSINESS ADVISOR

DINING GUIDE



Speck's Drive-In

(610) 489-2110

"Chicken at its finest!"

3969 Ridge Pike, Collegeville, PA 19426

www.speckschicken.com

Family owned and operated since 1953

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

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



Proudly serving craft beer and locally sourced food.

NOW OPEN!

1161 Ridge Road
 Pottstown, PA 19465
 (610) 469-6419

hareshillbrewingco.com

[@hareshillbrewing](#)

The Premier Fine Dining Restaurant in Reading




Open for dinner Wednesday through Sunday

Easter Sunday

Serving Dinner
from Noon to 8pm

Mother's Day

Serving Dinner
from Noon to 8pm

For information on reservations, catering, private dining and special events, please call:

610.777.9611

2444 Morgantown Road, Reading

dansatgreenhills.com





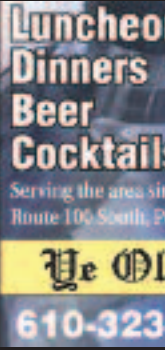
Gracie's 21st Century Cafe' & Catering

CIVILIZED DINING in the Country

"A Restaurant Like No Other"

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

1534 Manatawny Road,
 Pine Forge, PA. 19548



**Luncheons
Dinners
Beer
Cocktails**

Serving the area since 1960,
 Route 100 South, Pottstown

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

The Old Coventry Pub

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

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE

Stylish Images photography

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

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

**Business Discounts available
for multiple sessions**

An ~~\$125.00~~ Studio session includes:
20-40 exposures taken (2-4 poses),
2 - backgrounds

Upload to our website for your review
within hours of your session.

2 - Retouched High resolution digital file
emailed to you within 24 hours.
additional files available for a small fee
Can you really afford to look bad
with a price this good?

Don't settle for this



Drone Aerial Real Estate



Certified FAA Drone Pilot

When you can have these:
Business Headshots



Nationwide Insurance
Dollfus Agency



Location Portraits

Real Estate Interiors



610-792-9956

Ask SCORE

(Continued from page 47)

Prioritize, prioritize, prioritize. Determine the urgent tasks and handle the burning issues before answering an endless list of emails and returning less timely calls.

Also, don't try to avoid dealing with urgent problems because you want to run from an uncomfortable situation. For example, if one of your clients is complaining about your service because he has an issue with the application, you need to deal with the problem immediately and suggest a possible satisfying solution. You don't want to keep your client waiting as they will easily become upset and maybe even decide to stop using your services.

These kinds of issues aren't going to solve themselves and will often eat at you. Then, you won't be able to concentrate on critical tasks.

3. Schedule time for interruptions

From endless notifications coming from either social media, your cell or people, there are many interruptions that can break your focus. While it is necessary to prioritize your daily tasks, it's also important to allocate some time for the concerns that interrupt your creative workflow.

Plan some time, an hour or even two, and name it "office hours." During the office hours, leave all the communication channels open, and start handling the information coming from the outside world. This way, you can focus your attention on the real work, and minimize the time wasted doing less relevant things.

4. Create an email-free time of the day

Julie Morgensen, the author of the book "Never check email in the morning," suggests setting aside at least one hour a day when you won't be checking your emails. She also claims that the best time to do it is early in the morning when we are energized and enthusiastic enough to work on the high priority tasks instead of randomly answering our emails.

5. Time-box your tasks

The easiest way to fight the panic that results from looming deadlines is to create fixed time slots, and adhere to them. This is called time-boxing. Time-boxing helps you to get the work done in time and prevent your tasks from dragging on and on. No matter whether your deadline is in a day or in a month, the time you will need to accomplish your task depends on the time you give yourself. Naturally, make sure you set a time that is achievable, and strive towards successfully meeting your deadlines.

6. Upgrade your skillset

If you want to increase your output, consider investing in your and your team's knowledge and skills.

By upgrading your skills, you will be able to manage your tasks more efficiently and effortlessly, boost the overall productivity and get the most of your team. For example, if you wish to produce more pieces of good quality content per day, you should read about new writing techniques, and keep up with trends by reading A-list personal development blogs.

