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**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

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Serenity Dental Spa

A Calming Dental Experience

“Serenity Dental Spa – A Calming Dental Experience” is the creation of Dr. Alisa Zitter. Too often she would hear patients say they were too scared to go to the dentist or that the anxiety of the visit was too much for them. She designed an office that helps to calm the patient in numerous ways including aromatherapy, spa music and warm towels after your visit.

Dr. Alisa Zitter is no stranger to the dental field. As a young girl, she watched her mother open her own dental office as well. She grew up in the dental setting and has worked in all parts of the dental office. After graduating from Temple University, she attended Temple University Kornberg School of Dentistry where she graduated *cum laude* in 2017. She has worked in several offices in the five-county region but always felt she could offer more to her patients.

This drive helped to produce her concept of a dental spa. Serenity Dental Spa is a modern up-to-date office where patients can receive all necessary dental care-free from fear and anxiety. We offer a comfortable seat in the dental chair, with a lot of natural light, where you can put on a set of noise cancelling headphones so you can drift away with the music of your choice and not be bothered by the sound of the dental drill. All dental equipment is kept hidden behind the patient chair to further offer a calming experience and not elicit further anxiety.

The financial anxiety of the dental visit also always bothered Dr. Zitter. Depending on the procedure, it can cost the patient thousands of dollars that a dental office normally wants up front. If they did offer 3rd party financing, they have astronomical interest rates of 16 percent or more. Dr. Zitter currently is offering a three-tier financing plan: Zero percent interest on any amount paid

back in a three-month period, four percent interest on any amount paid back in six months and six percent interest on any amount paid back in 12 months.

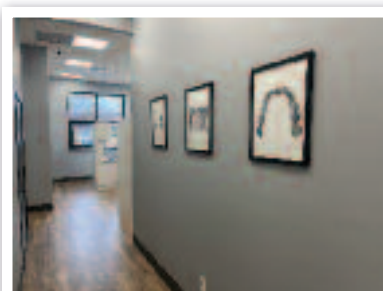
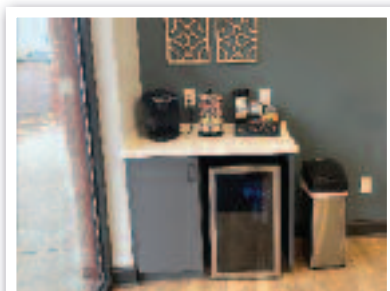
For those who do not have dental insurance, Serenity Dental Spa is offering a yearly in-house plan for \$370 for adults and \$300 for dependents under 17. This inhouse plan offers two cleanings, two exams, all necessary x-rays, one emergency visit, fluoride treatment and 30 percent off most procedures. Many current patients have been taking advantage of this great offer. Please don't hesitate to reach out to our office for more information!



DR. ALISA ZITTER



Call us at **610.624.6166**. Serenity Dental Spa is located in the Suburbia Shopping Center, 4 Glocker Way, Pottstown, PA 19465. For additional information, please visit www.serenitydentalspaofpa.com.





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to grow your business,
network, and keep your
money local.

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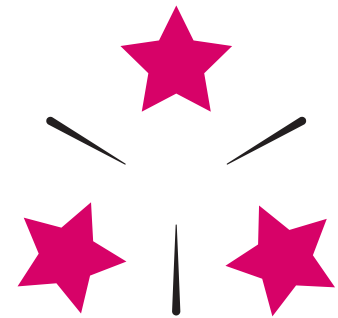
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Your Passport to Community Fun

VALLEY FORGE TOURISM AND CONVENTION BOARD



Aja Cramer



By Kathy Hunt

Many communities boast of having something for every taste and occasion, but few deliver on that claim as well as Montgomery County. Famous, historic sites; museums, galleries, and one-of-a-kind shops; live music venues, theaters, and festivals; sports complexes, golf courses, and hiking trails; wineries, distilleries, breweries, and countless cafes and restaurants — the list goes on and on. With so much on offer, one could easily miss out on some of the fun. This is where the **Valley Forge Tourism and Convention Board (VFTCB)** steps in. Founded by the Montgomery County Commissioners in 1963, the nonprofit sales and marketing organization makes “inspiring the world to fall in love with Montgomery County, PA” its mission and spreads the word about the abundant entertainment options on offer in the community.

As times change, the VFTCB has evolved with them. Today, the organization possesses a strong social media presence on Facebook, Instagram, TikTok and LinkedIn with over 200,000 total followers across all social platforms. It sends out bimonthly newsletters and keeps an updated list of county-wide events on its website www.valleyforge.org. Simply click on its events page, scroll down to “This Weekend,” and you’ll find a full rundown of activities taking place each week in Montgomery County.

PHOTOS BY STYLISH IMAGES



Digital passports for savings and fun

For convenience and speed in the digital age, the Valley Forge Tourism and Convention Board has created several online offerings to help visitors discover attractions, lodging, dining options and discounts. First-time travelers to the region will appreciate the Visit Valley Forge app. Available for both Android and Apple phones, the app helps users find hotels, maps, events, and more. Visit Valley Forge includes free digital guides of area attractions, outdoor and family-friendly activities, daily itineraries, and tour information. From the app, users can also search for nearby hotels, restaurants by cuisine, and coupons.

Anyone attending a local convention, meeting, or sporting event can sign up to receive exclusive mobile discount passes from local restaurants, shops, and attractions through the digital Show Your Badge. Those who register for Show Your Badge receive emailed and texted savings passes to such businesses as Norristown's Five Saints Distilling, Lochel's Bakery in Hatboro, Black Powder Tavern in Devon, and Oaks' American Treasure Tour Museum. To redeem the discounts, simply display the passes at the designated locations.

In 2022, through the mobile tech startup Bandwango, the Valley Forge Tourism and Convention Board launched three digital passports — Montco Makers Passport, Montco History Pass, and #MakeltMontco Family Fun Savings Passport. As with Show Your Badge, there's no fee or app involved. People sign up online to receive texts and email containing their digital passports.

"We have really started to focus on experience passes through our digital passports," said Aja Cramer, VFTCB membership sales manager. "They are somewhat gamified to entice you to explore more places in the county and experience the fun things that residents in particular have in their own backyards."

The Montco Makers Passport encourages folks to try out wine, beer, and spirits from roughly 22 local producers. Upon arriving at a participating Montgomery County vineyard, brewery, or distillery, guests take out their phones and check in at that location. Anyone who checks in at 15 different drinking establishments receives a free Montco Makers pint glass and the satisfaction of having imbibed some of the best beverages made in the county.

With the Montco History Pass, history lovers can step back in time. The pass leads them on a self-guided tour through 17 historical sites, including the 18th century Georgian-style Pottsgrove Manor in Pottstown, 19th century Hope Lodge and Mather Mill in Fort Washington, and the renowned, 3,500-acre Valley Forge National Historic Park. The park is where General

George Washington and the Continental Army camped during the bitter winter of 1777-78.

"We are so lucky to have Valley Forge National Park in our backyard. It's an internationally recognized park that draws people from all over the world," Cramer said.

As with the Montco Makers Passport, the more historic places visited and more check-ins made, the more likely visitors will take home a souvenir from their journeys. With the Montco History Pass, intrepid travelers accrue points to earn such prizes as a Montco History Pass sticker, mug, and tote bag.

The #MakeltMontco Family Fun Savings Passport allows out-of-towners and locals to enjoy discounted, family-friendly destinations such as the Elmwood Park Zoo, LEGOLAND Discovery Center Philadelphia, and the shop at Crazy Aaron's. Deals on local hotels may also be obtained through the passport.

Whether traveling for business or pleasure or planning a busy staycation, sign up for one, or all of, these digital offerings. You'll be on the path to exciting adventures and savings in the Valley Forge region.

Continued on page 8)



COVER STORY

(Continued from page 7)

Forming a community for local businesses

With the abundance of sites and savings available at the click of a button, it's easy to see how tourists benefit from the VFTCB. But what about the advantages for its 520 business members? Those are equally plentiful.

After filling out a membership application and paying an annual due of \$300, businesses have access to all the resources and support that the VFTCB provides.

"We have a very dedicated sales team that is both creative and aggressive in their approach," Cramer said. "We really rally behind our businesses and get as much funding as we can to support them and any special events."

The VFTCB features its members in such tourism-focused publications as the *Montco Arts Guide*, the culinary-focused *Crave Montco*, and the official *Visitors guide to Valley Forge and Montgomery County*. A new visitors guide comes out in May 2023.

In addition to promoting its members in print and online publications, through social media, and on such travel websites as Expedia and Tripadvisor, the VFTCB runs advertising spots on Philadelphia and other Mid-Atlantic television stations and on iHeartRadio, the broadcast, podcast and radio streaming platform owned by iHeartMedia. These ads drive traffic to the Valley Forge website, where people can research and plan their time in Montgomery County.

Cramer noted that, in 2022, the website had 1.3 million views. In recent years, the board has also seen an uptick in visitors from New York City and Washington D.C., which Cramer attributed to people yearning to take a break from city life and explore the suburbs and outdoors a bit more.

The VFTCB not only promotes its members but also creates connections between them.

"Being that COVID is officially behind us in the rearview mirror, we have finally got back into hosting our networking events," Cramer said.



Tumoor Haye

"We've introduced a new member network that we're really proud of called Montco Meetups. We have been hosting these meetups about once a month, trying to hold them all over the county. We've held them in Ardmore, Pottstown, and Collegeville and we plan to do Skippack. We're connecting with communities again and showing them that we are here to support them," she said.

Tumoor Haye, general manager of Redstone American Grill in Plymouth Meeting, spoke about the support on offer from the VFTCB. "The scope of what they do is massive," Haye said. "We have been able to attend talks, meet-and-greets, and many of the activities that the VFTCB hosts. They always have something going on, which has really helped us expand outside of our four walls. The VFTCB is there for whatever support you may need. They make sure that anything you want to be involved in is available to you. Their team is with you every step of the way."



Sweta Patel

Haye added that Redstone American Grill had been looking for a way to reach a larger dining audience and increase its patronage and that belonging to the VFTCB has resulted in this. The restaurant has entered its fourth year of membership and participation in the organization's events.

Sweta Patel, a co-owner of Vitality Bowls in King of Prussia, said, "Their monthly meetups are a huge plus for networking — knowing more people and businesses and, eventually, some [lead] into collaborations. I can't be thankful enough for them. Also, [we are] generating new leads through their internal portal exclusively for members. It's a great way to do your marketing or brand awareness through social media and be part of community events."

As a new member of VFTCB, Patel encouraged others to join the organization, too. "Without a doubt, spend \$300, and you will see amazing results in no time," she said. "When there are events in the area, being a member, you have the privilege to be recommended first. And we surely do see this as a great benefit to us, especially for the unique items we offer in our Health-il-cious Menu."

Along with monthly member meetups, the VFTCB throws an annual travel luncheon. This year, members will gather at the Commonwealth National Golf Club in Horsham.

"We invite all of our members to come and celebrate all things travel and tourism, give them a pat on the back, and get everyone excited about all the successes that we experienced in 2022," Cramer said. "We also give them some insight into what we have planned for the rest of the year."



What's on tap for 2023?

On July 1, the VFTCB will kick off its Crave Montco month.

"Restaurants were hit so incredibly hard by the pandemic; our worlds were turned upside down," Cramer said. "Now that everything is kind of getting back to normal, we really want to draw attention to the local dining scene and give people a reason to come out and experience all these great restaurants. We ask each participating food- and beverage-based member to come up with a special craving — what makes them special, what makes them stand out. We promote that throughout the county all month long on local news and radio stations and social media and show them the love that we feel for them," she said.

She noted that the VFTCB is a bit unique in that the dining establishments, not the VFTCB, decide how they will participate in Crave Montco month. They may feature a special discount or a dish or cocktail that the chef creates for the event. Crave Montco runs from July 1 through July 31.

From September 20 to October 1, 2023, the Arts Montco Week and Montco Jazz Fest will take place throughout the county. As part of the third annual Arts Montco Week, approximately 15 local artists will open the doors to their studios on the Montgomery County Studio Tour. Held on September 23 and September 24, the Montgomery County Studio Tour gives art fans the rare chance to visit artists in their workspaces. At each studio they can chat with the artists and acquire spectacular paintings, sculptures, pottery, textiles, jewelry, and other artwork. Classes, workshops, and demonstrations are likewise held during Montco Arts Week. So, too, are special exhibits, talks, and discussions at galleries, community centers, and colleges.

"We're connecting with communities and showing them that we are here to support them."

- Aja Cramer

Similar to the arts festival, the second annual Montco Jazz Fest highlights local performers in a variety of Montgomery County venues, including Glenside's Keswick Theater, Pottstown's Rivet: Canteen and Assembly, and King of Prussia's V Lounge at Eddie V's Prime Seafood.

"We're doing something a little different this year and focusing on women in jazz, which will be quite a fun highlight," Cramer said. "There will be nightly jazz and jazz brunches all across the county. The event draws attention to the diverse culture that we have and to that fact that, outside of Jazz Fest, local restaurants that you wouldn't normally think of have live jazz on a regular basis."

Details about these events will be posted in the coming months at www.valleyforge.com.

A deep, impactful commitment to the community

VFTCB's commitment to Montgomery County runs deep and wide. For eight years, it has partnered with the Montco Anti-Hunger Network (MAHN) to ease an issue faced throughout the United States — food insecurity. As a result of the COVID-19 pandemic and increasing cost of living, more families and individuals now struggle to pay for food. In 2021 alone, more than ten percent of the U.S. population faced food insecurity. To help alleviate hunger in Montgomery County, the VFTCB runs an annual fall food drive. Known as "Freedom from Hunger," the drive benefits MAHN and its 47 county-wide food pantries.

