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

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



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

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



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

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



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

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

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

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BUSINESS SPOTLIGHT



Lausch'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.

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."



ROBERT SPOHN



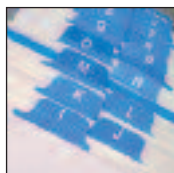
The Right Questions to Ask a Moving Company

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

Lausch's Moving Company is headquartered at 360 E. Wyomissing Avenue, Suite J, Mohnton, PA 19540. For additional information, please call **610.750.5534**; email: robert@lauschsmovingco.com; and visit www.lauschsmovingco.com. You can also follow them on Facebook and Instagram as we consistently post great moving tips, team events, gift card winners and much more.



Cover Story: Office Technologies utilizes their 30 years of experience and expertise “to exceed our customer’s expectations by providing the best business solutions in the imaging industry through state-of-the-art technology, knowledgeable staff, and unmatched service and support.”



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BUSINESS SPOTLIGHT

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At **HomeWerks LLC** we go the extra mile to make sure our customers' expectations are exceeded. Guaranteeing the face you see at the estimate, is the face you'll see doing the job. Having a Contractor in your Home can be stressful, what's the point of interviewing a contractor if they're not going to be the one at your home doing the work. For over 25 years I've worked as a carpenter on all aspects of home remodeling and building, shouldn't I be the one working on your home? Don't take my word for it, here's some reviews directly off our Google business page.

"John has now completed two projects for myself and my wife. He is professional, highly responsive, and helped us with exactly what we needed. Would highly recommend him for any contracting needs!"

"John does excellent work. Careful and thoughtful, especially for some of the difficult and unexpected quirks of an old home. Showed up on time and stayed until it was done- without disappearing to another job in the middle of it. Highly recommend."

"After using contractors for the first time the past two years and them over quoting, not showing up at all and not finishing jobs per the quote. John was so amazing with his quote, doing the work, showing up when he said he would and on top of all of that his work when finished was amazing. I can't wait to have him do more work for us."



"John is very professional and punctual. He did an excellent job installing our storm door. Initially we had Home Depot's contractor come out and they said it can't be done and refused to do the project cause it had to be installed onto the foundation. As you can see in the picture, John made it happen and it looks great! Thanks John for making time to come out on a Sunday in between jobs to do this for us!"

"John did an excellent job doing multiple projects for me including a bathroom/laundry room remodel. From the estimate process through job completion, I was impressed. Great communication and high quality work! Will definitely use again for future projects. Highly recommended!"

"I would give John 5 more stars if I could! He did an amazing job with multiple jobs in our home. We will definitely be using him again!"

"John was excellent. Great communication: very responsive, messaged us when he would be here, shared pictures of the job so we knew exactly what he did. He was prompt, and left our home clean. Highly recommended."



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CELEBRATING 30 YEARS OF OFFICE TECHNOLOGIES

By Kathy Hunt

Think about all the changes that have taken place in offices over the past 30 years. In the early 1990s, if you wanted to send or receive a document, you lined up for the fax machine where papers were scanned, transmitted through a phone line, and printed out by the recipient's fax.

When you had to make copies of paperwork, you joined the queue to use the company's mammoth, stand-alone copy machine. If you needed to print a document, you sent the file to a large, shared office printer, which, due to its hulking size, may have resided in its own special room. Had to mail business correspondence? There was a decent chance that you used an electric typewriter to address the envelope. Work activities that we now think of as routine — printing and copying on a personal desktop device, sharing electronic documents, and emailing business materials — were, at that time, merely rumors of things to come.

Greg Cavallo remembers those days well. In 1993, he founded Office Technologies to meet the needs of the changing office environment. Over the next 30 years, as technology advanced, so, too, did his business. Office Technologies has evolved to become a leading independent supplier of office imaging equipment and managed print services in Southeastern Pennsylvania.

MEETING THE NEEDS OF THE PRINTING REVOLUTION

In the 1990s, laser printers quickly became a must-have piece of office equipment. However, the cost to maintain the machine along with the high price of toner, had businesses looking for companies that could support their new office machines.

"Office Technologies was formed to service and support local business in their office printing," Cavallo said. "Not only was toner in short supply, but it could cost up to \$600 or \$700 to replace. The compatible or recycled toner industry was born as an alternative to high-priced cartridges and that's how I started in business. Office Technologies met the needs of the printing revolution," he said.



*Office Technologies is located at
515 Farmington Avenue in Pottstown.*



GREG CAVALLO

PHOTOS BY STYLISH IMAGES

*Cavallo and his son display past
Route 422 Business Advisors covers
for Office Technologies, the first
dating back to 2002.*



In terms of his involvement with the recycled toner industry, Cavallo sells compatible toner cartridges, which are lower in cost but not lower in quality than original equipment manufacturer (OEM) cartridges. Because they are part of the “reduce, reuse, recycle” approach to waste management, compatible cartridges have less of an environmental impact than OEMs.

For the first 10 years, Cavallo ran Office Technologies as a sole proprietorship, working with local businesses, schools, nonprofits, and hospitals, to help reduce their printing costs. Today, many of his original clients are still with him over these many years. “It gives me personal satisfaction to know that I have kept these relationships over the years. I grew to know my customers, their kids and even some grandkids.”

Office Technologies now has a service manager, service technician, two sales executives, an office manager, office staff and a operations manager on staff. Cavallo is the company’s president while his son, Greg Jr., serves as the operations manager.

“My son came to work for me about six years ago,” Cavallo said. “He had been a finance and accounting double-major at Temple University and worked in finance consulting for a few years after graduating. . One day asked if he could join Office Technologies and help take it to the next level, and he really transformed the business.”

He added that Greg Jr. helped rebrand the company with a new logo, website, and online

presence. He established our Managed Print Services offering, built our infrastructure, and eventually entered Office Technologies fully into the copier side of the business. He’s become the “go to” person in the office. “Anything pertaining to the business — he’s the one with the answers. He’s my best asset,” Cavallo said.

From its headquarters at 515 Farmington Avenue in Pottstown, Office Technologies’ reach encompasses a 35-mile radius. It includes such cities and their surrounding suburbs as Lancaster, Exton, Reading, Allentown and the outskirts of Philadelphia.



GOING BEYOND THE ORIGINAL BUSINESS MODEL

As his business grew, Cavallo began to notice an increase in competition from big box stores and online sellers such as Staples and Amazon, both of which carry toner and other printing supplies. He quickly realized the need to distinguish himself from his rivals.

“What could I offer that an Amazon or a Staples couldn’t offer? That was service,” Cavallo said.

“If you buy the cartridge from me and I offer you service, if it’s not free, it’ll be at a discount. There are horror stories about people buying toner online. The cartridge explodes in their printer and they have no recourse. Having someone there, whom the customer trusts and knows, if anything happens, there’s a company that will stand behind the product. That really makes a difference,” he said.

As he began to plan his expansion into printer maintenance and service, a large supplier with whom he had worked went out of business. Four of that business’s employees joined Office Technologies, bringing not only knowledge and experience but also clients with them. Cavallo said that the new office staff consisted of “a great mix of people” and Office Technologies became both busy and influential in the toner business.