7. Invest in time management tools

With the rise of technology, it's almost unimaginable to handle multiple tasks without using some time management or communication tools, such as Slack or Hubstaff. Also, if you want to minimize your time organizing files and documents, consider using tools like Dropbox and OneDrive.

You should do an extensive research, review the best project management tools, and choose the one that fits your workflow. If you're working on a weekend project, something like Trello will suffice. However, if your projects last for several months or even longer, then you should look more at tools like Active Collab and Basecamp.

A project management tool can help you and your team save a noticeable amount of time every day by creating a more efficient workflow. It will allow you not only to communicate but also share images and brainstorm ideas in a matter of seconds. It can also help you and your team stay on the same page, focusing on meaningful work.

You shouldn't limit yourself only to PM and communication tools. Identify the repetitive tasks that take a notable amount of your time and look for apps that can help you work more efficiently.

8. Be realistic

Know your limitations. Taking the ever-increasing demand of the market into account, it's very hard to escape the harsh reality of having to multitask on a daily basis. As much as you would like to be able to complete all your daily tasks, you must be aware that our productivity levels are not always the same. After creating your list of priorities, determine how productive you are and how many tasks you can handle on that particular day. Instead of overextending yourself, focus your efforts on doing your best on the tasks at hand.

SCORE 
FOR THE LIFE OF YOUR BUSINESS



**LUDGATE
ENGINEERING
CORPORATION**

Established 1975

ENGINEERS • SURVEYORS • LAND PLANNERS

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

10 Vanguard Drive, Suite 100, Reading, PA 19606



1st Colonial Community Bank

1st Colonial Community Bank has long been a staple in South Jersey, with branches in Collingswood and Westville. In 2021, 1st Colonial Community Bank opened its first branch in southeastern Pennsylvania, located at 440 West Linfield Trappe Road in Limerick. For over two decades, the bank has offered a full suite of financial services for personal and business banking.

As a community bank, 1st Colonial emphasizes personal relationships, superior customer service, and supporting local communities as its foundation. The management team, and the entire staff, firmly believe that banking should be a personal experience that builds lasting relationships with every customer. The team at 1st Colonial is the starting point for people to open their first checking and savings accounts. As

customers grow and their financial needs become more diverse, the team provides loans to first-time homebuyers and new businesses. The 1st Colonial team stays with customers as they refinance their homes, move into larger homes, or are looking for capital to grow their companies. Experienced banking professionals offer a range of financial services to help customers with all of their financial needs and grow along with them.

The team's commitment to service also means that they are in a position to help advise customers. They can offer financial expertise, innovative products, and competitive rates – and help individuals, families, and businesses find solutions that are unique to their needs. It's not just better service - it's personalized service, and it's a better banking experience.



Colonial Community Bank

Bank your way.

Dedicated, personal service
with products focused on you.

440 Linfield-Trappe Rd
Limerick PA

FDIC 

610.226.3000 **1stcolonial.com**



THE PCTV NETWORK

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

NOW OFFERING:

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

Powered By: TellisVision

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

Synergy Environmental Inc.

Environmental Consultants

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

484-369-5000 | 856-874-4448

Synergy Environmental is a full Service
Environmental Consulting & Remediation Firm

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

www.synergyenvinc.com

Ask SCORE

WHY A STRONG BUSINESS BRAND MATTERS AND HOW TO BUILD ONE

Building a strong brand is critical to a business' success. But, it's not an easy thing to do, especially as you're launching. Here is why building a strong brand matters, and how you can get started.

If you do a google search for "what is a brand," you will find endless opinions from countless marketers and other professionals trying to nail down the definition.

The truth is, a brand is an elusive, visceral concept, not a tangible asset. Its value is measured through the emotional connections that exist between businesses and their customers, not with hard numbers plotted on a spreadsheet. This is precisely why building a strong business brand can be one of the most challenging tasks for a small business owner.

Strong business brands are not built overnight.

Your company's brand is represented by more than your logo or tagline. It is the culmination of your interactions with your customers, your business' core beliefs, how you present your company and yourself to the world – and every other aspect of how you do business.

If you do not proactively build the strong business brand you want, the market will build it for you.