In March 2023, the VFTCB held its first springtime Freedom from Hunger fundraiser.

"This year, we've ramped up our relationship with MAHN," Cramer said. "Now more than ever, local families are experiencing food insecurity. With inflation, the dollar doesn't stretch that far, and the need for assistance is bigger than ever. Anything that we can do to be a part of the solution, we will always support the community in any way," Cramer said.

Throughout the month of March, the VFTCB collected monetary donations on its website. The goal was to secure enough financial funding to purchase 30,000 pounds of food and supplies.

"We thank all of our partners and members for being able to help us reach our goal and support the community in this way," Cramer said.

The VFTCB was also a supporter of MAHN's COVID-19 Response program, which, according to MAHN's website, served 84,873 individuals from March 2020 to February 2021.

For information about attractions, events, and deals in Montgomery County or to become a member of the Valley Forge Tourism and Convention Board, visit the organization online at www.valleyforge.org.



Montco MeetUp



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And when times are challenging, JBT's commitment to small businesses remains strong. For example, JBT's participation in the Paycheck Protection Program (PPP) resulted in a total of 472 PPP loans totaling more than \$25,000,000. Those loans helped area businesses and their employees make it through the financial challenges of the pandemic; saving 4,000+ jobs and impacting the lives of an estimated 12,495 people in the region.

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150th Celebration – May 20

As part of their 150th anniversary celebration, JBT is holding a Community Fun Day open to everyone on Saturday, May 20th at Union Canal Tunnel Park in Lebanon, PA as part of the 33rd Annual Union Canal Days. The day will feature free carnival games and prizes for children and adults, a bounce house, inflatable axe throwing, face painters, balloon artists, baby goal snuggling, a petting zoo, caricaturists, a scavenger hunt, and more, all of which are free.

There will also be vouchers available for free tickets during Lebanon Weekend (June 2-4) at Clipper Magazine Stadium as the Lancaster Barnstormers take the field as the Lebanon Ironmasters.

Union Canal Days, which runs Saturday, May 20 and Sunday, May 21 at Union Canal Tunnel Park, will include food trucks and craft vendors, and narrated canal tours will be available throughout the day.

JBT is a local, community bank with branches in Lebanon, Lancaster & Berks Counties. Visit jbt.bank to learn more. For more information on JBT's 150th Anniversary Community Fun Day, please visit: jbt.bank/150

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FOCUS ON POTTSTOWN REVITALIZATION

ECONOMIC DEVELOPMENT AND REVITALIZATION IN POTTSTOWN

After decades of fits and starts, divisive squabbling amongst factions, entrenched pessimism, and well-meaning organizations spinning their wheels attempting to go it alone, a well-organized and determined group of organizations and individuals came together a little over ten years ago with a unified vision and purpose to revitalize the Borough of Pottstown. Those organizations included Pottstown Area Industrial Development Corp, (now rebranded as Pottstown Area Economic Development Corp. or PAED, Inc.), the Borough of Pottstown; the Pottstown School District, Montgomery County Community College West Campus, Pottstown Memorial Medical Center; The Hill School; and Montgomery County's economic development office, among others. As a result of those efforts, investor interest in Pottstown surged and long-vacant buildings began housing new restaurants, retail establishments and other small businesses. In this issue we feature a few of the businesses contributing to Pottstown's growth, and our upcoming June issue will feature an update from PAED, Inc.'s Executive Director Peggy Lee Clark on the current state of revitalization in the borough.

O'Donnell Weiss & Mattei, P.C.

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

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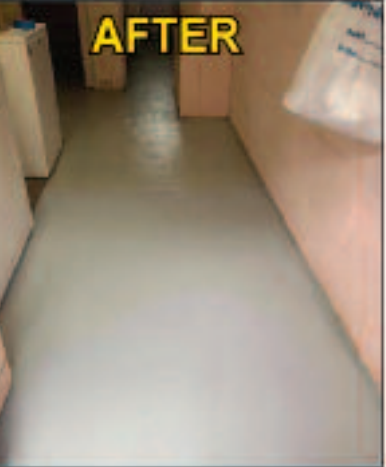
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FOCUS ON POTTSTOWN REVITALIZATION

Vlahos Dunn Insurance and Iron Gate Biergarten — Invested in Pottstown

By James Vlahos

In 2007 after having a great year in our insurance business, my partner (Tom Dunn) and I decided to look into making another investment in Pottstown. Our insurance agency Vlahos Dunn Insurance has been a staple in the community for more than twenty years, living and breathing the changes that the Pottstown community has experienced over the past two plus decades. As our agency was growing nicely, we found a nice open lot right in the middle of town for sale with an approved plan for a building with commercial space on the first floor and condos on the upper two floors. We purchased the property and started to put our plan together to move forward — Then the Great Recession came in like a lion and put a halt to those plans!

A couple of other opportunities came under consideration over the next several years until a friend of ours



Vlahos Dunn Insurance Headquarters at 1954 E. High Street, Pottstown.

suggested that the lot at 230 E. High Street would make a perfect Beer Garden. We did our research and again formed a partnership, went to the Borough for

approval and permitting and built our beautiful beer garden that is now open for all to enjoy. The name "Iron Gate Biergarten" is derived from the strong history of the iron business which built our town. The Iron Gate Biergarten is more than a bar. It's a place to sit for a spell with old friends and meet new friends while trying Pennsylvania crafted spirits, beers, and



Iron Gate Biergarten located at 230 E. High Street, Pottstown.

ciders while enjoying a piece of history. We will continue to find ways to improve and expand our beer garden in the future. The mission of Iron Gate Biergarten is "Honoring Those Who Served" and for the past 13 years our insurance agency has been raising money for our veterans in the area with a popular annual Vlahos Dunn Insurance Veterans Golf Outing. This year's outing will be held on September 20.

Go to our Instagram page and follow us and visit www.irongatebiergarten.com or call 610.203.4579. Thinking of a place for your event, bridal shower, birthday, or just the right place to gather with friends? Come join us as we grow together, and don't forget to bring your furry friends! For additional information, please contact Jim Vlahos or Nicholas Vlahos at 610.326.1010; email: jvlahos@vlahosdunn.com; nvlahos@vlahosdunninsurance.com.




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**Hobart's Run
is Open for
Your Business**

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

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

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

610-780-6324

hobartsrunpottstown.com
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Espresso Yourself Book Café Opens in Hobart's Run

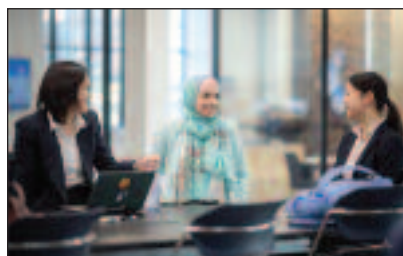


A ribbon-cutting ceremony hosted by the TriCounty Area Chamber of Commerce at Espresso Yourself Book Café, 249 E. High St., took place on Tuesday, April 18. Guests were invited to stop by and help The Hill's entrepreneurship class students celebrate the opening of this experiential venture led by their teacher, Twila Fisher, executive director of Hobart's Run.

While the coffee shop will not be staffed entirely by the students, it was their collective vision and classwork that led to this venture, from choosing the name to envisioning a "zero waste" coffee shop featuring used books for browsing and borrowing, the sale of bulk products from shampoo to seeds, a variety of light foods, and shared community spaces.

Funding for this project came from multiple streams, most notably a gift from an alumnus who co-founded the Entrepreneurship class with Fisher in 2019 and continues to serve as a mentor to the students.

Espresso Yourself is now open Monday through Saturday, 10 a.m. to 4 p.m.



Shared Space, Shared Community Building Opportunities

Hoda Ehsan, Ph.D., chair of the Engineering Department at The Hill School; David Charles, executive director of the STRIVE Initiative; and Denise Williams, founder of Be ReZilient: Healing Through the Arts were among those present for the ribbon-cutting ceremony.

Dr. Ehsan is working with Hobart's Run to establish a makerspace that will facilitate creative and potentially income-producing ventures for Pottstown residents by providing training on equipment such as a Cricut machine, 3D printer, Mug Press Machine, and CNC machine.

She explained that the Cricut and other available equipment will allow participants — especially young parents — to create customized t-shirts, mugs, and tote bags they then can sell. To make this training more accessible to parents, she also plans to provide STEM-based educational programming for kids ages 4-10 during the makerspace workshops. The first makerspace event was held Saturday, April 15 from 2-4 p.m.

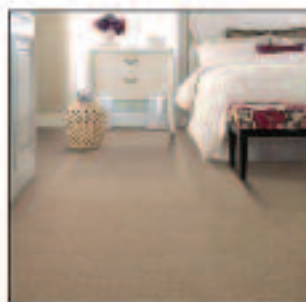
Both STRIVE and Be ReZilient organizations are local 501(c)(3)s that will maintain offices in the 249 E. High St. space. STRIVE provides mentorship for Pottstown youths, while Be ReZilient offers life coaching "infused with art and aromatherapy... to help manage behaviors, process feelings, reduce stress and anxiety, and increase self-esteem."

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FOCUS ON POTTSTOWN REVITALIZATION

Express Data is More Than Payroll Services

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"Owner-operated payroll services from a local partner you can trust." That's been the mission of Express Data Systems for the past four decades. While payroll processing remains the Pottstown company's guiding star, it continuously offers additional services to improve its customers' businesses.

"A lot of smaller companies would like to utilize money and time-saving features to improve operations," says Jennifer Scotese, Express Data Systems' President and CEO. "But they don't have the resources to vet the best of the best or to assume the onboarding and continuing costs."

Express Data is becoming well known throughout the Tri-County region for offering a proven suite of human relations support services to complement their established payroll processing expertise.

"All of the services we offer go through



a rigorous review process," adds Scotese, whose father, Jay Berman started Express Data in 1987. "Most of the services Express offers are the result of leveraging new technology to offer improved solutions to workplace challenges.

Recently, Express Data partnered with a comprehensive Human Resources support solution — HR Complete, available exclusively through Express Data Systems in the *Route 422 Business Advisor* readership area, includes an outsourced, on-demand human resources professional delivering support for:

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"In this economic climate, businesses need to use every advantage they can," adds Scotese. "Owners have more important things to do than manage payroll and navigate the human resources universe, which can be very complex."

HR Complete is a streamlined answer to any human resources challenge any business — of any size — can leverage as a competitive advantage for attracting and retaining employees and more. For more information on HR Complete or to get started with improved human resource services in your organization, call Express Data at 610.495.7166 to learn how easy it is to get started or visit www.expressdata-sys.com.

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Pottstown Man in Running for Visiting Angels National Caregiver of the Year Award

Jermaine Cureton Named Semi-Finalist for the Home Care Company's Top Honor

(April 12, 2023) – Visiting Angels, the nation's leading provider of senior home care, named Jermaine Cureton of Pottstown, Pennsylvania, as one of the 10 semi-finalists for its National Caregiver of the Year award.

The prestigious honor recognizes Visiting Angels caregivers for their overall contribution and commitment to delivering quality care to the clients and families they serve, as well as how they embody the company's compassionate values and demonstrate excellence. The semi-finalists were selected from entries throughout the 600 Visiting Angels franchise locations nationwide.

Jermaine Cureton joined Visiting Angels of Pottstown nearly eight years ago. He has spent more than 17 thousand hours working with clients in his community — and so many agree he has a magnanimous personality with a fantastic sense of humor and infectious attitude.

"Jermaine is very charismatic and connects so well with clients. He loves what he does, and it shows," explains Alycia Wertman, Visiting Angels of Pottstown

franchise owner. "Everyone in our office voted to nominate Jermaine for Caregiver of the Year. He is so deserving, he provides a great service to our community, positively impacts lives, and makes a difference in the lives of his clients and their families."

One of Jermaine's clients has worked with dozens of caregivers for more than 20 years. He describes Jermaine as one of the best he's ever had. He adds that Jermaine is particular, persistent, punctual, and most importantly, Jermaine is part of his family.

"Caregiving requires compassion, patience, and dedication. It is not an easy job," says Larry Meigs, CEO of Visiting Angels. "Jermaine and the other nominees

for the 2023 Caregiver of the Year award demonstrate their extraordinary commitment to their clients by helping them maintain their independence as long as possible."

The Caregiver of the Year winner will be announced on Tuesday, June 27. The grand prize winner will receive a \$5,000 prize. Two finalists will each receive \$2,500.



About Visiting Angels Living Assistance Services: Visiting Angels began franchising in 1998 in the Philadelphia, Pennsylvania, area. Today, Visiting Angels has over 600 private-duty agencies throughout the United States. Visiting Angels is America's Choice in Home Care. For more information on Visiting Angels or to find a location near you, please visit www.visitingangels.com.



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CELEBRATING NATIONAL HOSPITAL WEEK MAY 7-13



Hospital Workers Recognized in May

Healthcare is always changing, with scientific breakthroughs, technological advancements, government regulation and reform, and sometimes unexpected crises like a global pandemic. For the last three years in particular, the challenges of the COVID pandemic required many changes in all our lives. But at Tower Health there is one constant: a total commitment to excellent patient care and service to our community from each of our employees.

This is why we take time each May to celebrate the men and women who choose healthcare as a profession during Hospital Week; May 7 - 13. At Tower Health we are grateful for the thousands of employees who work in our hospitals, offices, and clinics. We celebrate and honor their commitment to their field,

their patients, and our community.

Our dedicated employees fulfill many roles in their service to patients. Physicians and nurses, of course, but also many other professionals including therapists, technologists, laboratory, patient care assistants, transporters, facilities, telecommunications, IT, dietary, environmental services, and administration. Their hard work contributes to the overall quality of life in our communities and makes our region a great place to live and work. We appreciate the staff who work and are on call 24/7/365 to meet the needs of our community.