Office Technologies’ customers buy their printing supplies either contractually or transactionally. Generally, smaller companies that have fewer printer and/or copier demands follow the transactional route and are billed for toner as they need it. Accounts that do larger volumes of printing often opt for a Managed Print Services agreement where they are billed an all-inclusive monthly rate based on the print volume of their environment. They are also provided with maintenance and repairs. Depending on the contract, repair service is often provided within four hours of the customer’s call.

(Continued on page 8)

Amy Daniels, Office Manager (Sitting), Tammy Sucoloski, Sales Executive (left), and Lori Hunsberger, Office Staff (right), are key members to Office Technologies success.



As an authorized dealer and service center of Hewlett Packard (HP) equipment and supplies, Office Technologies offers the HP OEM Advantage+ Program. With this plan, customers can save up to 30 percent on HP OEM print supplies and avoid manufacturer price increases for up to five years. They may also receive automatic shipments of toner and free print volume reports. These reports help business owners analyze their printing uses and expenses and, subsequently, reduce costs and improve productivity.

Additionally, Office Technologies has its own managed print services, which feature preventative printer maintenance, automated supply fulfillment, and such cost saving measures as print fleet optimization and print usage tracking. With fleet optimization, Office Technologies analyzes print workflow to determine which hardware is best suited for high-volume work areas. There's no need to have a fast, powerful, and pricey printer in a department that only makes a few prints per day. Print usage tracking allows business owners to determine who prints most often and what cost reductions can be put in place. As the company's website states, through print usage tracking, businesses can "understand print costs like never before."

THE GAME CHANGER KNOWN AS COVID

In 2019, Office Technologies experienced its best financial year ever. Unfortunately, the sense of accomplishment and joy that success brings would be short-lived.

"As I was riding this wave, COVID hit and that changed everything," Cavallo said. "No one was in the office. I didn't know if I could keep my employees or if I had to lay them off. I wasn't sure if I was an essential business or not. Then the government offered PPP loans and everyone started scrambling. There were so many unknowns. It was a scary and frustrating time to be a business owner."

Prior to COVID, Cavallo's business had depended upon people being in a workspace where they utilized office equipment. However, starting in March 2020, almost everyone in the country began working from their homes. Instead of printing and copying paperwork, people turned to electronic scanning and digitized documents that they shared through email.

When the work environment transformed almost overnight, Office Technologies switched gears as well. "We immediately reached out to our customers, many of whom were creating small offices

in their homes, and scrambled to piece together what they would need — PCs, laptops, printers," Cavallo said. "During that time, as people bought everything online, we realized that there might not ever be face-to-face selling again. So, we created an online store for our customers and started marketing the new Work-From-Home market."

Located in the upper right corner of the Office Technologies' website — myofficetechnologies.com — the 'shop' button enables customers to browse through thousands of different products. They can search for PCs, laptops, tablets, keyboards, web cams, scanners, and wide or large format printers from such office technology titans as HP, Xerox, Epson, and Kyocera. They can also acquire multifunction printers (MFPs), which deliver copy, print, scanning, and email capabilities all in one machine.

As an independent dealer, Cavallo sells an array of brands and equipment, giving customers choice and the chance to have their specific office needs met. Office Technologies is an authorized service center for Epson, HP, Brother, and Xerox equipment. Customers will feel assured that Cavallo's technicians know how to properly maintain and repair their machines.

PLATINUM DEALER OF EPSON PRODUCTS

In 2019, Cavallo was introduced to a new, industry-changing, business inkjet technology by Epson. Office Technologies had always sold against inkjet technology, as it was known as a less reliable and cost-ineffective way to print. Inkjet machines were widely known as 'throw-away' printers, but this was different. Epson introduced 100 page-per-minute color copier powered by its PrecisionCore Heat-Free InkJet Printhead that started to change that perception. Epson machines enable organizations to save time with consistent, high-speed printing, lower power consumption by up to 70%, reduce downtime due to less moving part compared to laser, and unlock the power of affordable color printing.

The Cavallo's immediately saw the several benefits to the new technology and Office Technologies became an Epson Business First Platinum dealer, Epson's highest level of dealership. Epson enabled Office Technologies to go-to-market with new sustainable technology, completely different from its competitors with the tagline — Simple, Smart, & Clean.

The new Epson technology uses a fraction of the parts of a traditional laser printer. The traditional laser printer's

As a Platinum dealer Office Technologies is authorized to sell Epson's award winner Workforce Enterprise business inkjet machines.



printing process is very complex. A color laser printer requires four imaging drums, four developers, a transfer belt, and a fuser. Heat and electricity is required throughout the entire printing process. Epson's PrecisionCore Technology removes the need for all those parts completely. The benefit is less components to break down and more uptime for users. Cavallo describes "The Epson product line requires so many fewer parts and our clients are experiencing less service calls than they had with their previous machines. It's been a win-win for Office Technologies and our clients."

Sustainability has become a growing topic of conversation for organizations of all sizes. The Epson PrecisionCore technology delivers affordable color with much lower power consumption, requires fewer physical parts to operate, and reduces the amount of intervention required. Cavallo sees InkJet Technology in the business machine industry similarly to the rise of electric cars in the automotive industry. "Think of the Epson machine as the Tesla of the copier industry. It's an

improved, more sustainable technology. It has about a third of the moving parts of a traditional copier. The copier has many consumables all of which wear out over time and which the user has to pay to replace. Not only that, printer consumables are horrible for the environment. They contain toxic metals and end up in our landfills," Cavallo said.

Once the cartridges go to a landfill, they take between 450 and 1,000 years to decompose. Each year, roughly 375 million cartridges end up in landfills.

Whether you're interested in obtaining printer, copier, or other office technologies from such trusted brands as Epson, HP, or Kyocera or you want to discuss what equipment or service plan would best suit your office needs, contact Greg Cavallo and his team at Office Technologies. They utilize 30 years of experience and expertise "to exceed our customer's expectations by providing the best business solutions in the imaging industry through state-of-the-art technology, knowledgeable salespeople, and unmatched service and support."

For additional information about the company's products and services, visit its website, www.myofficetechnologies.com, or call 610.326.4700. Located at 515 Farmington Avenue in Pottstown, Office Technologies is open Monday through Friday, from 8:30 AM to 4:30 PM.



Dave Kimberling , (in truck) Service Technician and Mike Franklin Service Manager help load a new copier for installation at a customer site.

FOCUS ON SUCCESSFUL BERKS COUNTY BUSINESS

GRCA and NHS Partner to Give Business Loans to Berks County Community



**By Deb Millman,
Vice President of
Development, GRCA |
President of the
Greater Berks
Development Fund**

The Greater Reading Chamber Alliance (GRCA) and Neighborhood Housing Services of Greater Berks (NHS) have partnered to provide small business loans to the Berks County community, with particular emphasis to entities in the City of Reading. NHS, traditionally known for providing mortgage loans and other assistance to home buyers, will launch a credit union based in Reading. Its purpose is to provide access to capital primarily for the Latino demographic and to create a trustworthy financial partner for small business expansion. According to Stephen T. Gieringer, Chief Executive Officer of NHS, "The establishment of the La Familia Federal Credit Union (proposed name) will allow for additional financial offerings to our existing clients as well as the community."