Marty Neumeier, Director of CEO Branding at Liquid Agency in Silicon Valley, is a speaker, author, designer and one of the most well-respected authorities on branding. Through all of his work helping companies like Google and Apple build their brands, he distills his explanation of a brand into the simplest of terms. He is quoted as saying, "Your brand isn't what *you* say it is. It's what *they* say it is."

(Continued on page 52)

50+ Years of Future Building

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



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

herbein.com | 1.855.HC.Today

Service Divisions

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

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

Herbein
CPAs + Advisors





CARPET & TILE MART

FLOORING SUPERCENTERS

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

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

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

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

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

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

Q: How many flooring options are there?

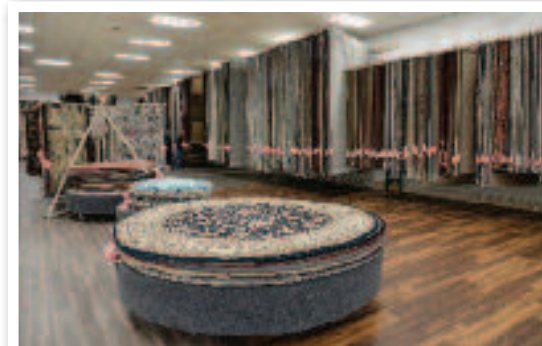
A: We have thousands of area rugs, miles of the finest tile and natural stone, durable luxury vinyl tile, hardwood flooring from the USA, and of course the largest selection of carpet around. The best part is it's all in-stock at Carpet & Tile Mart! You can take most new floors home today. Or if you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

Q: Are there any Waterproof floors?

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



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



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

Q: When is it time to replace our floors?

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

LOMAX Carpet & Tile Mart Pottstown

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

Carpet & Tile Mart Reading

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

www.carpetmart.com



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

PHOTOS BY STYLISH IMAGES

CROWNSTONE
EQUIPMENT NETWORK

Bobcat of Reading

GRAND OPENING CELEBRATION
APRIL 27TH • 10AM - 2PM

5430 POTTSVILLE PIKE
LEESPORT, PA 19533

FOOD DEMOS GIVEAWAYS

CROWNSTONEEQ.COM 888-243-9029

Ask SCORE

(Continued from page 50)

To build a strong brand, you must create opportunities for your audience to connect with you in engaging ways that allow them to understand your company's purpose and believe in the value you bring to their lives. Their perception of your brand is its reality.

It is critical to understand the importance of branding your business properly. But, how do you build the type of brand that connects with customers and creates loyalty? Start by asking yourself these four questions.

1. What is your business' purpose? What problem does it solve?
2. What is the first thing you want your customers to think of when they see your product or service?
3. If your customer were to tell a friend about your business, what would you want them to say?
4. What do you want your company to be known for?

Your answers to these questions should begin to give you some clarity into what makes your business special and why customers would want to connect with your brand and purchase from your business. This understanding will form the foundation of your branding strategy.

Once you have your branding strategy established, it is time to think through how you will showcase your brand to the world.

Your brand should be unique, easily recognizable and easy to understand. You will next need to develop clear messaging and design elements, including a logo. With everything you do and create, consistency is key.

Once your brand strategy, messaging and design elements are set, you are ready to share your brand with the world through a number of channels. Your brand should be clearly communicated in everything your customers and partners see, such as your:

- Website
- Blog and Social Content
- Advertisements
- Brochures
- Promotional Materials
- Business Cards
- Signage
- Trade Show Displays
- Internal Signage and Documents
- And Anything Else Representing Your Company

(Continued on page 54)

610.948.3329

BAUERLANDSCAPING.COM

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

Landscaping & Hardscaping Services

Creative Design, Installation & Maintenance

Call us today for a FREE estimate!

We're BETTER because we're DIFFERENT!

Seasonal Services

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

Other Services

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

FAMILY OWNED & OPERATED SINCE 1947

H&F
TIRE SERVICE

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

**Performance
Touring
All Season Radial Tires**

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

610-326-2326

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

Visit Us At www.hftire.com

Red Kieffer's Auto Repairs, Inc.