We are fortunate to have these men and women as part of Tower Health. This month, we acknowledge their contributions, sacrifices, skills, and unwavering concern for our community.

Tower Health Physicians Share Inspirations for National Doctors' Day

Tower Health doctors work alongside patients every day, ordering tests, talking with families, and saving lives. Their dedicated work, diligence, and relationships are critical for successful patient outcomes. Tower Health encouraged the community to recognize and thank doctors for their dedication on March 30, National Doctors' Day.

Tower Health doctors are known for their compassionate, personalized, and attentive care. That is because the health of their patients is their priority, and their journey becomes intertwined with their lifelong dedication to healing. Their patients are the reason our doctors continue to practice.

"Emergency Medicine, and then Street Medicine, is an opportunity to serve those in crisis while also positioning myself to be a strong advocate for social change," said Halen Van Vliet, MD, Medical Director, Pottstown Street Medicine and Emergency Medicine physician at Pottstown Hospital. "My parents and older sisters nourished a deep understanding of the injustices in the world while also fostering my belief that things can improve. Ultimately, I hope to leave the world at least a slightly better place than it might have been without me and understand what it means to be human."

S. Luke Kusmirek, MD, Chief, Division of Cardiology at Phoenixville Hospital said, "I started off as a philosophy student before I landed in medical school. Once there, I became more focused on the practical applications of the medical sciences and later chose the field of cardiology based on its immediate and profound impact on the often critically ill patient."

Anthony Donato, MD, Internal Medicine, Reading Hospital, shared, "I became a doctor to play my part in another's struggle and offer the gift of healing that might mend a body and patch a soul." Bernice Robinson-Bennett, MD,

Chief, Division of Gynecologic Oncology, added, "I knew that I wanted to serve in the field of medicine to help others maintain or regain their health. To me it has been a calling that I look forward to each day with humility and reverence. I am thankful for the patients who entrust their care and lives to us."

P. Sue Perrotty, Tower Health president and CEO said, "Our physicians are known for the clinical excellence, compassion, and high-quality care they provide patients. I thank them today, and every day, for following their calling to heal and choosing to share their talents with Tower Health and the individuals in our community."

Doctors' Day was first celebrated in 1933 in Winder, Georgia by Dr. Charles B. Almond's wife, Eudora Brown Almond. She wanted a way to recognize physicians for their hard-work and organized the community to send greeting cards and place red carnations on the graves of deceased doctors.

March 30 was chosen to honor the anniversary of the first surgery in which ether anesthesia was used by Dr. Charles Long. On February 21, 1991, President George H.W. Bush proclaimed National Doctors' Day.

ABOUT PHOENIXVILLE HOSPITAL: Located in Phoenixville, Pa., and a member of Tower Health, Phoenixville Hospital is a 144-bed facility that provides comprehensive medical services through emergency room visits, inpatient admissions, outpatient procedures and community outreach programs. Phoenixville Hospital's services include an award-winning cardiovascular program, a fully accredited cancer center, an NAPBC-accredited breast health center, an acute inpatient rehabilitation center, and a large robotic surgery center. Phoenixville Hospital is accredited by The Joint Commission and has been recognized for its quality outcomes and clinical expertise across services lines that include joint replacement surgery, advanced heart failure care, and the designation as a Primary Stroke Center. For more information, visit phoenixville.towerhealth.org.



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.



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CELEBRATING NATIONAL HOSPITAL WEEK MAY 7-13



Physicians Care Surgical Hospital (PCSH)

Physicians Care Surgical Hospital (PCSH) reflects both who we are and what we do. PCSH was established by a

dedicated group of area physicians, seeking a better way to serve their patients. When the facility opened its doors in October 2010, the mission was to provide specialized surgical procedures in a high-quality, patient-focused environment that was both comforting and accommodating. PCSH was designed from the ground up with patient experience as our focus. PCSH has been recognized by Healthgrades® for the past 10 years, receiving the Outstanding Patient Experience Award™ 2014-2023.

Our mission is to serve everyone by understanding our patients' special needs and expectations. This allows us to then

provide a safe, efficient, and quality hospital environment for their surgery and after care.



Physician Care Surgical Hospital is committed to raising the quality of health-care in our community. With this commitment PCSH has made a sustained effort to advocate for our patients, to act with fiscal responsibility and to use our resources in initiatives that promote the best interests of all patients and the greater good of the community that we serve. PCSH specialties include Orthopedic Surgery, including robotic knee replacement, General Surgery, Gynecology, Ophthalmology, and Otolaryngology (ENT). PCSH

was recognized by Healthgrades® as a Five-Star Recipient for Spinal Fusion Surgery in 2023.



PCSH highlights include 5 fully equipped operating rooms, 12 inpatient rooms for overnight stay, CMS certified and fully accredited through DNV (Det Norske Veritas), all physicians are board certified and ample free parking.

At PCSH we emphasize teamwork in our approach to patient care. We acknowledge and value the critical importance of each staff member's contributions in the

context of our team approach to patient care. We treat all our patients with dignity and a deep sense of respect to create a warm, comfortable, and caring environment.

Physicians Care Surgical Hospital (PCSH) is located at 454 Enterprise Drive, Royersford, PA 19468. For additional information, please call 610.495.3203 and visit www.phycarehospital.com.



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PCSH specialties include: Orthopedic Surgery, including robotic knee replacement, General Surgery, Gynecology, Ophthalmology, and Otolaryngology (ENT).



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Top Knotch Construction specializes in sales and installation of the Radiant Pool and creating your dream outdoor living space. Family owned and operated by Justin Swanger and his son Matthew, Top Knotch Construction works with the customer in Berks, Lehigh, and Montgomery Counties to design and deliver the backyard oasis you are looking for. They are a premier Radiant Pool dealer and installer in the tri county region. Have been installing above and inground pools for over 10 years. We design and create an outdoor living space tailored to your wants and needs

Regardless of your service needs, Top Knotch Construction is here to provide you with quality service at an affordable price. In business since 2009 and with over 25 years of experience, you can trust that Justin and his team at Top Knotch will help your dream become a reality.

For homeowners, Top Knotch Construction provides masonry services such as block foundations, concrete footers, and concrete flat work. Pouring concrete is a specific skill they are happy to include in

their service offerings. No job too big or too small for Top Knotch Construction to pour concrete for.

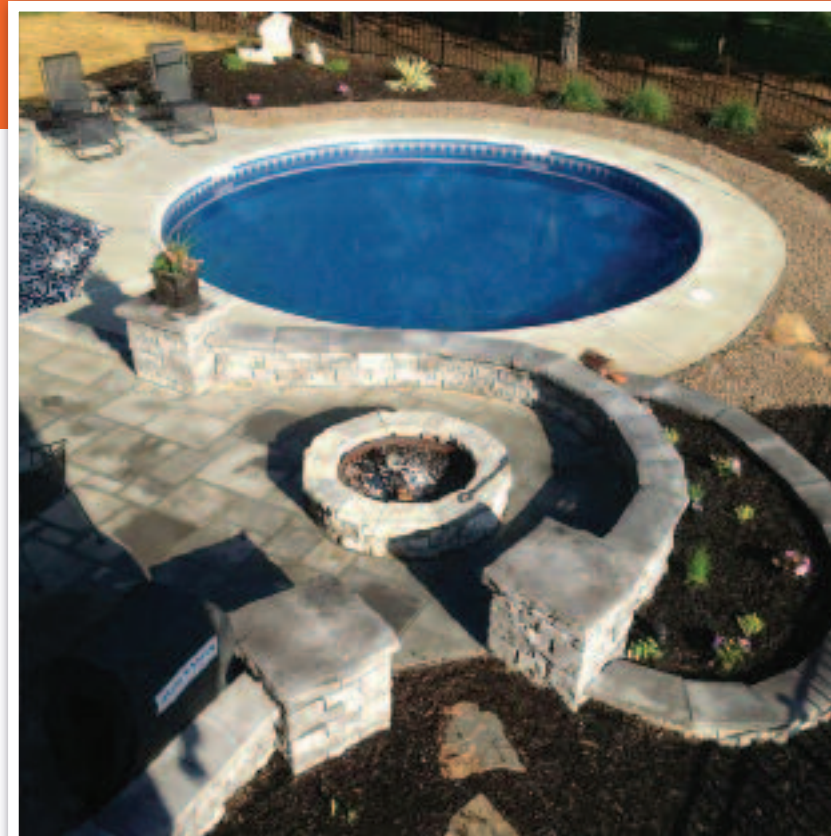
Hardscape design and installation are both an integral part of Top Knotch Construction's business. They take great pride in turning someone's backyard into their private outdoor getaway. Whether it is pavers or concrete, your driveway, patio, pool deck, or sidewalk will be the talk of the neighborhood.

Top Knotch Construction has a variety of other services that they specialize in. If you don't see what you need, please be sure to contact them.

About Top Knotch Construction

Top Knotch Construction was born in 2009 from a passion of providing excellent service at an affordable price. Founder, Justin Swanger, had been in the construction industry for over 25 years. Prior to joining the construction industry, Justin served in the United States Navy where he learned that quality is by far the most important factor in doing any job. After being honorably discharged, he began working for numerous home improvement companies where he learned different aspects of his now extensive trade.

In 1997 Justin returned to Pennsylvania where he began working for Forino, a well renowned Home Building Construction Company in the Berks County area. While employed with Forino, Justin was able to refine his already vast skill set and add home framing, excavation, and concrete



pouring to his resume. He was quickly promoted to Superintendent Assistant where he oversaw many employees and the completion of jobs.

Upon leaving Forino, Justin worked for several smaller subcontractors such as NAMCO and Mike's Building and Remodeling before he made the decision to fulfill his dream of owning his own company. Justin is a construction guy first and is present on every job site.



Top Knotch Construction

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THREE KEYS TO MAKE SURE YOUR DECISIONS SUPPORT YOUR VISION



MONEY TIPS

By Audrey Faust, MBA; Financial Coach & CFO

Making sure your decisions support your vision is critical to achieving your goals and staying on track. By asking the right questions, you can ensure that your choices align with your vision and help you move closer to achieving your objectives.

Here are three keys to making sure your decisions support your vision:

1. Have a clear understanding of your vision. It's essential to have a clear understanding of your vision and objectives to make effective decisions. Identify your long-term goals and define what success looks like for you. By having a clear picture of your vision, you can use it as a filter to evaluate decisions and determine whether they align with your objectives.

2. Consider the long-term impact. Short-term gains can be tempting, but it's essential to consider the long-term impact of your decisions. Think about how each

decision will impact your vision and goals over time. Consider the trade-offs and potential consequences, both positive and negative, before making a decision.

3. Be willing to take calculated risks. Taking calculated risks is necessary to achieve your vision. Evaluate the risks carefully and determine whether they align with your objectives. Be open to new opportunities that can help you achieve your goals, even if they involve some level of risk.

In conclusion, ensuring that your decisions support your vision is crucial for achieving your goals. By having a clear understanding of your vision, considering the long-term impact, and being willing to take calculated risks, you can make informed decisions that align with your objectives and help you achieve long-term success. Remember to ask yourself, "Does this decision support my vision?" to stay focused on your goals and make sure every decision you make moves you closer to achieving them.

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1st Colonial Community Bank

1st Colonial Community Bank, a long-standing staple in Southern New Jersey and Southeastern Pennsylvania, recently welcomed Jamie Cascino as Vice President, Business Development Officer to the team based in Limerick, Pennsylvania. Jamie is an accomplished business banker with a distinguished track record of building lasting relationships with large and small businesses while assisting with their financial goals to enable growth and continued expansion.

Jamie joins a team of experienced professional bankers that firmly believe the foundation of community banking is building personal relationships and offering superior customer service. The team works together across the bank to help businesses in the community. By supporting growing businesses, the team helps create economic development opportunities that lead to job growth and builds communities where residents want to live, play and work.

The 1st Colonial team is the starting point for people to open their first personal or business banking accounts. As customers grow and their financial needs become more diverse, the team provides loans to first-time homebuyers and capital for businesses to grow and expand. Personalized relationships enable the team to stay connected and anticipate customers' needs as they refinance their homes, move into a larger home, or look to expand their companies.

Team members are often out in the community supporting many of the causes and organizations that are important to customers and strengthen neighborhoods. Each team member takes an active role in engaging with the



Jamie Cascino, Vice President,
Business Development Officer

community to support local organizations, cultural events, and charities.

Some of the organizations and community initiatives that have benefited from 1st Colonial's support include the 422 Sportsplex, Spring Ford Chamber and Rotary, the Diwali Party, Limerick Township Park and community events, and the Berks Montgomery Business Association. Team members have also supported the Limerick Fire Department, other chambers of commerce, the Limerick Uncorked Wine Festival, and participated in numerous golf outings to raise financial support and awareness for local causes.

1st Colonial also encourages team members to share their expertise and knowledge with local organizations and associations. Team members serve as active members and on the boards of chambers of commerce, rotary clubs, and community associations.

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3 FINANCIAL REPORTS EVERY SMALL BUSINESS OWNER SHOULD UNDERSTAND

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

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

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

Profit And Loss Statement (P&L)

Also called an "Income Statement," your company's P&L report indicates if your business is profitable and how profitable it is during a given period of time (such as for the past month, past quarter or past year).

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

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

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

Balance Sheet

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

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

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

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

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

Cash Flow Statement

Your Cash Flow Statement sheds light on:

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

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

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

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

By learning to read and interpret your P&L Statement, Cash Flow Statement and Balance Sheet, you will have a better sense of where you are on your course to meet your financial goals. The accounting software you use probably has these reporting options built into it, or you can ask your bookkeeper or accountant to run the reports for you. You will also find templates to create reports through the SCORE website at <https://www.score.org/resource/business-planning-financial-statements-template-gallery>.