One important component of the formation of a credit union is to offer a program for small business loans. Lucy Cortez was appointed Chief Operating Officer of NHS in August 2022. With her extensive experience in the banking field and lending in particular, Cortez was tasked with the establishment of the small business loan program and its related policies and procedures.

"Through my existing relationships, particularly in the City of Reading, I knew that there was a need for small loans to assist entrepreneurs in helping to build thriving communities," Cortez said.

GRCA, through its affiliate organization the Greater Berks Development Fund (GBDF), recognized the need to have an entity for small business lending in our community (\$25,000 average), that is also coupled with the ability to provide technical assistance if needed. For example, NHS already has the infrastructure for credit counseling for those business owners who may need that service to obtain loans.



La Esquina Caliente restaurant/café in Reading.

In December 2022, GBDF provided \$460,000 to NHS for use as loan capital. At that time, NHS already had a pipeline of applications for its program, so it was clear that there was demand for this type of financial resource. One of the loans made by NHS was for La Esquina Caliente LLC, a Mexican restaurant/café located on 6th and Spring Streets, Reading. Overall, NHS has made seven loans for a total of \$161,000 since its inception. This past January, the U.S. Treasury announced that NHS, as a Community Development Financial Institution (CDFI), would be receiving \$560,000 in funding to augment the loan capital provided by GBDF.

The loans that are available through NHS are a complement to the loan programs administered by GBDF. As Berks County's Certified Economic Development Organization (CEDO), GBDF is the conduit for financing through the Pennsylvania Industrial Development Authority (PIDA), which is used primarily for real estate and machinery and equipment loans. GBDF can also offer assistance for companies who qualify through the Pennsylvania Minority Business Development Authority (PMBDA). These loans are also available for real estate acquisition and renovations, machinery and equipment and working capital. The PMBDA loans have an interest rate of two percent.



For more information on the loans offered through NHS, please contact Lucy Cortez at 610.372.8433 X205 or by email, at lcortez@nhsgeb.org. For other loan inquiries, please

contact Shanon Sabanos at 610.898.7761 or ssabanos@greaterreading.org.



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GRCA Announces Retirement Of Jim Gerlach

The Greater Reading Chamber Alliance (GRCA) announced today the retirement of Jim Gerlach, GRCA's President and CEO, effective at the end of this year.

"Jim has helped GRCA become the most stable economic development organization in the area and has pushed the staff to become the best version of themselves," said Dan Langdon, former GRCA Board Chairman.

Gerlach began his GRCA tenure days before the lockdown caused by the COVID-19 pandemic. He led his first all-staff meeting over Zoom.

"We are thankful that Jim came in and oversaw the organization through the pandemic. He brought a calming leadership presence during a tumultuous time," said Jeffrey Rush, current GRCA Board Chairman.

Gerlach has agreed to stay on through the end of the year to ensure that GRCA and its staff accomplish everything they set out to do in the 2023 strategic plan.

This will also ensure a smooth transition to the next organization head.



"I am committed to working towards the goals our organization has set for this year, as well as helping shape future goals. I am grateful that I had the opportunity to work with such a terrific staff who have accomplished a tremendous amount in the past few years," Gerlach said. "But I am most excited to have more time to be a grandfather to my grandchildren."

During his tenure, Gerlach led a company reorganization that created a more unified team. Additionally, he has helped lead the charge to bring passenger rail back to Berks County—serving on the Schuylkill River Passenger Rail Authority as chairman of its Community Engagement Committee and on the Franklin Street Working Group.

A committee, made up of local business leaders and community stakeholders, is currently being formed to lead the regional search for Gerlach's replacement.



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Almost every Reading, Pa. native has a story about **Sweet Street Desserts**. But many locals may not realize that it has become the world's top-rated dessert leader in taste and appearance. It's a gem hiding in plain sight—let's take a peek inside.

GRCA
GREATER
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FOCUS ON SUCCESSFUL BERKS COUNTY BUSINESS



Bally Ribbon Mills Celebrates a Century of Textile Innovation

Bally Ribbon Mills, an industry leader in the design, development, and manufacture of highly specialized engineered woven fabrics, is celebrating their 100th Anniversary. Since BRM's founding in 1923 as a custom textile manufacturer in Bally, PA, the company has earned a reputation for meeting new advanced design challenges. BRM offers ingenuity, technical know-how, extensive weaving capabilities, and rigorous quality assurance systems on projects in the aerospace, defense, medical, safety, automotive, commercial, and industrial industries.

A small representation of BRM's accomplishments over the past century include the production of goods for the war effort in World War II, maintaining a continuous ISO quality program for close to 30 years, and numerous contracts, including with the U.S. Department of Defense, commercial aviation safety systems, and NASA. BRM's work with NASA includes using composite material in the construction of the heat shield used on NASA's Orion spacecraft and structural webbing used in inflatable habitats and flight/astronaut suits. BRM has been praised by NASA for its ability to

answer every specification and challenge.

"As a family business, Bally Ribbon Mills is extremely proud to be a trusted partner by some of the largest, well-known companies and agencies from around the world," said Mark Harries, Vice President, at Bally Ribbon Mills. "Our success has been based on a long-term vision of growth, built around our high-quality engineered fabrics manufactured in America, our skilled employees, and our

reputation as a trusted advisor to customers. We will continue to stay at the forefront of technology for the industries we serve, just as we have over the past 100 years."

BRM is currently hiring talented individuals as they expand and innovate at their Bally, PA facility. Apply in person at 23 N. 7th St. Bally, PA or call, 610.845.2211 (EOE, M/F/D/V). Visit ballyribbon.com for more information.

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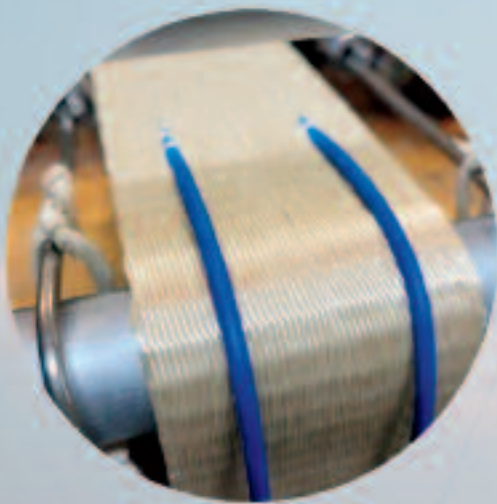
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FOCUS ON SUCCESSFUL BERKS COUNTY BUSINESS

G&T Industries

G&T Industries is located in Reading, PA. The Reading location is one of three locations making up the foam fabrication business unit for G&T with facilities located in Byron Center, Michigan (also location of Corporate HQ), and Jasper, Indiana. Additionally, G&T has two other business units completing the G&T portfolio of companies; Crane Interiors is a manufacturer for marine upholstery located in Woodbury, Tennessee and World Resource Partners specializing in global sourcing and supply chain located in Byron Center, MI.