*Specializing in
Mercedes-Benz since 1961!*

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

Mercer's TruCraft Collision

Turn your Collision into Compassion

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

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

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

highstreet
AUTO CONNECTION

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

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

Gain confidence in your next ride

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

Spring Showers? No worries.
High gas miles? Not a problem.

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

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

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



Open for *your* Business

Commercial Mortgages,
Vehicle Financing,
Equipment Loans,
Debt Restructuring
and More!



Riverfront
FEDERAL CREDIT UNION
RiverfrontFCU.org

WISCONSIN 1ST • NCUA • FDIC • NIA • S.E. 10000000000



SOTTOSANTI

LAWN • CARE

Serving Berks County Since 1978

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



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



Residential
Commercial
Free Estimates
Fully Insured

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

610.670.7639 • 610.370.1507
www.sottosantilawncare.net



The Power of Touch

Relieve Stress • Enhance Mood
Improve Sleep • Increase Energy • Reduce Pain
Lower Blood Pressure • Improve Flexibility
Increase Immunity • Flush Toxins • Improve Alertness
Prevent Injuries • Improve Muscle Tone
Improve Posture • Improve Skin Tone

Medically Proven And Accepted
Massage-The Natural Anti-Aging Therapy



Bringing It To You—
Home, Office or Hotel

Massage Therapy & Personal Training

Charles Peeples, LMT, NCTMB, NSCA-PT, CSCS
610.324.3306 (cell)
teamvalkyries@teamvalkyries.org • **chesterspringsmassage.com**
1611 Kimberton Road, Phoenixville, PA 19460
PA Lic# MSE000532 • Insured, AMTA Member

Ask SCORE

(Continued from page 52)

Building a brand takes time and consistent effort.

Especially in the beginning, your brand will evolve as you and your business do. It is okay to tweak messages and make improvements along the way. Then, once you have your brand strategy in place and you know your message is resonating with your customers, stick with it. A strong brand is built through consistency.

Building a strong brand is critical to a business's success. But, it is not an easy task. Developing your business' brand is the perfect time to bring in the support of a SCORE mentor. A SCORE mentor has experience building strong brands and has access to the best resources to help you along the way. Contact a SCORE mentor today.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricounty.score.org/content/find-mentor-183>.

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

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



Business Advisor

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



TRUST THE SCIENCE



By Barry Cassidy

German Political Scientist Robert Michels (1876–1936) theorized the “iron law of oligarchy” during his attempts to explain exclusive organizational behavior. It is as follows:

All forms of organization, regardless of how democratic they may be at the start, will eventually and inevitably develop oligarchic tendencies, thus making true democracy practically and theoretically impossible, especially in large groups and complex organizations.

Within the past few weeks, we have been seeing a series of events that make the common citizen wonder why they hibernated for a year. Small retail business owners lament having to close or go bankrupt because of a lack of foot traffic during the lockdowns. Commercial real estate brokers are now wondering what the next step will be in office reuse, with remote work shrinking the viability of office/commercial real estate in large downtowns.

We are discovering we were not told the entire truth about the virus as we trusted the science. I am a big fan of stochastic interpretation when judging events. Unfortunately, the events over the last few years do not appear random. The virus isolation seems to be pretext.

I participated in the '60s as a member

of the Students for a Democratic Society (SDS) and then later embraced the Progressive Labor Party (PLP) sometime in early 1971. Believing all nationalism is reactionary, including the nationalism of oppressed minorities within the oppressor nation. Fast forward to today I now consider myself a nationalist (I am Caucasian). A nationalist in the sense that I am not a globalist capitalist and believe we should not lower our citizen's expectations because some global capitalists have embraced the Chinese model.

The Iron Law was introduced to me by the West Virginia State College political science department chair, Dr. Robert L. Clark, and I started to look for it when I did a project. I learned a lot by looking at situations and remembering the iron law.