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

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

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CANON CAPITAL — IS IT TIME FOR A PAYCHECK CHECK-UP?

It's a good practice to recommend that your employees periodically perform a quick "paycheck check-up" to ensure that they are withholding the desired amount of tax each pay period. Striking that balance can help protect against their having too much tax withheld or having too little tax withheld and facing an unexpected tax bill or penalty. Employees who have started a new job, moved, or have experienced other changes in their personal circumstances may also want to do a "paycheck check-up."

The IRS provides a Withholding Calculator on their website to be used by taxpayers. You can find the IRS Tax Withholding Estimator at IRS.gov.

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BEST HOME SERVICES MARKETING TIPS TO GAIN CUSTOMERS



MARKETING TIPS

By Michael Ianniello,
Communications
Coordinator,
beMarketing

Home services professionals face stiff competition in today's market, with multiple professionals vying for customers. Standing out from the crowd can feel like an impossible task. Our beMarketing team has developed the best marketing strategies to reach your target audience, build brand awareness, and, ultimately, grow your business.

Localized SEO

When homeowners are looking for any service for their homes, the first place they go is the internet, searching for phrases like "plumbers near me." Search engine optimization (SEO) uses location strategies, so you'll be the one they find.

User-Friendly Websites

The more clicks it takes a user to find the information they want, the less likely

they are to bother with it. Your website should be professional, easy to navigate, and mobile-friendly. It should also clearly communicate your services and give visitors a way to reach you.

Email Marketing

One of the best marketing strategies for a high ROI is email marketing. Beating the competition is about getting in first and staying in close contact with customers. Email is an easy, inexpensive, and effective way to stay in touch and keep customers informed about your services.

Engage on Social Media

In addition to your website, you should also have a presence on social media platforms. Social media is a great way to engage with customers, share work, and build brand awareness.

Let beMarketing put these marketing strategies into practice for your business. Reach out to us at 484.261.1149 and take advantage of our in-depth understanding of home services marketing.



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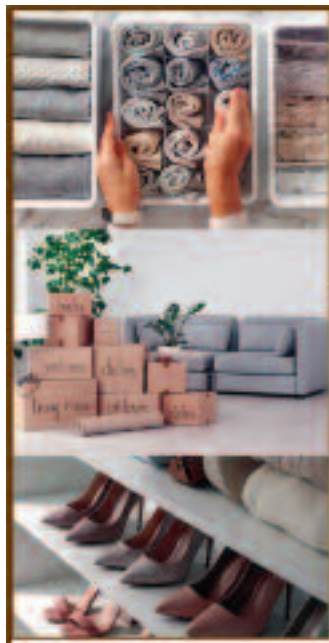


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LEAD GENERATION HACKS ON INSTAGRAM



SOCIAL MEDIA TIPS

By Theresa Mintzer

Have you thought about Instagram for lead generation? If you haven't, I have some hacks to generate leads from your existing followers. As you grow your business account you can use these strategies going forward.

Your profile should have the following:

- A picture that reflects your brand.
- Your bio should be concise and clear about what you offer people.
- A link in the bio — to your website or a link to a newsletter signup.
- Contact options. You have several to choose from including an action button. You can send use the action button to send people to your scheduler so that they can book appointments.

You can't link to a website from Instagram captions, but you can use a



call to action like "To receive information on upcoming events click the link in bio." Then you can have that link going to a newsletter signup. You can use the same call to action in your Stories, just add the link sticker if you have something relevant that you are talking about.

If you are not making Reels, now is the time to start. It will boost you in the Instagram algorithm. They are a great way to give customers a behind the scenes insight into your business. Video is important but people still like to look at pictures on Instagram so mix it up.

One last thing to consider is that even if you don't want to put a lot of effort in building an Instagram following, that doesn't mean that people aren't looking at your account. Use the above advice in so that people know who you are and how to reach you.

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

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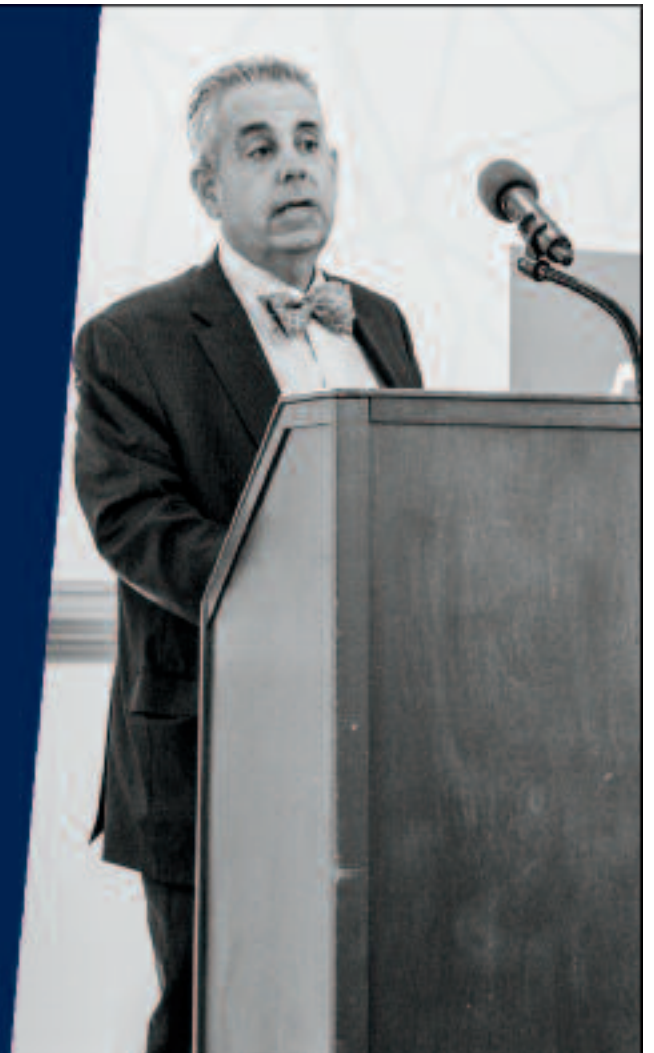
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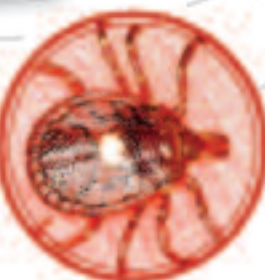
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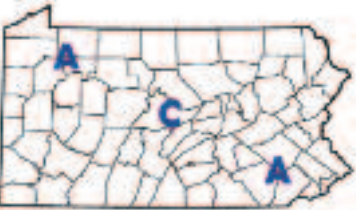
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GOOD HABITS CAN TRANSLATE INTO GREAT SALES

The longer you're in business, the more you realize that the only constant is change. You may be enjoying strong sales across a broad customer base, but those conditions could be far different in just a matter of months. A competitor's offer may tempt your customers to try something different. Organizational and operational changes may require you to build relationships with new people from scratch.

While there are to approach these challenges, all share the same fundamental elements — good selling habits. For example, it's important for your business to approach selling with a positive, service-minded attitude that focuses on your customer's needs, desires and expectations. How do you get these valuable insights? Ask them. Most people love to talk about themselves, and what you learn will help you adjust your sales and service tactics accordingly.

Keeping the attention on them, rather than you, will also help you tune in to why they buy, or why they don't. Plus, if you take time to listen and ask questions, customers will start to think of you and your business as a valued resource, rather than just a selling machine. You can easily show that you are willing to help the customer by anticipating what they need and having answers to potential objections.

Train yourself and your employees to smile. It's easy to get grumpy or cynical if sales go south. But that's when a good attitude becomes most important. Don't be afraid to take a risk or try out a new approach from time to time. It could be a new marketing pitch or advertising channel. When operating a business in today's competitive world, the greater risk is in thinking that the status quo will suffice.

Remember too that today's customers have higher expectations than ever before. You can't accommodate everybody's needs, but automatically declining an unusual request will get you nowhere. By adopting a positive, can-do attitude, your mind will instinctively be alert to ways for doing things that once might have seemed unreasonable. That will ensure your customers keep coming back and, just as important, keep recommending you to others.

To learn more about sales and marketing 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 1.800.634.0245 for the SCORE chapter nearest you, or find a counselor online at www.score.org.

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SPRING CLEANING FOR YOUR INBOX



TECHNOLOGY TIPS

By Marc Umstead,
Plus 1 Technology

Spring is often associated with decluttering and organizing, and for small and medium-sized businesses (SMBs), this concept can be applied to digital spaces as well. One area that often gets overlooked but can benefit from a thorough "spring cleaning" is email management. In this article, we'll discuss the importance of cleaning up and archiving old emails, as well as the reasons why email should not be used as a permanent storage solution for client information or sensitive data.

The Need for Email Clean-Up and Archiving

Improved Organization: A cluttered inbox can make it difficult to locate important emails and stay on top of your tasks. Regularly archiving old emails and organizing your inbox will help you stay focused and efficient.

Enhanced Performance: An overloaded

email inbox can slow down your email client and consume valuable storage space. By archiving old emails and maintaining a clean inbox, you can improve the overall performance of your email system.

Reduced Risk of Data Loss: Old emails can contain valuable information that may be lost if not properly backed up or archived. Regularly archiving emails ensures that you have access to important information even if your email system experiences issues or data loss.

Why Email Should Not Be a Permanent Storage Solution for Client Information

Security Risks: Storing sensitive client information or data in your email can expose it to various security threats. Email accounts can be hacked, and data breaches can occur, putting your client's information at risk.

Data Protection Regulations: Many jurisdictions have data protection laws and regulations that require businesses to implement appropriate safeguards for storing and processing client information.

(Continued on page 32)

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TECHNOLOGY TIPS

(Continued from page 31)

Using email as a permanent storage solution may not meet these regulatory requirements, potentially leading to fines and penalties.

Limited Search and Retrieval Capabilities: Email systems are not designed for long-term data storage and may not have the search and retrieval capabilities required to locate specific client information quickly.

Inefficient Collaboration: Email is not an ideal platform for collaboration, and storing client information solely in your email can make it difficult for team members to access and collaborate on projects.

Best Practices for Email Management and Secure Storage

Adopt a Consistent Archiving Policy: Develop and implement a consistent email archiving policy across your organization, specifying how often emails should be archived and which emails should be retained.

Utilize Email Organization Tools: Use folders, labels, and filters to keep your inbox organized and make it easier to locate important emails.

Implement a Secure Storage Solution:

Invest in a secure, dedicated storage solution for storing client information and sensitive data. This could include encrypted cloud storage, file servers, or document management systems.

Train Employees: Educate your team members on the importance of email management and provide training on best practices for organizing and archiving emails.

Regularly Review and Update Your Email Management Practices: Periodically review your email management practices and storage solutions to ensure they remain efficient, secure, and compliant with relevant regulations.

Conclusion

Don't neglect the digital side of your SMB's spring cleaning. Tidying up your email inboxes and archiving old emails will help your business run more efficiently, while ensuring client information is securely stored in a dedicated solution will protect sensitive data and maintain regulatory compliance. By adopting these email management and storage best practices, your SMB will be better prepared for success in the digital age.

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

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SEVEN CUSTOMER-FACING TECHNOLOGIES TO GIVE YOU AN ADVANTAGE



IT SOLUTIONS

By Rob Landis,
Binary IT Solutions

Customers expect you to make it easy for them to do business with you. Companies that do that, reap the benefits. Customer-centric companies are 60 percent more profitable than those that aren't. Technology is key to converting website visitors into clients. It's also key for keeping customers happy and returning to buy again. Where should you focus? Below are several ideas for all business budgets.

Cloud Forms

Moving your forms to the cloud makes it easier for you as well. The form data comes in automatically. These systems also collate forms and provide analytics. If you use Microsoft 365, then you already have a cloud form tool. Look for Microsoft Forms in your available applications or visit Microsoft's site.

Digital Signatures

Printers run out of ink. People have trouble with a scanner they rarely use. The list goes on. Any problem can mean a customer may rethink signing a document that you need. Using digital signatures streamlines the process. You can handle the transaction online. You also ensure you have a legally binding signature.

Smart Chatbot

Chatbots are really smart these days. If you program them right, they can answer a large percentage of repeat questions. They're there 24/7 on your website ready to help in a moment of need.

SMS Notifications

Think about implementing SMS notifications for important customer alerts. Make sure you have an opt-in and opt-out method. It's also a best practice to let the customer choose which alerts they want to receive. Such as payment notifications, sales, or shipping details.

Business Mobile App

Think about implementing a mobile app for your business. This can make it easier for customers to do business with you. It also gives you more marketing and service capabilities, such as push notifications. If you're on a tight budget, you could start with a "wrapper" app. These are solutions that take your existing website and transform it into an app.

FAQ Kiosk

This can allow customers to get questions answered quickly. It could also help them look up sales and coupons. Service businesses can also benefit by using this digital tool. They can use it for commonly asked questions. They can also use it to direct clients to staff offices.

VoIP Phone System

VoIP phone systems give staff the flexibility to help customers anywhere. This is true even when away from their desks. They also enable things like group ring, auto-attendant, and voicemail to email. All these features make for better caller interaction with your business.

Which technology upgrades will benefit your bottom line the most? How should new systems integrate into existing solutions? These are some of the things we look at when helping you look ahead to the future. Give us a call today to schedule a chat.

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THE SEVEN STEPS TO ADAPTING YOUR EXISTING WAREHOUSE FOR EXPANSION OR TENANCY

BEFORE



AFTER



Architectural and Engineering design services for the planned warehouses facility renovations are based on information provided in a Request for Proposal (RFP) and discussions with the client. For this type of project, the Scope of Services would look something like this:

1. THE SITE VISIT

To get started, we'll perform a site visit to the existing building to review the proposed lease space location and perform a visual survey to document existing utilities, structure, and any conditions to be addressed as part of the planned alterations to the space. Particular attention will be paid to the number of loading docks, their current configuration, and potential opportunities for future docks to be added.