The Reading business recently moved to a new location within the Reading area completing construction of a new 100,000 sq ft building which became fully operational in May 2022. We were able to make this significant investment due to our continued success in serving our customers — The majority of our customers have been serviced by G&T in excess of ten consecutive years. These long-term relationships are developed through commitment and high-level service by G&T by seeking collaborative development and partnering with its customers. Our ability to meet our customers' needs has made G&T a leader in foam fabrication, being a key supplier to the



Plant General Manager Bob Shumoski.

packaging, medical, furniture, transportation, automotive and sports and recreation markets.

People are at the heart of everything we do. Every aspect of our company is entirely reliant on people. Employee culture is key to our success, our employees are committed, dedicated and customer satisfaction oriented. When real people do real business with each other, everyone succeeds. Not all people may be fit to be a proud member of the G&T Team; customer satisfaction is the



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G&T Industries Grand Opening Celebration.



UGI Energy Services

UGI Energy Services was recently awarded the Greater Reading Chamber Alliance (GRCA) Business Excellence Award. This award is presented to the area's most influential for-profit businesses and honors their contributions to the community. On May 23, 2023, the Greater Reading Chamber Alliance (GRCA) honored several Berks County businesses at their Annual Dinner. The Santander Arena was the stage for the colorful cupcake and sprinkle-themed event. Over 800 people were in attendance, celebrating the all-star businesses that go to work every day in our community.

Along with fifty other companies in the area, UGI Energy Services fell into Category 1 of the Business Excellence Awards. This included for-profit companies, with revenues of at least \$1 million

in each of the past three fiscal years. UGIES is honored to receive such a distinguished award among their stellar peers.

As the only Natural Gas and Electricity Supplier headquartered in Berks County, PA, UGI Energy Services supplies and markets natural gas, liquid fuels, and electricity to 42,000 customer locations across the Mid-Atlantic and Northeastern US. A subsidiary of UGI Corporation, UGIES is a supplier, marketer, and midstream services provider backed by over 140 years of natural gas experience, plus their own expanding energy infrastructure.



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UGI Energy Services, LLC would like to congratulate the recipients of the GRCA 2023 Business Excellence Awards!



Van Scoy Jewelers

At Van Scoy Jewelers, we take great pride in being a small independent female-owned jewelry store. As we celebrate our 45th year in operation, we reflect on the challenges we have overcome and the milestones we have achieved. At the heart of our business philosophy lies our unwavering commitment to providing exceptional customer service and a high-quality product. We recognize that our customers are at the core of our success, and their satisfaction is our goal. Over the years, we have built strong enduring relationships with our clientele, who trust us to deliver not only exquisite jewelry but also personalized attention and a memorable shopping experience. Our dedicated professional team ensures that every customer

receives the utmost care and attention, ensuring their needs are met with precision and care. We have a full-service repair shop and have the ability to custom craft a creation of your dreams. Call for an appointment or just stop in.

Receiving the Chamber's Top 50 Business Excellence Award for the third consecutive year fills us with immense pride and gratitude. We are honored to receive this award and be in the company of other successful Berks County businesses.

Van Scoy Jewelers is located at 1121 Penn Avenue Wyomissing, PA 19610. For additional information, please call 610.374.9330 and visit <http://vanscoy.com>.



FOCUS ON SUCCESSFUL BERKS COUNTY BUSINESS

Tired of all those product registrations you never seem to get around to?
Soon to be released is one single source sign up for warranties and recalls!

An interview with Tom Wentling
by Carol Quaintance



What is this new app?

The soon to be released Recallsitall app streamlines your warranty registration process. No more entering personal data on cards or separate online sites. Recallsitall allows your phone to click the manufacturers UPC, on the product container, and register on your behalf. Notifying the manufacturer of your intent to register and notifies you of any recalls. Further releases will allow uploading receipts, descriptions, expiration dates, food and drug recalls, transferring goods to another person, and more.

Why should you register?

Most manufacturers require proof of purchase for warranty claims. In addition, they want and need to contact you in the event of a recall or product issue. Reducing their liability and keeping customers happy is paramount. You, the consumer, now have greater control over the information flow and resources in the event of a warranty claim or recall. All your info and proof of purchase is in one application.

How did you come up with this idea?

I always found it confounding to register warranties. If I bought two Samsung products, each required a unique registra-

tion. Also, I wanted an effortless way to register many items extremely fast. During a recent baby shower, I was able to snap pics of the UPC codes swiftly. I captured six gifts in one minute. In addition, I became aware that juvenile products MUST, by law, have a registration form included. This indicated to me that these manufacturers take registration seriously and would welcome a streamlined process.

What is your next move?

Beyond the release in the next 90 days, I have been discussing investor options. While I have had expressions of investment interest, I am looking for partners who bring more to the table than money. I seek specific knowledge experts in tech, finance, social media, cyber security and more. An investment of money and expertise is a better fit than naked cash.



Is Recallsitall your only service?

Recallsitall is the consumer side of the equation. WarrantyClick is the manufacturers' solution for interfacing registration links, UPC data, warranty, and recall claims. We also plan to have links to each product's specific user manual, and other manufacturer sites.

Are you developing your business by yourself?

For years I tried to put my ideas into a workable solution. I struggled with too many concepts. Michelle Lehman of Alvernia's O'Pake Institute was instrumental in my early investigation of the app's merits. Then I applied to Penn State Berks LaunchBox for assistance. They accepted me and their program helped me to better define my minimum viable product.

In addition, they encouraged me to further validate the efficacy of Recallsitall and WarrantyClick. Michelle Hnath, Facility Coordinator, has provided tools and resources to continue to move forward. I won \$750 in the LaunchBox competition and received two grants of \$500 each. Recently they offered free legal services for setting up my company, privacy policy and user agreement. I highly recommend this program. I have partnered with Automatic Developer and Jeremy Lowery for the app build. His team dug deep to understand the value propositions and the challenges for success.

When can consumers start using your warranty and recall application?

I expect the first release in about 90 days. In the meantime, users can access the development app at <https://dev.tenosweb.com/login>.

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The logo for Advanced Screeners of America features a large, stylized blue letter 'A' with a white swoosh cutting through it. Below the 'A', the words 'Advanced Screeners' are written in a bold, blue, sans-serif font, followed by 'OF AMERICA' in a smaller, red, sans-serif font, flanked by two small red stars.

Contact Tom Wentling
610-779-5464
tom@advancedscreeners.com

1375 Pershing Boulevard, Suite 303
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The logo for Tony & Joe's Landscaping Service features a green house icon with a white chimney, followed by the company name 'Tony & Joe's' in a large, bold, blue font, and 'Landscaping Service' in a smaller, green font below it.