(Continued on page 56)



PROFESSIONAL ORGANIZING
and so much more

Professional Organizing
Sensory Focused Design
Senior Downsizing

Home Staging
Color Consultation
Life Transition Support




PAULA MAYEWSKI EMILY MAYEWSKI
484-302-8208 484-302-8184
paula@homestreamspace.com emily@homestreamspace.com

Instagram: home_stream_space
www.homestreamspace.com
P.O. Box 93, Royersford, PA 19468

MARATHON

Capital Advisors



FOR SALE: Successful Landscaping & Lawn Care Business

Features:

- Offering Price: \$300,000
- Revenue 2022: \$450,000
- Employees: 4
- Geographic Region: Berks County
- Real Estate: Small building on lot for equipment (available for lease or purch)
- Customers: Mix of residential & commercial
- Services: Grass cutting, mulching, weed control, trimming, and more

For more information contact:
Ray Melcher: 484-797-9796; rmelcher@vrmarathon.com

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



LET US DO THE DIRTY WORK

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

OUR SERVICES

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

(484) 599-2751

Cleanfloorsandmore.net

YOUR CHILD'S EDUCATION IS OUR PRIORITY

SAVE \$100*
ON AN ACADEMIC EVALUATION
(VALID AT TRIAL)

HUNTINGTON CAN HELP THIS SUMMER!

TUTORING & TEST PREP IN-CENTER OR ONLINE

AVERAGE INCREASES

2+ GRADE LEVELS
in math and reading**

229 POINT INCREASE
on SAT score***

5.4 POINT INCREASE
on ACT score***

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

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

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



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

1-800 CAN LEARN

Personalized Attention.
Proven Results.

HuntingtonHelps.com

©2019 Huntington Learning Center and Royersford, PA. All Rights Reserved. SAT and Advanced Placement (AP) are registered trademarks of the College Board. PSAT/NATSGT is a registered trademark of the College Board and the National Merit Scholarship Corporation. ACT is a registered trademark of ACT, Inc. None of these trademarks were used in the production of this advertisement. *Save \$100 with any new student. **Grade level increases are based on cumulative average grade level increases in reading and math for 12,000 students from 2010-2018, using the full set of available student data. ***Scholarship offers are based on surveys of 2,500 Huntington students graduating in 2018, using their most recent Huntington Academic Evaluation and final SAT/ACT test scores. 4/15/2019

OPINION

(Continued from page 55)

I took a series of jobs seeking to help the underserved and learned where to push and when to push back. Change attempts often failed, but the interaction was random. Fortunately, many of the outcomes were randomly successful as they fell within the bounds of the tolerance level of local oligarchical (the petite oligarchs).

As a student of change, I paid particular attention to the Cultural Revolution in China; by the late '70s becoming puzzled about conflicting truths or changing truths reiterated through the Cultural revolution. If there are conflicting truths, no one knows the objective truth as implementors of the Cultural Revolution dictated the narrative.

When introducing a new order, it is imperative that one ensures the old order lessens their impact and move to destroy the educated gentry, who had been vital to transmitting public ethics from one generation to the next. The next step will be to question obvious truth to destroy the concept of objective truth.

So, I ponder events as they happen... How stochastic are *Upper Atmosphere* balloons floating over the country and then experiencing vast snow accumula-

tion in Los Angeles that was hit by an *Upper Atmospheric River*? Would a railroad derailment happening when the Norfolk Southern president is speaking on the toxic derailment in East Palestine be a coincidence? Is the US executive branch of our country honoring a biological male from Argentina with an award for women an attempt to obfuscate objective truth?

So, what is the objective truth about the virus? We will probably never know, but the path is bumpy, with many twists and turns. We isolated ourselves from friends, relatives, and co-workers based on Neil Ferguson's analysis in the Imperial College Report, which vastly overestimated the extent of the problem. The report stated that people over 80 years old were 100 times more likely to die from the virus than people under 50, and people under 30 were at very low risk. Remember in the beginning nursing homes were reporting numerous deaths that led to widespread panic by killing off the older people.