2. A FIRST MEETING

Next, we will meet with representatives of the client/owner to review the goals and design objectives for the project. This is when we would confirm the space use program for process(es), office functions, storage space, employee needs, etc. We'll also coordinate utility requirements with specifications of the equipment to be installed.

3. PRELIMINARY PLANS

Based on our stakeholder meeting, we will then prepare preliminary plans for your improvements, including the layout and organization of the space. We will prepare floor plans for those areas discussed and provide a general description of the proposed lighting and mechanical systems. The schematic plan may include layouts of proposed toilet room, general utility sources for process equipment scheduled to be installed, or other potential construction. At this phase we will also perform a preliminary building code review and identify potential building code compliance issues and permit requirements for your project.

4. THE SECOND MEETING

For the next stakeholder meeting, we review the preliminary plans and proposed scope of construction together. We will also answer any questions or concerns generated during the development of the preliminary plans, verify the locations and utility requirements for all proposed equipment installations (including source, distribution, panel locations, etc.), confirm the design directions and any modifications to be incorporated into the project documents. At this time, we'll additionally coordinate with you to verify a project schedule and any contractor bidding or procurement processes you'd like us to assist with. If needed, we may also schedule an additional site visit to verify existing conditions or confirm detailing for new work.



5. PREPARING CONSTRUCTION DOCUMENTS

Once we have a final agreed-upon plan of action, we'll prepare bidding and permit documents based on the comments and direction received from our previous meetings. These design and construction documents will be developed to comply with International Building Codes (IBC) and local building codes.

Documents prepared for bidding and permit approvals typically will include:

- Architectural floor plans, sections, elevations, details, schedules as required to identify the scope of work to be performed for the project.
- HVAC, Plumbing, Electrical, and Fire Protection plans, details, and schedules as required for the scope of work to be performed.
- Technical specifications for the project will be short-language version and included as part of the drawings prepared.



6. A FINAL REVIEW

Prior to issuing the project for bid, we will have our last stakeholder meeting where we will perform a final review of the documents. Here's where we review everything together one last time and confirm the final layout, locations of equipment, integration of utilities, and other work to be performed under the construction contract(s). At this point we would also

finalize any finishes to be selected, confirm the list of bidders, schedule a pre-bid conference date, bid due date, etc. This meeting will also include a review of the permit submission to local building code official, identifying the submission requirements, number of drawing sets, permit fees, and any other information needed.

7. THE BIDDING AND CONSTRUCTION

Finally, we'll coordinate bidding of the project by issuing bid documents, respond to the bidders' questions, issue addenda, and attend a pre-bid conference. During this time our team will provide any reviews, comments, or recommendations as requested. We'll also prepare the permit submission documents and application and can submit them to the local building code official. We may also provide Construction Administration services following the award of contract, if preferred. Construction Administration Services allow us to review and process shop drawing and product submissions from contractors, make several agreed-upon visits to the project site to review progress, attend project meetings, answer contractor questions during the length of the project, and assist with the project close-out.

FOR MORE INFORMATION

To learn more about warehouse adaptive reuse projects and how we can help you create a functional space and floor plan to attract or retain tenants, contact me at JimS@MG-Architects.com or 610.376.4927. You can also visit our YouTube channel at [mg-architects](https://www.youtube.com/mg-architects) for videos about this type of process.

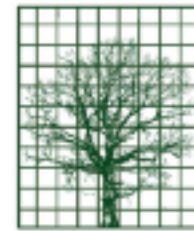


Jim Sarro, AIA, LEED AP, BD+C,
Principal, MG Architects



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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

INTRO TO EXCEL - MAY 2023

Four weeks on Mondays: May 1, 8, 15, and 22

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

Shearer Technical

727 Penn Ave., West Reading, PA 19611

\$300/person - Chamber Members

\$375/person - Future Chamber Members

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11392>

FRANKLYN'S BREAKFAST, BURGERS, AND SHAKES GRAND RE-OPENING EVENT

Tuesday May 2, 2023

10:00 AM - 12:00 PM EDT

Cutting at 10:15 am

1007 Penn St, Reading, PA 19601

<https://www.facebook.com/franklynsbbs/>

Contact Melissa Hassler

mhassler@greaterreading.org

LEADERCAST 2023: HUMAN INTELLIGENCE

Wednesday May 3, 2023

8:00 AM - 4:30 PM EDT

Penn State Berks Campus, Perkins Building

1801 Broadcasting Rd., Reading, PA 19610

\$110 / GRCA Member (in-person event)

\$120 / Future Member (in-person event)

***in-person attendance includes breakfast, lunch & swag bag*

\$70 / GRCA Member (virtual),

\$80 / Future Member (virtual)

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11277>

ESSENTIALS OF EFFECTIVE LEADERSHIP - SPRING 2023

Dates: Five weeks on Wednesdays, 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

\$695/person for Chamber Members;

\$895/person for Future Chamber Members

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11338>

INTRO TO QUICKBOOKS - MAY 2023

Four weeks on Thursdays: May 4, 11, 25, and June 1

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

Shearer Technical

727 Penn Ave., West Reading, PA 19611

\$350/person - Chamber Members

(Continued)

\$435/person - Future Chamber Members

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11411>

INTRO MICROSOFT WORD - MAY 2023

Four sessions on Thursdays: May 4, 11, 25, and June 1

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

Shearer Technical Computer Consultants

727 Penn Ave., West Reading

\$300/person - Chamber Members;

\$375/person - Future Chamber Members

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11413>

EMPLOYEE RETENTION CREDIT WEBINAR

Thursday May 4, 2023

3:00 PM - 3:30 PM EDT

Zoom Session; Link to be sent before session.

Free to Attend; *Registration Required*

Contact Information Katie Johnsen

kjohnsen@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11409>

LUNCH&LEARN - RULES OF THE ROAD

Wednesday May 10, 2023

12:00 PM - 1:30 PM EDT

Center for Business Excellence

49 Commerce Dr., Wyomissing

\$25 /member

Contact Katie Johnsen 610-898-7779

kjohnsen@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11373>

OPEN HOUSE AT THE CENTER FOR BUSINESS EXCELLENCE

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Professional Development

Programs available to members

Wednesday May 10, 2023

4:00 PM - 6:30 PM EDT

Center for Business Excellence

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Wyomissing, PA 19610

49 Commerce Drive Wyomissing PA 19610

FREE EVENT for GRCA members!

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11382>

BERKS ALLIANCE COMMUNITY FORUM: ANCHOR INSTITUTIONS

Understanding the Role of Anchor Institutions

Thursday May 11, 2023

11:30 AM - 1:00 PM EDT

Register in advance for this meeting:

<https://us02web.zoom.us/j/6108988386>

After registering, you will receive a confirmation email containing information about joining the meeting.

Contact David Myers dmyers@greaterreading.org

W2W NETWORKING & MENTORSHIP: KEYS TO BUILDING A LASTING RELATIONSHIP

Thursday May 11, 2023

5:30 PM - 7:00 PM EDT

Abraham Lincoln Hotel - Roosevelt Room

100 N 5th Street, Reading, PA 19601

\$10 / GRCA Member; \$15 / Future GRCA Member

Advanced Registration Required

High School & College Students are free - email rromig@greaterreading.org

Contact Rachael Romig 610-898-7775

rromig@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11278>

MICROSOFT OUTLOOK - MAY 2023

Two weeks on Tuesdays: May 16, 23

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

Shearer Technical

727 Penn Ave., West Reading, PA 19611

\$180/person - Chamber Members

\$375/person - Future Chamber Members

<http://www.greaterreading.org>

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

mdolinski@greaterreading.org

Register <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11410>

REDEFINING 'PRODUCTIVE': SELF CARE, MINDFULNESS, & TIME MANAGEMENT - W2W MAY 2023

Tuesday May 16, 2023

11:30 AM - 1:00 PM EDT

The Rookery at Berks Nature

575 St Bernardine St, Reading

\$35 / GRCA Member; \$45 / Future GRCA Member

Advanced Registration Required

Contact Rachael Romig 610-898-7775

rromig@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11279>

STATE LEGISLATOR BREAKFAST - 2023

Friday May 19, 2023

7:30 AM - 9:30 AM EDT

DoubleTree by Hilton Hotel Reading

701 Penn St., Reading, PA 19601

***parking is complimentary*

\$40 / GRCA Members; \$60 / Future GRCA Members

**parking is complimentary*

Contact Katie Hetherington Cunfer

kcunfer@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11304>

110TH GRCA ANNUAL DINNER WITH CANDACE NELSON

Tuesday May 23, 2023

5:00 PM - 8:30 PM EDT

Santander Arena, 700 Penn St., Reading, PA 19602

\$165 / GRCA Member (Purchasing 10?

Consider a table sponsorship!)

\$185 / Future GRCA Member

\$50 / Arena Seat (Speaker Only)

***If Sold Out - Arena seats are still available!*

Cancellation Policy: Cancellations 5 business days prior; otherwise fees apply.

GRCA policy does not allow active campaigning or distribution of campaign materials at its event. No solicitation. Photos are taken at events and may be used on social media and in future advertising; by attending you are consenting to the use of your photo.

Contact Rachael Romig, Senior Director - Events & Special Programs 610-898-7775

rromig@greaterreading.org

Register:

<https://greaterreadingchamber.chamber-master.com/eventregistration/register/11280>

CANDACE NELSON KEYNOTE (ARENA SEATING)

Tuesday May 23, 2023

7:00 PM - 8:30 PM EDT

Arena Seats Open / Registration - 7:00 p.m.

Candace Nelson Begins - 7:30 p.m.

Santander Arena

700 Penn Street Reading PA 19602

\$50 / Arena Seat (does not include admission to the GRCA Annual Dinner Business Awards or dinner portion of the event)

***parking available in DoubleTree by Hilton Reading parking garage*

Interested in attending for dinner & awards show as well? Register here.

Cancellation Policy: Cancellations 5 business days prior; otherwise fees apply.

Contact Rachael Romig, Exec. Director of Events & Special Programs 610-898-7775

rromig@greaterreading.org

ADVANCED EXCEL - MAY 2023

Wednesday May 24, 2023

8:00 AM - 10:30 AM EDT

Four weeks on Fridays: May 24, 31, June 7, 14

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

Shearer Technical

727 Penn Ave.

West Reading, PA 19611

\$300/person - Chamber Members;

\$375/person - Future Chamber Members

Website

<http://GreaterReading.org>

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

mdolinski@greaterreading.org

Register

<https://greaterreadingchamber.chamber-master.com/eventregistration/register/11414>

FBA SPRING SYMPOSIUM 2023 - THE A.D. MOYER FAMILY STORY

Thursday May 25, 2023

7:30 AM - 9:30 AM EDT

Berkshire Country Club

1637 Bernville Road

Reading, PA 19601

\$35 / GRCA Members

\$50 / Future GRCA Members

Advanced Registration Required

Contact Rachael Romig 610-898-7775

rromig@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11282>



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

THREE AREA SCHOOLS EACH RECEIVE \$9,000 DONATIONS



**By Eileen Dautrich,
TCACC President**

Over the last several weeks the TriCounty Area Chamber of Commerce celebrated the impact that they could make for area students. In November of 2022, the TriCounty Area Chamber of Commerce Foundation, Inc. received a very generous donation from Martin Stone Quarries, Inc. The Martin donation of \$25,000 was earmarked for support in the three vocational schools that are Members of the TriCounty Chamber. Rod Martin, President of Martin Stone Quarries, Inc. and I visited the area career and technical schools to meet the students that would be benefitting from the Martin family's generosity. Each of the three schools visited received a check for \$9,000 to be put toward the program of their choice.

Engineering Technology Department in the Pottstown High School's Career and Technical Education program. The Engineering Technology Department will be using this donation to purchase a robotic arm for their program.

The welding department at Western Montgomery Career and Technology Center. The donation will be used to purchase new tools and equipment for the program. In addition, the students had the opportunity to speak with Rod about the opportunities with his company for students in the program and with their skills.

Heavy Equipment Operations program at the Berks Career and Technology Center. In addition to Rod, his cousin Travis Martin, who serves on an advisory board for the school, participated in this check presentation. Rod shared that "the program can be an amazing place for Martin Stone Quarries, Inc. and other businesses in our



Berks Career and Technology Center

industry to find our future workforce." After the check presentation Rod and Travis travelled a few miles to a quarry where the students in the program get firsthand experience operating heavy equipment.

The TriCounty Area Chamber of Commerce Foundation, Inc. was created in 2002 and maintains a Pennsylvania designation as an Educational Improvement Organization (EIO). As an EIO, a business that donates to a non-profit organization with the EIO designation can receive state corporate tax credits. Since its inception, the funding donated to the Foundation has been distributed to public schools and technical schools that are Members of the TriCounty Area Chamber of Commerce for funding of vocational, career-development programming.

#tcaccbettertogether



Western Montgomery Career and Technology Center



Pottstown High School

WELCOME NEW MEMBERS!