A collage of three circular photos showing various landscaping projects: a garden with pink flowers, a pond with a waterfall, and a lawn with a tree.

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TIPS TO STAY CONSISTENT ON SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

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

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

Here are some great tips to perform regularly:

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

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

3. Using programs such as ChatGPT, Canva, and Metricool will cut down the time it takes to create and schedule your posts.

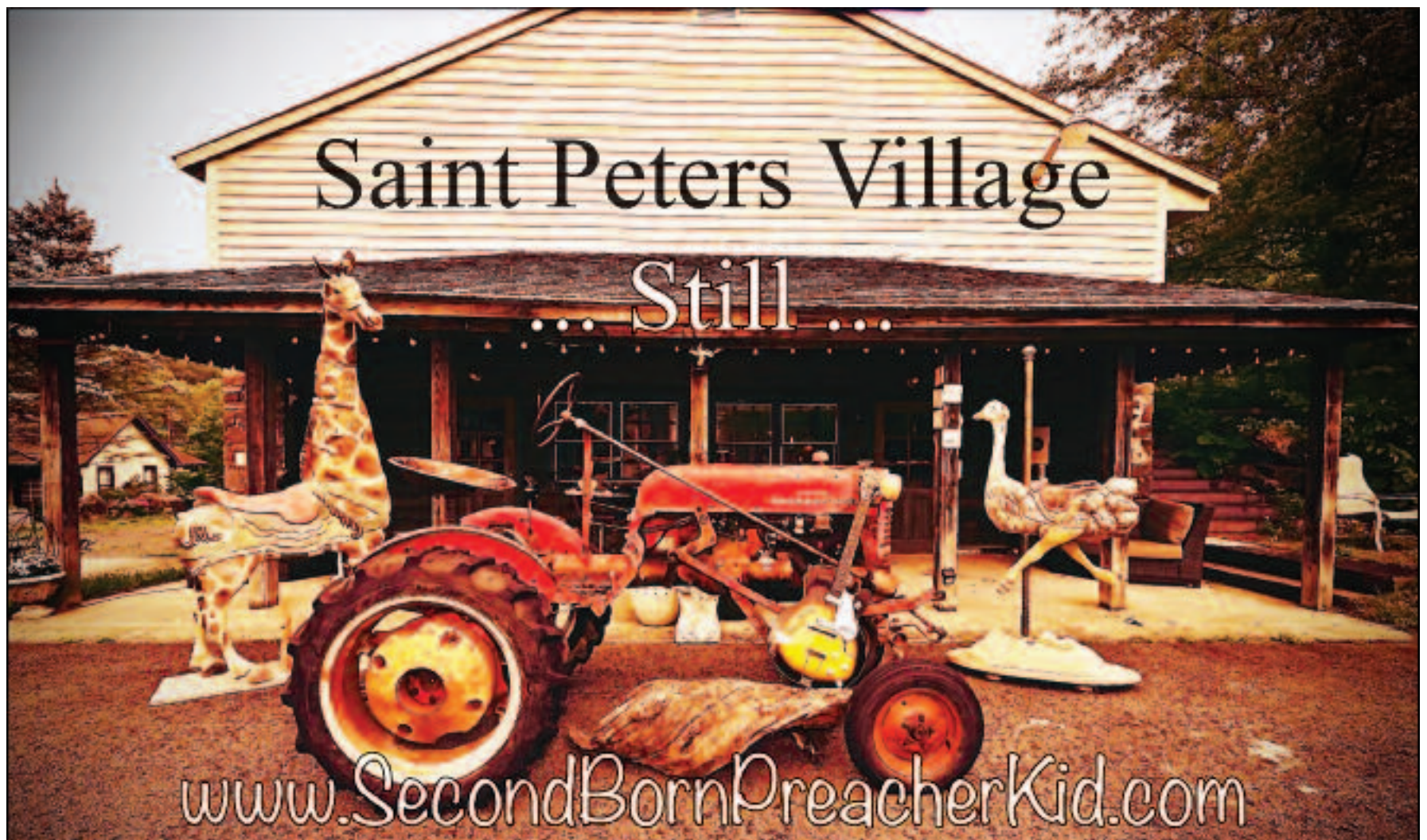
4. Once a month, look up your business on the different social media platforms to see if the information is current and relevant.

5. Check for messages daily. It is best if you can receive notifications when someone makes a comment. Respond to your customers as soon as you can.

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

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

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



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UNDERSTANDING THE POWER OF AI IN MARKETING



MARKETING TIPS

By Michael Ianniello,
Communications
Coordinator,
beMarketing

Artificial intelligence is currently the hottest topic in the marketing industry. While the use of AI isn't an entirely new concept, the way it is being used to streamline processes and social media marketing is a whole new avenue many businesses and professionals are looking to explore. AI tools can analyze large amounts of data in seconds to identify patterns, analyze customer behavior, and predict future trends.

Benefits of AI in Marketing: When used properly AI tools can transform the marketing industry and benefit businesses in instrumental ways. Here are some of the key benefits that AI tools can bring to marketing professionals.

Personalized Content: AI is not just a tool for analyzing large amounts of data and creating automated responses. These tools can use that data to detect patterns and consumer habits to better create personalized messaging tailored to each specific customer.

Improved Targeting: When AI tools analyze customer data, it allows marketers to identify the most effective channel to reach their target audience, by creating lookalike audiences, targeting keywords, recommending related products, and identifying customer segments with high conversion rates.

Streamlined Process: AI technology can analyze robust amounts of data from various sources in minutes to give businesses a complete insight into the customer's behavior, interests, preferences, and demographics.

Boost ROI: By implementing AI for more personalized targeting capabilities, marketers can greatly improve their effectiveness. This will lead to higher conversion rates and ROI.

Best of Both Worlds: Our team at beMarketing utilizes the streamlined automation that AI tools provide when applicable, while still providing a personalized human experience. From search engine optimization to social media management, beMarketing uses the tools at our disposal and years of experience to ensure that your marketing is not only more efficient but more effective. Call 484.261.1149 to learn more today!

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Phoenixville is known to be one of the best places to live in Pennsylvania. Many people choose to live in Phoenixville because of the downtown charm and walkability.

Are you looking for unique local restaurants with eclectic menu options? Check. How about multiple award-winning craft breweries, a few wineries and even a distillery? You bet. Perhaps it's nightlife or art galleries, cafes, and upscale boutiques? Indeed. You say you want all of this within close, comfortable walking distance? Yep, that just about sums up the town of Phoenixville. Yet one cannot capture the feel of Phoenixville without the strong sense of community that Phoenix Village Apartments provides. Anchored in the heart of Bridge Street, directly across from the Great American Pub, Phoenix Village is just doors down from all Phoenixville has to offer, including many on-site shops and restaurants such as Sedona Taphouse, Vintner's Table and Chikara Sushi, just to name a few. Imagine living in an exciting town, full of color and life, yet also passing your neighbors on the sidewalks and feeling a sense of belonging.