Something did not feel right about what was happening. We were killing our diverse economic base and devastating cities and small towns across

Around The Clock Communications



Design Services

- Flyers / Brochures
- Business Forms
- Print and Digital Ads
- Print & Digital Newsletters
- Direct Mail & Email
- Business Cards

Editorial Services

- Press Releases
- Blogs & Website Copy
- Social Media Content
- Company Profiles
- Ghostwriting Projects
- Research Projects

\$25.00 off
first time clients!
Mention this ad

610.324.0658

DAXXIFY™

IS AT YOUNG MEDICAL SPA

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



MAKE AN APPOINTMENT TODAY

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



YoungMedicalSpa.com

Kangen Alkalized Water

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

484-366-1290 • www.mywaterbar.com

My WATER BAR

9.5 Kangen Water

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

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

2325 Pottstown Pike, Pottstown, PA 19465

America, forcing us to rely on the internet utilizing technical innovation. People were losing the capacity for the critical distance between our loved ones and companions.

To make sense of this isolation, I found a professor from Belgium who had an explanation. Mattias Desmet called this process Mass Formation. We were developing a social bond by following science. Yet, we were all isolated, feeling social atomization (his term), loneliness, and disconnectedness. The common thread was isolation; the answer was don't kill your grandparents and stay in your home. Instead, communicate through Twitter and Facebook, which we now find to be monitored and censored by the Federal government to perpetuate the narrative.

We were disconnected from the natural and social environment and the single engagement point of the George Floyd murder (did not deserve to die). A narrative evolved, which was one-way and guided by intelligent bots who would shout down anyone with a question that did not fit the narrative. We turned against each other, embracing the narrative while we trusted the science.

Desmet speaks of how this is a "group think," with an obsessive drive to impose an ideological fiction on society. He recounts that where the totalitarian Nazis

and Communists failed, the now new ultimate totalitarianism is technocratic totalitarianism. A Technocratic Transhumanistic ideology, a belief in human perfectibility and governance by reason, can validate technocratic authoritarianism.

The first 20th-century totalitarian society developed in the Soviet Union in 1930, and the second in Nazi Germany in 1935. This happened when resistance went underground and stopped speaking out in public spaces. I read how Victor Finkel describes a search for a life's meaning as the central human motivational force. He outlined three philosophical and psychological concepts; freedom of will, will to meaning, and meaning of life. Freedom of will asserts that humans are free to decide and can take a stance toward both internal and external conditions.

I have synthesized this information in light that I, and others, are being shouted down with the help of the information and technology giants with a transhumanistic view which is becoming an oligarchical source of lies.

The only way to address the situation is to speak up, speak freely and speak often. Address the truths and as we watch our way of life disappear and our freedoms vanish... we MUST trust the science.

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

Need Help for a Business

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

Call on SCORE TriCounty

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

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

We are there for you and your business

Baird's Catering LLC

William Baird
Chef Owner

When taste matters, choose Baird's Catering, LLC

Seafood Salad in Phyllo Shell is a crowd pleaser suitable for your company event, business banquet, or fundraiser.

Surf-n-Turf Crustini
One of our delicious hors d'Oeuvres suitable for Corporate Events, Office Parties, Weddings & Fundraisers.

Email for more information and orders:
BairdsCatering@verizon.net
610-781-3534

www.Bairdscatering.com

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP

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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Be Part of the Bigger Picture!