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

1st Colonial Community Bank
(610) 226-3000

<http://www.1stcolonial.com>
Financial Services, Banks/Credit Unions

Clean Eat Café
(610) 816-5085

<https://locations.cleaneatz.com/pa/wyomissing/meal-prep-104.html>
Restaurants

Community First Development Corporation

(484) 949-8463; <http://c1dc-pa.com>
Nonprofit Organizations

Department of Community and Economic Development - County of Berks

(610) 478-6136; <http://imagineberks.org>
Economic Development, Nonprofit Organizations

Dierolf Plumbing and Water Treatment
(484) 300-2800; <http://www.dscvater.com>
Water Conditioning Equipment / Services

Fibre Communications
(970) 519-1447

<http://www.fibre-communications.com>
Burglar and Fire Alarms / Security Systems

Floor Coverings International Berks-Mont
(610) 850-6101

<http://qkr.floorcoveringsinternational.com>
Floor Coverings and Materials

Heart of God Family Worship Center
(610) 327-9410; <http://wherewedolife.com>
Churches / Synagogues, Nonprofit Organizations

Jamie's Mom's House
(850) 900-3996; <http://centre4excellence.org>
Nonprofit Organizations

Keystone Running & Walking
(610) 327-4843

<https://www.keystonerunningstore.com>
Shoes / Shoe Repair, Retail Sales

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

Philadelphia Premium Outlets
(610) 718-9051

<http://premiumoutlets.com/outlet/philadelphia>
Retail Sales, Malls / Outlets / Shopping Centers

SV Sports
(610) 495-8813; <http://www.svsports.com/>
Sporting Goods

MEMBER ANNIVERSARIES

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

44+ Years

The Body-Borneman Companies

35 Years

Pottstown Cluster of Religious Communities

15 Years

NAMI Montgomery County PA

5 Years

Realty One Group Restore

TCACC 2023 TIERS INVESTORS STAKEHOLDER



BUILDING COMMUNITIES

CREATING CONNECTIONS

SUPPORTING COMMERCE

Mothers & Daughters More Than a Family Business

HIGH TEA LUNCHEON
Tuesday, May 23rd
11:30 AM - 1:30 PM

Western Montgomery Career & Technology Center
77 Gratersford Rd., Limerick, PA 19468

A panel discussion about the positives and negatives of working with family featuring:
Fran Heffner and Maggie Riker of CODY Systems and
Heather Chandler and Jo Anne Forman of Sealstrip Corporation

Sponsors:

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



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

CREATING CONNECTIONS MIXER

THURSDAY, JUNE 22ND | 4:30 PM - 6:30 PM

THE COLEBROOKDALE RAILROAD

64 S. WASHINGTON ST., BOYERTOWN, PA 19512

\$25 PER PERSON

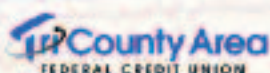
MUST REGISTER IN ADVANCE

TICKET INCLUDES:

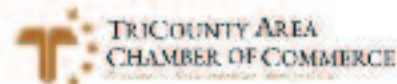
- APPETIZERS
- BEER & WINE
- A CHAMPAGNE TOAST
- BUILDING RELATIONSHIPS WITH OTHER CHAMBER MEMBERS
- PLUS, A CHANCE TO BOARD THE COLEBROOKDALE RAILROAD CARS AND EXPERIENCE A LITTLE BIT OF HISTORY

***THE TRAIN WILL REMAIN AT THE STATION DURING THE MIXER FOR TCACC MEMBERS TO BOARD AND UNBOARD AS NEEDED.**

SPONSORED BY:



**Register
HERE**



MAKING PA COMPETITIVE

ECONOMIC DEVELOPMENT LUNCHEON

Update for the Keystone State

Wednesday, June 14th

11:30 AM - 1:30 PM

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

Ticket Prices:

- \$55 Per Member
- \$400 Per Member table of 8
- \$110 Per Non-Member

REGISTER

For more details, please call Alice at 610.326.2900, visit tricityareachamber.com, or email alice@tricityareachamber.com. Scan the QR Code to learn more or to register! Marketing & Exposure opportunities on the back!



Luke Bernstein

President and CEO of the PA
Chamber of Business and Industry

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE Powered by TriCounty Area Chamber of Commerce

• 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 EVENT

Registrations can be found at www.springfordchamber.com

Spring-Ford Chamber Annual Luncheon

Thursday, May 18th | 11:30am - 1:30pm

Copperfield Inn at Lakeside

\$50.00 Members | \$55.00 Non-Members

Sponsorship Opportunities Available



Keynote Speaker: Robb Holman

Robb is an internationally recognized leadership expert, executive coach, podcast host, keynote speaker, and best-selling author who has a heart for authentic relationships and a true talent for equipping people with the skills and the knowledge necessary for their success.

<https://www.springfordchamber.com/our-events/2023-annual-luncheon>



2023 Spring-Ford Chamber Fashion Show and Basket Raffle

The 2023 event was held on April 13th with over 140 in attendance. The event raised over \$2,000 for the YWCA Tri-County Area Youth Empowerment Program. A special thank you to Denice Harrison of Patriot Pest Solutions serving as the Chair of the fashion show committee and thank you to the entire committee for your work in putting this event together.

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 –

May 11, 5:30pm – 7:00pm

WSFS Bank in King of Prussia

Chamber Chat –

May 16, 9:00am – 10:15am

Manufacturers' Golf & Country Club in Fort Washington

Golf Outing! June 26, 11:00am

The 1912 Club in Plymouth Meeting

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

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Real Estate photography.



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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.

EVENTS

Registrations can be found at www.PVchamber.net

May 4, 2023 @ 11:30am – 1pm Special Event – Lunch and Learn – LIMITED SEATING!

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.

May 25, 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. Visit website www.pvchamber.net for more events!

FEATURED EVENT PVCC Annual Golf Outing June 12, 2023 Spring Ford Country Club



SF Country Club completed a \$1M+ upgrade of the greens and bunkers last year! We anticipate this event to sell-out early!!! Get your business name in front of 124 golfers and volunteers! Golfer ticket includes Lunch Buffet, Bloody Mary Bar, golf, goody bag, on-course snacks and beverages, contests and networking dinner! Non-golfers welcome to volunteer or purchase a ticket for lunch/dinner.

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package! Sponsorship packages starting as low as \$100. The Chamber is seeking donations for Golfer Goody Bags, Raffle Prizes and Golf Prizes!

Title Sponsor:



POST-EVENT FEATURE

PVCC Annual Membership Meeting

On April 12th, 2022-23 Chairman, **Joe Bergquist, Harleysville Bank**, officially passed the gavel to 2023-24 Chairwoman, **Susan Graham, Tower Health**, at the PV Chamber Annual Membership Meeting held at RiverCrest Golf & Preserve.

Welcome newly elected board directors:



- Devin Kelly, Kelly Insurance Group
- William Schultz, The Princeton Group
- Louise-Marie Tulio, Ambler Savings Bank

Chairman's Award was presented to outgoing past-chair, Bob Clark, Interface Financial Group.

Katie Kelly, Kelly Insurance Group received an award in recognition and gratitude for her service to the Board from 2017-2023.

2023 Marvin J. Lewis Community Service Award presented to Senator John Rafferty, Jr.



Save the Dates:

- July 19th – Annual Summer Mixer at PVCC Office
- July 26th – Annual Night Out at Reading Phils – sponsorships available
- Oct 2nd – 2nd Annual Sporting Clays Tournament and Luncheon
- ****New Events** Business Conference & Expo (Oct 2023)**
... details coming soon!

New Member Promo!

Thinking about membership with the PV Chamber? Don't delay! JOIN NOW during our Summer Promotion and boost your benefits! Receive a complimentary advertising package, membership discount (extended month), complimentary event tickets and more! Contact Renee Blomstrom for details at 610-489-6660.

WELCOME NEW MEMBERS

Porcelina Rae Unisex Salon
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www.porcelina Rae.com

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THE SBRA COMMUNITY

What is “POSITIVE REFRAMING”?



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

Most people that know me would probably tell someone else that I am a high energy, self-motivated, positive thinking kind of guy. My partners say that my position as the CEO of the SBRA means that I am the Chief Enthusiasm Officer. My glass is not only half full, it usually “runeth” over. My motto is that a smile is a frown turned up-side-down and that it takes more muscles to frown than it does to smile. In other words, every day is a great day, however, some days are greater than others. I truly try to live each day with a positive attitude knowing that 90% of what we worry about NEVER happens. The other 10% we can work out.

I believe that God has given me a positive frame of mind and I choose not to let circumstances and situations ruin that blessing. “Only I can allow YOU to ruin my day” and I choose not to allow you to do that. I know what you’re thinking, “easy to say, not so easy to do”. You are right, IF you allow yourself to get sucked into all the

negative influencers that surround you every minute of every day. I heard a worship leader tell an audience of 1500 men “Are you allowing your circumstances to define who you are, or, are you allowing who you are to define how you deal with your circumstances. Huge difference, and what he was talking about is POSITIVE REFRAMING.

Here is the definition of positive reframing— Thinking about a negative or challenging situation in a more positive way.

This could involve thinking about a benefit or upside to a negative situation that you had not considered. How often do we jump to conclusions or think about the worst possible outcome before we take any time to consider how to turn lemons into lemonade? We are programmed to be more receptive to negative

news than positive news. We are bombarded by gossip, tragedies, failures, diseases, deaths, sad stories, doomsday talk and the list goes on. When all that is planted into your brain every day, you will sooner than later start to think and act that way.

So, how do we break out of that mindset? First of all, it is a mindset. We become what we hear, see and associate with. Negativity

has become the norm, fear controls our behavior, failure is a threat instead of a challenge. We are more focused on the negative than the positive. We see only the negative “what if” rather than the positive “what if”. Our mind controls our thoughts, our thoughts control our words, our words controls our actions, our actions controls our behavior and our behavior control our destiny. If we want to be a person of “positive reframe” we need to change the way we think.

Here are a few ways you can reframe your life and become a positive thinker and doer:

- Start to make uncomfortable decisions that will get you closer to your dreams. Don’t let that negative voice tell you that you are not good enough, smart enough or capable. Believe in yourself and not the negative voice.
- Surround yourself with the right people. People that will support you, encourage you and help you make the right decisions. Find a positive mentor or a business coach to share your journey with.
- Be in the right “mindset”, Abundance vs. Scarcity. Positive people focus on success, growth, expansion and are driven by a vision for new and better things. Failure is not a choice and success is the only goal.

- Follow the rule of 1%. Grow and improve 1% every day and your positive reframing will change your life in less than 4 months. Remember, your thoughts will someday determine your destiny.

- Constantly be learning by investing into improving who you are and what you do. The more you know the less you will be influenced by the negative and fake world around you. Knowledge is KING. Thoughts control our reality. Feed your future with knowledge.

Who you are and what you do with your business life is a choice. Choose a positive outlook. Choose to associate with other positive people that will encourage you and hold you accountable. Choose to be a servant leader. Choose to be innovative and not a follower. Choose to be relevant and address your customers needs. Choose to be financially literate and profitable. Choose to manage and grow your business and not allow your business to control your life—don’t get sucked into rapid growth and over expansion.

Turn your challenges into positive ways to make your business more successful, profitable and fun. Reframe your thoughts and actions to be positive, creative and focused on what is in the best interest of your business, employees and customers. You will be glad you did.

SBRA Business Spotlight



Business Name:
R&B Insurance Services, LLC

Address: 509 W Penn Ave,
Robesonia, PA 19551

Phone: 610-373-2000

Website: www.rbinsuranceservice.com

R & B Insurance Services specializes in saving employer's time, money, and resources through our simple, yet customized benefit solutions. A valuable benefits package can offer peace of mind and increased morale among employees. If you're looking for a solution to attract and retain employees, R & B Insurance Services can assist in designing a benefits package that stands out.



SBRA Monthly Member Shout Out

Members Helping Each Other Grow

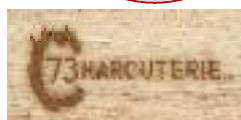
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Marathon Business
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John Whitehall Sales &
Management Consulting

Health First Consulting

Furniture Soup

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IDENTITY THEFT - PROTECT YOURSELF!



By Anthony Pomponio,
Chief Lending Officer,
Riverfront Federal
Credit Union, Certified
Fraud Examiner

In today's digital age that includes instant peer to peer payments, it is important protect yourself against identity theft. As more and more personal information is stored online, there are ways to protect yourself from identity theft:

Use strong passwords: Choose complex passwords that include a mix of letters (including capital letters), numbers, and symbols. Use a unique password for each of your accounts and avoid using the same password for multiple accounts. While this may seem like a daunting task to remember passwords, it is the single most important thing you can do to protect yourself against identity theft.

Be cautious of phishing scams: Scammers often use phishing emails or phone calls to trick you into providing your personal information. Be suspicious of unsolicited emails or calls, and never provide personal information unless you are certain the request is legitimate. In many cases, phone calls will mimic the financial institution that you work with. This is called "spoofing". Again, never provide personal information to a person you do not know.

Monitor your credit report: Check your credit report regularly for any suspicious activity. You can obtain a free credit report from each of the three major credit bureaus once per year. Services exist that will monitor your credit report daily for a fee. Be sure to use legitimate companies for this service.

Use two-factor authentication: Enable two-factor authentication for your online accounts. This adds an extra layer of security by requiring you to provide a second form of authentication, such as a code sent



to your phone, in addition to your password. The more obstacles you put between you and the scammer, the better. Scammers want to move quickly. Like a burglar coming across a house with many spotlights vs one that does not.

Protect your devices: Keep your computer, smartphone, and other devices up-to-date with the latest security updates and antivirus software. Be cautious of public Wi-Fi networks and avoid accessing sensitive information while connected to an unsecured network.

Be cautious of sharing personal information especially on social media. Avoid sharing your full name, date of birth, and other sensitive information online. Furthermore, never provide details when you are away from your home, travelling or any other personal life event online. Scammers can utilize this information to trick, hide or physically break into your home when you are away.

Shred sensitive documents: Shred any documents that contain sensitive information, such as credit card statements or bank statements, before disposing of them. Many local townships have shredding events – check when these occur so that you can shred all of your personal information.

By taking these steps, you will protect yourself against identify theft by making it harder for the scammer to get access to your personal information.