Phoenix Village offers spacious Studio, 1, 2, and 3 bedroom luxury apartments with all the contemporary finishes you have come to expect including stainless steel appliances, granite counters, washer/dryer in each residence, and walk-in closets. Phoenix Village isn't just a place to live, it's a place to live life to the fullest. The community amenities include a sophisticated resident lounge with billiards and fireplace, resort swimming pool and spa, fitness center, business center, theater room, courtyard with grilling area, fire pit and outdoor flat screen, and much, much more! Residents enjoy an extensive event calendar.

Imagine your life in walking distance to everything you need. Jog or walk with your favorite furry friend by the river or take a leisurely stroll to one of our many local artisan coffee shops.

Enjoy a movie or live performance at the historic Colonial Theatre. Visit artisan galleries, eclectic boutiques, or the local farmer's market. There's no end to the variety of delicious local restaurants and vibrant nightspots. As noted by Forbes Magazine: "Nightlife is buzzing on a weeknight at craft breweries, fine restaurants, shops and live music venues, and one wonders why there's such a volume of activity in a locale with a population of about 19,000."

Local and nearby parks and recreational facilities allow residents to enjoy boating, kayaking, canoeing, tubing, hiking, biking, yoga, rock climbing, a virtually endless amount of activities. The Phoenixville community is well-located, offering easy access to Valley Forge, King of Prussia, Malvern, and other surrounding neighborhoods.

Weekend festivals are a regular occurrence and another reason to love this town, with some, like the yearly "Blob Fest" and the "Firebird Festival", attracting national attention and visitors from around the globe.

Phoenix Village offers a lifestyle within walking distance to all the charms that downtown Phoenixville offers.

For more information about luxury apartment living at Phoenix Village, please call **833-810-7226** or view **www.phxvillage.com**.



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A vault of the Pennsylvania Treasury filled with unclaimed property owned by Pennsylvania residents.

PA TREASURY RETURNS RECORD \$274M IN UNCLAIMED PROPERTY



By Anthony Hennen,
The Center Square

Pennsylvania's treasury holds about \$4.5 billion in unclaimed property for residents, businesses, and local governments.

Recent efforts, however, have seen more of that get returned as the treasurer announced \$274 million was returned in the last fiscal year – a single-year record.

"This is an incredible record and I'm extremely proud of the hard work done by our unclaimed property team," Treasurer Stacy Garrity said in a release. "One of my top priorities is returning as much unclaimed property as possible because it belongs to hardworking Pennsylvanians. Now that the record has been set, we know there's much more work to do!"

The unclaimed property returned in fiscal year 2022-23 almost doubled the \$142 million returned in 2021-22. The previous record happened in 2017-18, when \$269 million was returned.

Property can be anything from bank accounts and uncashed checks to military decorations and jewelry from safe deposit boxes.

"This money doesn't belong to the state, and we want to return it to the rightful owners," Garrity said, directing the public to search the Treasury's website to verify no one in their family or social circle has property to claim.

State law requires the treasury to advertise unclaimed property for public awareness; advertisements must be "in a legal newspaper as well as an English language newspaper of general circulation in the county in which the owner of the property had a last known address."

Since fiscal year 2019-20, the treasury has had a \$1 million contract with Mid-Atlantic Newspaper Services for advertising, according to a contract in the Treasury's contract database. A final decision for advertising has not yet been made, Press Secretary Samantha Heckel said.

Treasury reforms have sped up the process of returning property. In 2021, a website upgrade allowed more claims to be made online and improved search capabilities. Last year, the Treasury also started to return claims with direct deposit instead of paper checks mailed to recipients.



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CUSTOMER LOYALTY



By Maria L. Novak

Do you have a specific plan for addressing loyalty to your current customers and clients? Did you know that if you improve your customer retention by just five percent, you are also adding five percent to your growth rate? That is due to the high costs of closing new business vs. the profitability of loyal customers spending more money and/or referring you new business.

Once you have closed a sale, is it part of your normal routine to offer additional products or services that complement the original sale? What about being a resource for your customers?

What about previous clients? It is less costly to reach out to those who have used you in the past than it is to close a new sale. Remember to keep all the information you can on your customers and don't hesitate to ask for the next sale.

Use Complaints to Build Business

When customers aren't happy with your business they usually won't complain to you — instead, they'll probably complain to just about everyone else they know and take their business to your competition.

That's why it is so important to make follow-up calls or email satisfaction surveys. If prompt follow up resolves a customer's complaint, the customer will be more likely to do additional business than the average customer who didn't have a complaint. Why? Because they know that their issue was handled quickly and efficiently and, oftentimes, content customers just go about their routines never thinking about increasing business with you.

Reach Out To Your Customers

Contact . . . contact . . . contact! The more the customer sees or hears from you, the more likely you'll get the next order. Send holiday greetings, see them at trade shows, stop by to make sure everything's okay, or just send them your monthly newsletters and important updates and specials.

Sending a simple newsletter to your customers telling them about the great things that are happening and including some educational information lets them know that they are still important. Send them copies of any media about your firm. Invite them to seminars and networking events. The more they know about you, the more they see you as a resource, and the more they know about your accomplishments, the more loyal a customer they will be.

(Continued on page 24)







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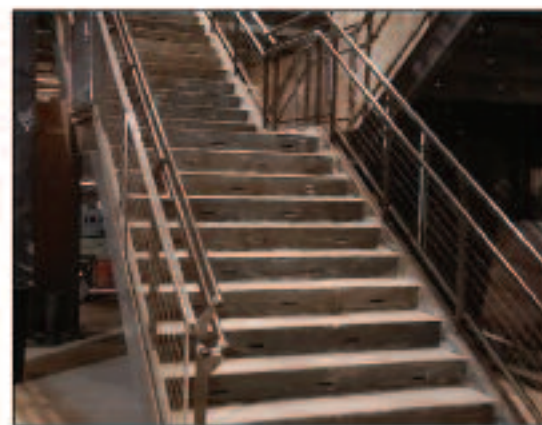
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CUSTOMER LOYALTY

(Continued from page 23)

Customer Service

The increasing trend today is to send customer-service and technical-support calls into queue for the next available person. This builds no personal loyalty. Before you go this route, be sure this is what your customers prefer. Otherwise you should assign a specific support person to every customer and make sure they understand the response time on voice mails. Sometimes it is not just about answering the phone but more about the response time if they leave a message.

Remember, building customer loyalty will require your hard work and thoughtfulness, but it is under your control. While so many aspects of business are out of your control — technology changes, competition, tax rates, etc. — the single most important process, creating loyal customers, is in your own hands.

Maria L. Novak Dugan is president of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services and goal implementation for small & medium sized businesses. For more information, contact Maria at 610.405.0633 or MariaNovak001@yahoo.com or visit www.Maria-L-Novak.com



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MOTIVATION MATTERS IN GETTING THE BEST FROM YOUR EMPLOYEES

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

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

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

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

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

Here's one simple step to make certain you communicate clearly. Instead of asking if an employee understood your instruc-

tions, ask what specific steps the person will take to complete the task. That way you can be absolutely certain they not only understood, but also plan to complete the assignment in an appropriate way.