*The Pottstown Rotary Club
Wants You!*

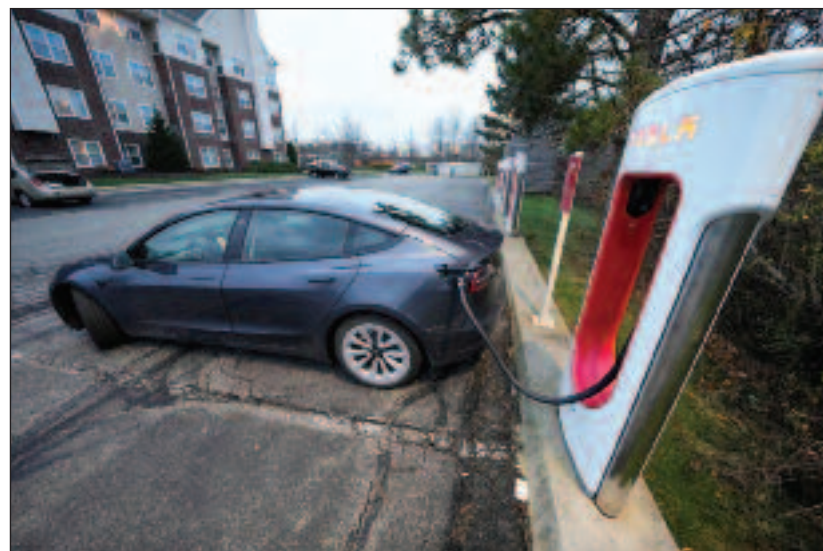


Join Rotary's 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

*Please call **Amira Heim**
at **610.416.2999** to learn more!*



www.pottstownrotary.org



PENNSYLVANIA READIES TO SEND OUT \$62 MILLION FOR ELECTRIC VEHICLE CHARGING STATIONS



**By Anthony Hennen,
The Center Square**

As Pennsylvania officials discuss an electric vehicle fee to replace the gas tax, federal funds are available to build out the EV charging infrastructure in the commonwealth.

PennDOT's first round of funding opened on March 27 and closes May 5 for EV stations across Pennsylvania. The money will flow through the National Electric Vehicle Infrastructure grant program, with \$25 million available for fiscal year 2022 and \$37 million for fiscal year 2023.

In total, Pennsylvania will receive almost \$172 million over five years from the federal government.

"We've aligned our NEVI grant program to Federal Highway Administration's final rulemaking to ensure the best possible strategy and success for Pennsylvania," Acting PennDOT Secretary Mike Carroll said. "Our grant program will enhance Pennsylvania's electric vehicle charging infrastructure while supporting local communities."

The money, PennDOT expects, will be awarded to local government agencies, non-profits, and businesses for the build-out.

"Funds for the PA NEVI grant program are to be awarded on a competitive basis to plan, design, construct, operate, and maintain EV Station Infrastructure sites across Pennsylvania," the release noted.

Federal guidelines require the money to prioritize the creation of an alternative fuel corridor first, which will serve as a viable route for EVs to use. Federal guidelines require a station every 50 miles, and then other routes can be built out.

The expansion comes as Pennsylvania officials grapple with how to fund roads and bridges with the rise of electric vehicles. The commonwealth relies on a gas tax to fund that maintenance and is considering some form of mileage fee or an annual payment from the roughly 67,000 EVs registered in Pennsylvania.

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.

BusinessAdvisor

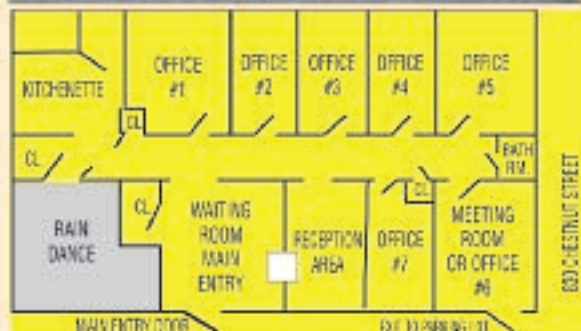
PROMOTE YOUR BUSINESS IN THE ROUTE 422 BUSINESS ADVISOR! CALL (610) 323-6253

RECESSION-PROOF YOUR MARKETING with beMarketing

beMarketing



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



830 CHESTNUT ST., ROYERSFORD

1900 Sq. Ft of office space. 5 Private offices, Waiting Room, Receptionist Area, Conference Room, Kitchenette, Powder Rm and plenty of storage closets. Central A/C and Gas hot air heat. \$2,500 per month plus utilities of water, sewer, trash, heat, electric, cable/phone/internet. Owner does snow removal and lawn maintenance.

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



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

LAND FOR SALE

81.81 ACRES (PABK100215)

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



FOR LEASE- (PAMC2041964)

1483 N Charlotte Street, Pottstown

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

FOR LEASE- (1001359872)

Town Plaza Shopping Center

301 North Lewis Road, Royersford

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



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

For the Protection YOU Deserve...

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

Service is our number one priority.



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



PREMIER PAYROLL SERVICES

You have enough to think about.

Leave the payroll to us.

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



Payroll



Time & Attendance



HRIS



Benefits



Stress-free Payroll
& HR starts here.



Award winning software with local support from your neighbors in Royersford



610-917-2281



sales@premiernow.com

premiernow.com



290 Main Street
Royersford, PA 19468