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
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• **Tuesday, May 2nd, 9:30-10:30 a.m.**
"Transition Your Business from Surviving to Thriving" presented by Larry Bonino of Marathon Business Advisory Services, Register: <https://www.sbrassociation.com/#EVENTS>

• **Tuesday May 16th, 9:30-10:30 a.m.**
presented by Christine Kreisher, Register: <https://www.sbrassociation.com/#EVENTS>

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, May 31st, 5:30 -7:00

Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update
Wednesday, May 31st, 9:00-9:30 a.m.

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

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LAUSCH'S MOVING COMPANY UNDER NEW OWNERSHIP



ausch's Moving Company, specializing in residential and commercial moving, freight moves, packing material sales, packing service, and clean out services, has been operating in the Reading area since 1936.

Recently, the company was acquired by Robert Spohn. A graduate of Reading High School, Spohn was born and raised in Reading and has a degree in graphic design.

He began his career in real estate (flipping single family homes and holding rental properties for long term wealth) while working full-time at Feeney Funeral Home. Eventually, he was able to work his way out of his 9-5 job at Feeney's to invest in real estate full time. When the market took a turn for the worse, and it became very difficult to earn the income that he wanted, Spohn concluded that a career in real estate was more of a headache than what it was worth, and he decided to find another way to earn a living. As fate would have it, he crossed paths with Jeff Pasko, the owner of Lausch's Moving Company, who operated his company out of a large warehouse building, when he was interested in buying the warehouse to convert into



Lausch's Moving Company is headquartered in Mohnton, PA.





THE RIGHT QUESTIONS TO ASK

1. Are You licensed with the PUC? What is your PUC number? Are you in compliance with their regulations?
2. Will you come to my house/apartment/office to give me an estimate?
3. Do you have a minimum charge?
4. Are your movers experienced?
5. Do you participate in any employee drug & alcohol testing programs?

apartment units. Later, after determining that it was not the project for him, Spohn approached Pasko again about the moving business, and they were able to work out a deal to where Spohn would acquire the company and he took over at the beginning of 2022.

Spohn had experience in the industry due to previous employment at Rent-A-Center and Aaron's Sales and Lease, so this opportunity was right up his alley, and he felt very comfortable and confident taking over this business venture. He absolutely loves the business and loves meeting and taking care of customers by providing great customer service, easing their worries, and moving their memories and belongings into the next chapter of their lives.

Since acquiring the business, Spohn has created a positive and family type atmosphere at the office between himself and the team which is "super important to me," he said. "Taking care of our team is very important to me. We do a great job and have fun doing it."

Spohn enjoys following basketball and football. He likes to bowl on occasions when he gets the time. "Sometimes, we'll do bowling events with the entire team," he said. "It's a good way to build team chemistry and have fun with the guys outside of the work environment. I love watching these guys learn and grow. My goal is to build this company up stronger than it ever has been."



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Ask SCORE

TIPS FOR CREATING A SOCIAL MEDIA POLICY FOR YOUR SMALL BUSINESS

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

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

If you haven't already, consider creating a social media policy for your small

business. A written policy will help you clarify the gray area into a more black and white set of social media usage expectations that support and protect not only your business, but your employees as well.

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

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

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

Tip #1: Recognize that Your Employees Have Rights

Protecting your company from the financial impacts of lost time and reputation damage by restricting social media usage and certain types of content can begin to infringe on your employee's right to freedom of speech and other rights.



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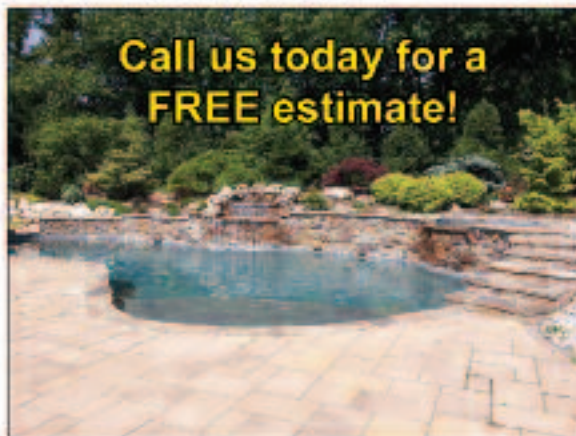


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Do your homework to understand your employees' rights and your rights as an owner before you draw up your social policy.

The National Labor Relations Board is a great resource for learning the details of the National Labor Relations Act (<https://www.nlr.gov/guidance/key-reference-materials/national-labor-relations-act>) and its protection of an employee's freedom of speech.

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

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

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

There's a fine line between employees rallying behind your brand with positive social posts and coming across as endorsing or promoting a product to an unknowing audience. The Federal Trade

Commission's Endorsement Guide (<https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>) details specific rules to prevent paid company endorsements as a way to protect consumers. Employees who use their social accounts to promote your product without disclosing that they work for your business put themselves – and your company – at serious risk. Take your lead from the FTC's guidelines and make sure this is clearly spelled out in your social policy.

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

Your policy needs to account for the actions of employees tasked with managing your business' social media accounts. This can include posting and sharing content and commenting on your behalf. Create a separate policy for these members of your team, or create an addendum to your policy that details the guidelines for posting, including a social strategy and plan for the business. Whichever you choose, make sure your expectations are clearly documented and communicated.

(Continued on page 50)

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Ask SCORE

(Continued from page 49)

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

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

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

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

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

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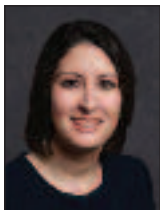
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THE PACT ACT: A SIGNIFICANT EXPANSION OF VA BENEFITS



LEGAL PERSPECTIVES

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

According to the U.S. Department of Veterans Affairs (VA), "[t]he PACT Act is a new law that expands VA health care and benefits for Veterans exposed to burn pits and other toxic substances. This law helps us provide generations of Veterans — and their survivors — with the care and benefits they've earned and deserve."

The PACT Act, signed into law by President Biden in August 2022, is the most significant expansion of Veterans benefits seen in over three decades. Its official name is "The Sergeant First Class Heath Robinson Honoring our Promises to Address Comprehensive Toxics Act of 2022" in honor of Heath Robinson who served in the Ohio National Guard and died in 2020 after battling lung cancer for three years after being exposed to smoke from burning trash pits during his 2006 and 2007 deployment to Iraq.

Burn pits were utilized by U.S. troops in Afghanistan and Iraq to discard waste including medical supplies, food scraps, wood, chemicals, petroleum, and weapons. These pits often burned continuously for

years exposing our troops and civilians to thick toxic smoke affecting skin, eyes, organs, and respiratory and cardiovascular systems.

Prior to the PACT Act, the VA continually denied benefits finding that the illnesses were not service-related, meaning that there was no nexus between the medical condition and military service.

The passage of the PACT Act has resulted in an expansion of presumptive medical conditions for both burn pit exposure for Gulf War and Post 9-11 Veterans, and Agent Orange exposure for all Veterans, but especially for Vietnam Veterans. Agent Orange is a tactical herbicide and defoliant used to clear thick foliage.

(Continued on page 52)

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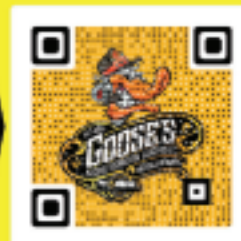


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LEGAL PERSPECTIVES

(Continued from page 51)

It was used in the Vietnam War to clear the jungle that was providing cover to the enemy by being sprayed from helicopters and C-123 Provider aircraft.

Often denied, the list of presumptive conditions for burn pit exposure now includes brain cancer, glioblastoma, respiratory cancer of any type, gastrointestinal cancer of any type, head cancer of any type, lymphoma of any type, lymphatic cancer of any type, neck cancer, pancreatic cancer, reproductive cancer of any type, kidney cancer, melanoma, asthma diagnosed after service, chronic rhinitis, chronic sinusitis, constrictive bronchiolitis or obliterative bronchiolitis, emphysema, granulomatous disease, interstitial lung disease, pleuritis, pulmonary fibrosis, sarcoidosis, chronic bronchitis and chronic obstructive pulmonary disease. Additionally, the list of new presumptive conditions for Agent Orange exposure includes monoclonal gammopathy of undetermined significance and high blood pressure.

What this means for our Veterans and their families is that these illnesses are now presumed to have been caused by the toxic exposure without medical documentation to prove the nexus. Any

Veteran who served during the required location and timeframe, and is diagnosed with any of the presumptive conditions, now qualifies for health care treatment and financial compensation. These Veterans are also eligible to receive regular toxic exposure screenings, which may result in earlier diagnoses and treatments.

The VA PACT Act Performance Dashboard dated March 17, 2023 indicates that there have been a total of 151,843 Veterans and their survivors who have filed for claims under the PACT Act from August 10, 2022 through March 4, 2023. Also, there have been a total of 2,174,087 toxic exposure screenings during that same time period.

After many years of denied claims, the PACT Act is a significant step in caring for and compensating our Veterans and their survivors. We owe a lot to our Veterans, and this is one significant step to thank them for their service and sacrifice.

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



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SIGN LAYOUT TIPS

By Phil White, Signarama Limerick

You can use signs for such a wide array of purposes from advertising to conveying safety information. There are aspects that signage needs to make it a success. You can arrange these in a variety of ways to suit your sign's specific purpose.

TEXT

The primary purpose of any sign is to communicate information to its audience. Yes, images can convey certain messages. But oftentimes, not as clearly as you can with words. Here are a few reasons why words can be the ideal solution:

Writing can help you to achieve the goal of the specific sign. What do you want to accomplish? Do you want to sell a particular product? Are you promoting a charity or cause? Use words when advertising something or describing something. Use text to communicate some terms and conditions or disclaimers.

The following are principles which you need to consider when it comes to text:

Font: It's essential to use a well thought out professional font on your sign. The focus should be on finding a font that is simple and legible.

Size: The typeface needs to be large enough to read. You shouldn't need to squint. The words might look great up close but be impossible to make out once it is up.

Spacing: You should pay attention to spacing. The closer letters are to each other, the harder they are to read.

Amount of words: It is not only about the font and size but also about the number of words. Signs are much more difficult to read if there are too many words. People don't want to spend too much time reading. Keep it as concise as possible.

Contrast: The color of the writing should stand out against its background.

GRAPHICS

Even though the script is the key to conveying specific information clearly, don't discount images. Graphics are still an essential element of signs. Graphics not only make a sign more interesting to look at but can also make it more memorable. This can help you to achieve your specific goals.

(Continued on page 56)



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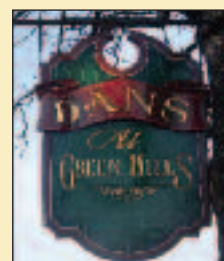
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SIGN LAYOUT TIPS

(Continued from page 54)

Another way in which graphics are used on signs is through symbols. Symbols are a mark or character used as a representation of an object, function, or process. These are images whose meaning will be recognized by most people. Therefore, they are most often used on safety and warning signs like exclamation marks and on directional signs like with arrows.

Whatever image you go with, try to make it as impactful as possible. You probably only have one chance to catch a person's attention.

BRANDING

Branding is a practice through which a business creates a design, symbol or name that is easily identifiable as theirs. This is essential to help the audience recognize the company or other venture to which it is relevant.

Here are ways you can incorporate branding on a sign:

Logo: If your company has a well-established logo this should be featured somewhere on your signage.

Name: You could print your company's name somewhere on it. It should be legible. You don't have to use both logo and name if one would be enough to tell people whose sign it is.

Colors: Does your brand have a specific color palette? If so, it can be a good idea to incorporate this on the sign.

Motto: A tagline can make your business much more memorable if it is catchy. If it fits the purpose of the sign, you could incorporate it too.

Remember that your brand identity will be more effective if it is consistent. For this reason, you should keep it recognizable across all your platforms.

However, this aspect isn't necessary for all signage. For example, there is typically no reason for a safety sign to show off a brand. As a matter of fact, many informational and directional signs won't need to be branded.

COLOR

Few things in the world can have such a powerful effect on our minds as color can. It can be challenging to imagine signs without it. Even if you make your signage black and white, it is still an important feature to consider.

Color is a brilliant way to catch people's attention. Bright and bold shades can help you make sure your sign stands out from its environment. Additionally, you can use color to make small parts of the sign more visible. It can literally be the best

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highlighting tool. You can emphasize the most essential elements of the product by printing it in a different color or one that contrasts with its background.

CALL TO ACTION

All types of signs are made to lead its audience to one action or another. Create a sign to persuade people to buy a product or service from your company. Persuasive signs are probably the most flashy and exciting of all the signage products.

Not so differently, safety and warning signs are there to stop people from doing something that can harm them or others. And so forth.

No matter the sign, this is where the call to action comes in. This is any device which is used to prompt a response in the audience.

A call to action should clearly tell the audience what you want them to do. It can be just a few words or a few sentences, but it should contain a verb of some kind. Words that you can use are: **Buy; Hire; Call; Click; Donate; Visit; Share; Register**

INTERACTIVE ELEMENTS

Nowadays, another fantastic feature that you can include on your signage is interactive elements. These are devices

that allow your audience to interact with the product physically. This adds a whole new level of depth to the experience.

They're great at grabbing people's attention and they keep your audience interested longer.

Add a QR Code for your customer to scan. This could take them to your website or registration page.

An easy way you can implement this is to make signs that encourage people to take photos with it – like large selfie frames.

OTHER TIPS TO DESIGNING SIGNS AND THEIR LAYOUT

Save space: Don't overwhelm your audience with new input. You really don't have to fill every inch of your sign. Instead, stick to the essentials. Focus on making the critical message come across.

Top to bottom and left to right: This is how we read, so it makes sense that the layout of your sign should match this style. Our eyes are trained to move this way. Therefore, you need to keep this in mind when planning the flow of the sign.

Focal point: Successful signs usually have one primary central point. This can help you to grab people's attention. Experts use lines to lead your eye to this center. On top of this, they use contrasting colors to highlight the point.