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

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

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

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MAKE EMPLOYEE RETENTION A TOP PRIORITY

The expression, "good help is hard to find," has never been more accurate. Competition for talented workers is intense in most locations and specialties, and the "best of the best" know it. If they're unsatisfied with their current job, they have no qualms about looking for something else.

Retailing motivated, productive employees is a critical concern for small business owners, as they often play a key role in the growth and success of the enterprise. A survey by Robert Half International, conducted by an independent research firm, examined the reasons that "top" employees, those considered good performers by their bosses, left the business. Here's what they found:

- Limited advancement opportunity: 39%
- Unhappy with management: 23%
- Lack of recognition: 17%
- Inadequate salary/benefits: 11%
- Bored: 6%
- Lifestyle change, such as moving: 2%
- Other/don't know: 2%

The message for business owners is clear, says Max Messmer, CEO of Robert Half. "Helping top performers reach their goals is essential to keeping them. The best employees are ambitious and may not stay in a job long if it lacks growth potential."

Retaining good employees can be a challenge to small business, particularly when compensation or advancement is involved, but it's not an insurmountable one. If promotions aren't an option at your business, you can still find ways to reward

extra effort. It doesn't have to be money. If budgets are tight, consider a more flexible schedule or larger workspace. Praise should be frequent and personalized, but it does not have to be costly or time consuming. A simple thank you note can be an effective motivator.

Take the pulse of employee perceptions in your business. Are they happy doing what they do? Ask their opinions on the work environment and changes that might enhance their loyalty.

Also remember that like any other important business asset, employees require their own form of care and maintenance. Bringing in temporary help during crunch times is one way to ease the workload and prevent burnout. Engage your employees in finding ways to add some fun to the workplace, especially for jobs that involve a lot of repetition. The resulting increase in morale and camaraderie will boost not only loyalty to your company, but also its productivity.

To learn more about employment issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office or request online counseling by visiting www.pottstown-score.org.

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GRCA TO HOST TWO TALENT ATTRACTION WORKSHOPS

The Greater Reading Chamber Alliance (GRCA) invites the Greater Reading business community to come learn how to level up its talent attraction efforts. In partnership with Herbein + Company, GRCA will host two talent attraction workshops to help employers address the talent shortage by learning how to attract qualified talent from outside the region.

Speakers Laurel Kline, CEO of Herbein's HR Consulting Division, and Rachel Ewell, an experienced HR and talent and acquisition professional at Herbein, will cover key topics like community-based recruiting, building a solid workforce pipeline, recruiting and retaining Gen Z talent and creating your unique brand identity.

These days talent needs more than a Google search to confidently make a relocation strategy. They need a clear and supportive path into the Greater Reading community. Attendees will get insider tips on showcasing the region's quality of life, partnering with educational institutions and local partners and connecting with your target audience.

Those interested can choose from one of the two sessions listed below as the covered content will be the same.

WHO: Greater Reading Chamber Alliance & Herbein + Company

WHAT: Expanding Your Talent Attraction Outreach Workshop

WHEN: Tuesday, Aug. 15, from 8:30 a.m. to 10 a.m. and Thursday, Oct. 5, from 3 p.m. to 4:30 p.m.

WHERE: Center for Business Excellence, 49 Commerce Dr., Wyomissing

Pre-registration is required. These workshops are **FREE** to both GRCA members and future members. Register at greaterreading.org.

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

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RISE IN CHECK WASHING CRIMES: WHAT YOU NEED TO KNOW

When you hear “check washing,” it probably reminds you of that time you forgot to check everyone’s pockets before doing laundry. But it’s a criminal act that is on the rise throughout the United States. This fraudulent activity involves altering a written check by erasing its details — such as the recipient’s name or the check amount — and rewriting them to benefit the criminal.

The Check Washing Process

The process is alarmingly simple. Once the thief has the check, they use chemicals or heat to erase the existing information without damaging the paper. Then they write in new details to their benefit.

Preventing Check Washing

There are several ways to protect yourself from becoming a victim of check washing:

- Use pens with pigment-based ink. These inks are resistant to most chemicals used in check washing.
- Keep your checks in a secure place at all times. If mailing checks, use a tamper-evident envelope. For an additional layer of safety, walk the check into the post office instead of using the outdoor mailboxes.
- Where possible, switch to electronic transactions to avoid using physical checks.

What to Do If You’re a Victim

If you think you’ve been targeted by check washing, here’s what to do:

- Contact your bank to stop payment on the suspected check immediately.
- Notify your local law enforcement and the Federal Trade Commission about the issue.
- Monitor your accounts and bank statements for any unauthorized transactions.

Taking a few simple preventive measures will go a long way in protecting yourself against check washing.

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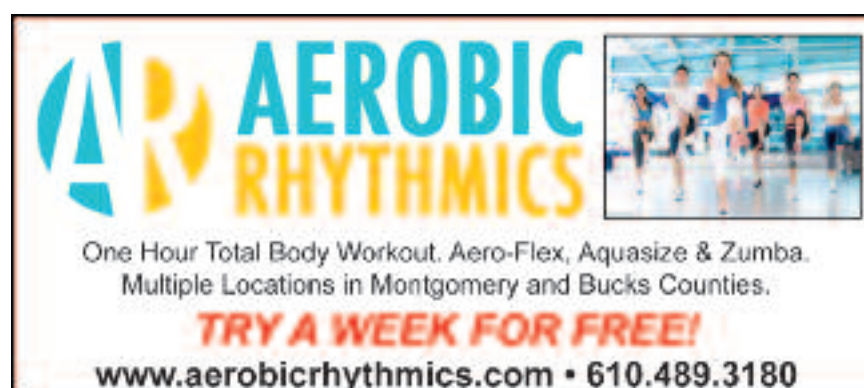
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JDog Carpet Cleaning & Floor Care — Pottstown & Collegeville



JDog Junk Removal and Hauling was founded in 2011 by Army veteran Jerry Flanagan. Marketing himself as a veteran, Flanagan told MediaNews Group in 2019 that sales doubled, and within one year, he began hiring local veterans. He then began franchising, and the company has since grown to nearly 300 franchisees across the country.

The company provides services “the military way — with respect, integrity and trust.”

It is that motto that appealed to Kyle Lepkowski as a potential business owner and that he says makes the company stand out for customers. “It’s not just a slogan — it has a meaning to us because of our background,” Lepkowski said. “We take that with us to every single job we go to. At the same time, I want to take care of



KYLE LEPKOWSKI



Kyle Lepkowski successfully completed Jim Pemberton's Fabric Pro Upholstery Specialist Course.

customers and surpass their expectations every time. I think a franchise would be a good route to take because I would have a base to work from, rather than building the business entirely from the ground up," he said. "And it would offer me some flexibility with my time — to devote to my family. My wife, Christina, is a third-grade teacher at Franklin Elementary School in Pottstown. The couple has two children — John, who was born in 2020 and Emma, who was born in October."