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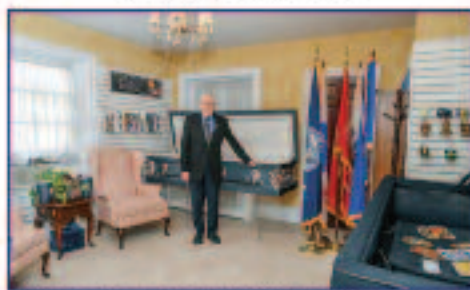
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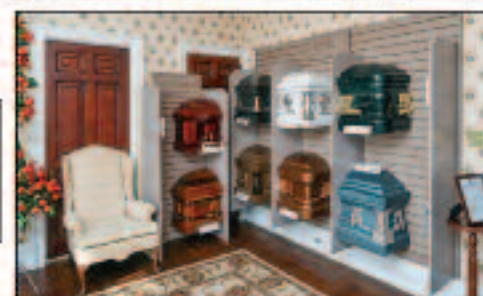


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PENNSYLVANIA PREVIEWS MASTER AGING PLAN



**By Anthony Hennen,
The Center Square**

State officials previewed a 10-year master aging plan to lawmakers this week as Pennsylvania nears a looming demographics cliff.

Estimates suggest that 25 percent of residents will be over the age of 64 by 2030, making Pennsylvania one of the oldest states in the country. Declining birth rates, college unaffordability, and sluggish economic development – all reinforced by pandemic interruptions – strengthen the trend.

“We’re the fifth in the nation for population aged 60 and over,” said Kevin Hancock, special advisor to the secretary of aging and director of the Department of Aging’s Long-Term Care Council, during a public hearing this week. “We have 11 percent of Pennsylvanians who either express a mobility or cognitive disability.”



That’s why, Hancock says, Pennsylvania must move quickly on its own master plan. Programs exist in five other states and 11 others are creating their own.

“We often don’t do things first, but when we do them, we do them fast,” Hancock said.

The master plan, he said, will have five core tenets: transparency; embedding diversity, equity, and inclusion; addressing principles of person-centered planning; creating a living document; and reframing the conversation about older adults and individuals with disabilities.

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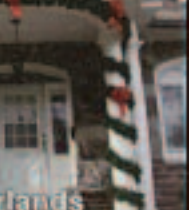










The Department of Aging will schedule in-person listening sessions over the summer, aiming to hold at least one in every county or ensure that every county will be represented by its region. The department will finalize the plan by February 2024.

However, Hancock said the department doesn't want to establish specific goals, objectives, or initiatives until the listening sessions happen.

"The theme is no closed door in this process and we want to make sure that everybody is heard," he said. "We want to fix some perceived wrongs we see in the state and we think that this is a great opportunity to do it."

Attracting a robust workforce to fill the need for health care and other jobs related to aging services ranks highest on the list of hurdles the state must overcome.

"My question and, by far, largest concern, revolves around workforce," said Rep. Mike Jones, R-York. "My concern is that we might be underestimating the scale of this problem 3-5-10 years down the road."

For health care and long-term care, low wages aren't the only issue at hand in attracting young workers.

"I think it's some of the most important

and righteous work anybody can do, but it's also in some ways some of the least desirable," Jones said. "Money can solve part of that problem, but I'm not sure that throwing money at reimbursements and salaries is gonna solve it."

"Long-term care work is a vocation," Hancock said. "How we frame the work as a vocation and make individuals who might be looking at other types of work recognize how incredibly important, valuable, and contributory this is will be an opportunity and a challenge."

Above all, Hancock said, the master plan will value the importance of the elderly and disabled residents of Pennsylvania. He emphasized ensuring that they "have a positive life experience that includes a high quality of life and is given an opportunity to experience the joy of life that we all should be experiencing if we're lucky enough to age into being older adults."

"We want older adults and individuals with disabilities to be celebrated for what they can offer our communities and our state," he said.

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



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NOBLESSE OBLIGE VERSUS CAPITALISTE OBLIGE



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

The term noblesse oblige was first used in 1835. It is a term belonging to an earlier time of medieval generosity, referring to a lord's responsibility because of their hereditary inheritance of privilege. I became familiar with it when some guy named Mike used the term in all the classes I shared with him when I was seeking a graduate degree in public policy at Carnegie Mellon University.

I mean that the answer to everything was noblesse oblige. Maybe it was because Andrew Carnegie, who made money on the backs of many mill workers in Pittsburgh, once said, "The man who dies rich, thus dies disgraced." Maybe he was trying to draw some parallel from how he treated his workers like serfs during the Homestead Strike in 1892, which resulted in Pinkerton agents and strikers being killed and injured.

Mike and his counterpart in class, "the other Mike," were constantly asking for the nobility to step in under the term noblesse oblige, applying it to almost every case study. It was tough to sit through some of the discussions concerning the nobility.

As I remember those classes, I still relish the moment when one of the case studies was about the Memphis sanitation worker's strike in 1968. I was in Memphis as a business agent for a union

from 1972-1974, so I knew all the players in the case study.

The term philanthrocapitalist is now used to identify capitalists wanting to do social investing. Most times, an up-front developers fee makes it worth cashing out for people experiencing poverty. "Yeah, we are going to help the poor but don't forget to give me \$1 million off the top." In most cases, these are affordable housing in low-income neighborhoods.

I thought that maybe there should be a different way of thinking. I understand two things as I deal with my baseball park project, which I will try to do in Norristown on the 68 acres which was the former home to the criminally insane. The first is that 16.7 percent of the population of Norristown is at or below the poverty income designation. There is little appetite for more low-income housing to be built to accommodate this population.

(Continued on page 64)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 63)

As a person who has spent much of his public life helping low-income and underserved populations, I am sensitive to the needs of that population. I spent time analyzing what benefit low-income people would have by creating more housing for low-income. It is a clustering of low-income and marginalized people, which I do not favor.

Although trying not to be “like Mike” but consider taking a “Mike-like Solution,” I have derived a new paradigm for dealing with these situations. I call it Capitaliste Oblige. I had my wife go over it with me as she speaks French, and I want to recognize her contribution to my being verbally correct, although I am seldom politically correct.

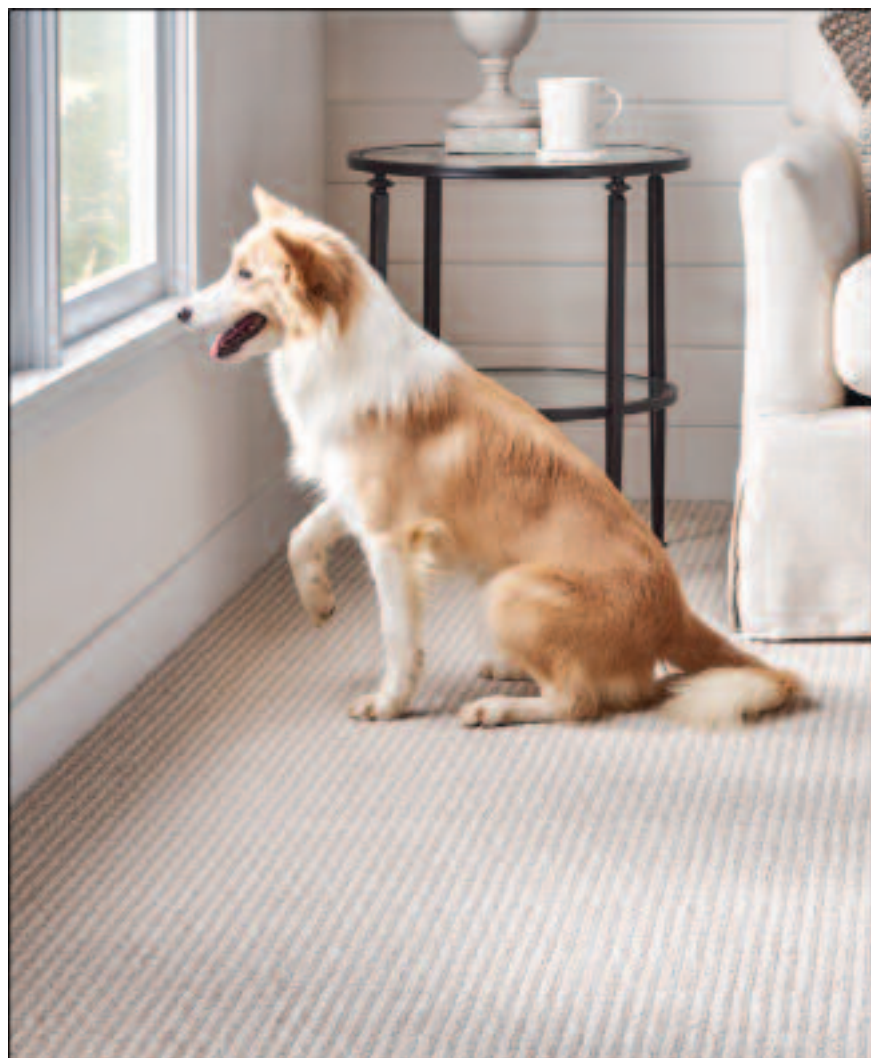
Under the new theory of Capitaliste Oblige, whatever is taken out on the front end as a developer fee would be matched with a similar amount divided between families living at 100 percent poverty in the town. People 100 percent poverty or below would become a partner in a sense.

Let's take Norristown (in 2019), with

approximately 7,500 families and 17.3 percent of those families living below the poverty line, or approximately 1,300 families, which would split one million dollars — So it would be about \$770 per family. Let the housing be market rate and put the subsidized housing in New Hanover Township, which has about 1.3 percent of the families living in poverty, or Upper Hanover Township, which has 3.1 percent of the families in poverty.

Not clustering low-income should be a major priority in public policy. Instead of using low-income tax credit monies with the big developer's fee to cluster low income, it would serve a public purpose and help the families that live in those existing low-income units experience a different lifestyle. It is the obligation of the capitalist to be responsible and take their million-dollar developers' fee and match it up for the low-income population. In New Hanover, with a population of approximately 2,500 households, approximately 35 households would split \$1 million and receive about \$29,000 per family.

Low-income people want more money in their pockets. The system is




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capitalism; money is capital. The more capital they have, the easier their life decisions become. People will say, "Well... what will they use the money to buy?" It does not matter what they do with the money. It is private money, not government money.

What I am talking about is wealth... not race. There appears to be a disproportionate number of poor people of color, but you think that because they are clustered. Although when you consider redlining, restrictive covenants, discriminatory zoning, and all of the obstacles to getting a mortgage if you were a minority in the '40s, '50s, and '60s, you can discern that there was an attempt to limit where minorities lived. But Capitaliste Oblige is about money and people experiencing poverty, not money and race — a private transfer protocol as part of a real estate deal.

Think of an area that has a lot of real estate development deals. But let's use the Montgomery County examples above. I know that New Hanover has 2,500 residents and do not want to see low-income developments, so they would opt out of being exposed to low income and use this mechanism. Say someone sold a farm, and you had three

or four units of 350, say 1,050-1,400 apartments. And for argument's sake, say that each of the developers of the units had a million-dollar up front developer fee at closing. The higher the rental income/the higher return type of thing. Then look at the 1.3 percent of the families in poverty at \$29,000 a clip. They are picking up close to \$90,000 on a one-time payment. That changes life for these families.

In Norristown low income, people would get around \$2,500 per family. If Norristown repositions in the regional marketplace, I do not think ten new market-rate apartment buildings is out of the question. At \$770 per apartment building, it would net them somewhere around \$8,000 per family. Again, direct aid to people experiencing poverty.

Maybe all along, it has not been about race but the clustering of people experiencing poverty. And, instead of the New Hanover developments providing direct payments, perhaps they should ask for a mixed-income development and provide some diversity to the location by increasing the number of poor.

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



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By Kirk Campfield; Certified Senior Advisor (CSA)

When a health change or the aging process raises concerns about the safety of a loved one living in their home, CarePatrol is here to give you peace of mind. For over 30 years, CarePatrol's Senior Care Advisors have matched seniors to pre-screened communities; including assisted living, independent living, personal care, memory care and in-home care options. All of the CarePatrol services are available at no cost to seniors and their families.

As a pioneer in senior care advisory services, CarePatrol is the nation's largest and most trusted organization in senior care. Founded by a medical social worker who observed the trauma of a family whose loved one moved into the wrong type of community, CarePatrol has grown to over 170 locations across the country with more than 20,000 vetted communities. By discovering more about a senior's needs, desires and budget, CarePatrol provides the top communities for consideration. CarePatrol accompanies the family on tours and is proud to be their care partner; making an overwhelming process much more manageable. CarePatrol makes move-in day less stressful and stays in contact with the family as a partner in care.

My CarePatrol journey began while caring for my mother in my home. I had cared for her for 11 years when she fell and broke her back on my kitchen floor. I was just outside of my house doing yard work and she laid there for 3.5 hours. She wasn't wearing her key fob and had she not been living with me; may not have been discovered until it was too late. This event terrified my mother and she asked that we look into a care community for her. At the same time that this was happening with my mom, my girlfriend's parents were also both declining and in need of a care community. We made the mistake of contacting certain online agencies and were bombarded with lists and inappropriate care options for our loved ones. I knew there had to be a better way. After our parents were eventually placed in care communities, I discovered CarePatrol as an ownership option during the pandemic. I realized that CarePatrol offered a much better way to go through the trauma and uncertainty of this process alone. I purchased my franchise in September 2021. I wanted to help families and their loved ones through this transition and ensure they have a better experience than myself & my girlfriend did.

Kirk Campfield can be reached at 610.777.1180 (office); 610.607.7006 (cell); or email kcampfield@carepatrol.com, and visit www.carepatrol.com.



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