"I also worked with a franchise coach and looked at several different companies," Lepkowski said. "In January 2022, I began talking with JDog, and by spring knew that was the company I wanted to work with. In September I said, 'Let's go.' I went through the training, got my JDog van and officially launched the business Nov. 9. We service portions of Berks, Chester and Montgomery counties — All the way to east Greenville, down to Collegeville, down into Exton and then Elverson over to Reading and past Boyertown. We clean it all — carpet cleaning, floor care, hardwood, tile and grout, upholstery, natural fiber and even stone. If we can get our hands on it, we can clean it," Lepkowski explains.

"We also have spot and stain removal services and offer cleaning of upholstery, power washing services and emergency water extraction," he said. "Another area we have begun to help people with is carpet dyeing from bleach stains and spots to acid stains on any type of carpeting from polyester to natural fiber rugs. Mistakes happen and we can help to repair rather than replace."

From carpets to hardwood and tile to power washing, JDog Carpet Cleaning & Floor Care offers a range of residential, commercial and industrial cleaning services for residential and commercial customers. Their local business operators are Veterans and Military family members



Kyle Lepkowski volunteering his services to clean the Veteran Memorial in Pottstown.

who ensure our services are delivered the Military way—with Respect, Integrity, and Trust. Services aren't limited to just carpets. They offer a number of options to make your home or business clean inside and out. They are a team of Veterans and

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This fall, the Valley Forge Tourism & Convention Board is proud to kick off their 9th annual Freedom from Hunger drive! The Valley Forge Freedom from Hunger Food Drive was created as a farewell “gift” to Pope Francis in 2015 when the Pontiff stayed in Montgomery County at the St. Charles Borromeo Seminary during the World Meeting of Families in Philadelphia. Now in its ninth year, the drive continues to support the community that the tourism board diligently promotes to visitors across the nation and around the world. Earlier this year, the organization hosted their first ever spring drive, surpassing their goal by raising the monetary equivalent of 32,040 pounds of food. This brought the organization’s lifetime contribution to over 164,000 pounds of food. Visit <https://www.valleyforge.org/hunger/> to donate to this year’s fundraiser and support Montgomery County families.



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REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



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

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



UPCOMING EVENTS

COURSERA ONLINE LEARNING - PROJECT MANAGEMENT PROGRAM

Tuesday Aug 1, 2023
Starts – June 28, 2023
Ends – August 1, 2023

The course will be available to register for between June 28 - August 1, 2023.

Location: Your computer!

\$395/person for Chamber Members;
\$495/person for Future Chamber Members

How it Works: Once you complete your registration, Alvernia University will be notified, and you will receive your link to access the program within three business days. You will have 90 days to complete the program. Upon completion of the program, you will receive a Certificate of Completion from Coursera.

Your cell phone number will be used as your student identification number. Thank you. *

Contact Information: Mark Dolinski

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11468>

COURSERA ONLINE LEARNING - FINANCIAL ACUMEN PROGRAM

Tuesday Aug 1, 2023
Starts – June 28, 2023
Ends – August 1, 2023

The course will be available to register for between June 28 - August 1, 2023.

Location: Your computer!

\$395/person for Chamber Members;
\$495/person for Future Chamber Members

How it Works: Once you complete your registration, Alvernia University will be notified, and you will receive your link to access the program within three business days. You will have 90 days to complete the program. Upon completion of the program, you will receive a Certificate of Completion from Coursera.

Your cell phone number will be used as your student identification number. Thank you. *

Contact Information: Mark Dolinski

mdolinski@greaterreading.org

Register: <https://business.greaterreading.org/events/register/11469>

COURSERA ONLINE LEARNING - ECOMMERCE AND TECHNOLOGY PROGRAM

Tuesday Aug 1, 2023 Wednesday Aug 2, 2023
Starts – June 28, 2023
Ends – August 1, 2023

Register between June 28 - August 1, 2023.

Location: Your computer!

\$395/person for Chamber Members;
\$495/person for Future Chamber Members

How it Works: Once you complete your registration, Alvernia University will be notified, and you will receive your link to access the program within three business days. You will have 90 days to complete the program. Upon completion of the program, you will receive a Certificate of Completion from Coursera.

Your cell phone number will be used as your student identification number. Thank you. *

Contact Information: Mark Dolinski

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11470>

COURSERA ONLINE LEARNING - ECOMMERCE AND TECHNOLOGY PROGRAM

Tuesday Aug 1, 2023 Wednesday Aug 2, 2023
Starts – June 28, 2023
Ends – August 1, 2023

Register between June 28 - August 1, 2023.

Location: Your computer!

\$395/person for Chamber Members;
\$495/person for Future Chamber Members

How it Works: Once you complete your registration, Alvernia University will be notified, and you will receive your link to access the program within three business days. You will have 90 days to complete the program. Upon completion of the program, you will receive a Certificate of Completion from Coursera.

Your cell phone number will be used as your student identification number. Thank you. *

Contact Information: Mark Dolinski

mdolinski@greaterreading.org

Register: <https://business.greaterreading.org/events/details/coursiera-online-learning-ecommerce-and-technology-program-august-2023-11470?calendarMonth=2023-08-01>

INTERMEDIATE EXCEL

Wednesday Aug 2, 2023

8:00 AM - 10:30 AM EDT

Four weeks on Wednesdays: August 2, 9, 16, 23

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

Shearer Technical Computer Consultants

727 Penn Ave., West Reading, PA 19611

\$300/person - Chamber Members; \$375/person - Future Chamber Members

<http://GreaterReading.org>

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

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11461>

ADVANCED EXCEL

Thursday Aug 3, 2023

8:00 AM - 10:30 AM EDT

Four weeks on Thursdays: August 3, 10, 17, and 24

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

<http://GreaterReading.org>

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

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11462>

PENN STREET MARKET 2023

Thursday Aug 3, 2023

10:00 AM - 2:00 PM EDT

Every Thursday June-September rain or shine*

*delay or cancellation may occur if the weather is deemed to be unsafe due to high winds, lightning, and/or thunder.

638 Penn Street, Reading, PA 19602

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

Free to attend! Free for all ages!

Contact Information: Aaron Gantz

agantz@greaterreading.org

ULTIMATE EXCEL 2019/365

Friday Aug 4, 2023

8:00 AM - 10:30 AM EDT

Four weeks on Fridays: August 4, 11, 18 and 25

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

<http://GreaterReading.org>

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

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11463>

LUNCH&LEARN - CYBER SECURITY INSURANCE

Wednesday Aug 9, 2023

12:00 PM - 1:30 PM EDT

Center for Business Excellence

49 Commerce Dr., Wyomissing

\$25 /member (member exclusive)

Contact Information: Katie Johnsen 610-898-7775
kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11385>

BERKS ALLIANCE COMMUNITY FORUM: BERKS COUNTY WHOLE HOME REPAIR PROGRAM

Thursday Aug 10, 2023

12:00 PM - 1:00 PM EDT

Register in advance for this meeting:
<https://us02web.zoom.us/j/7538404444?pwd=ZApfu-vpj4uHtaLLNOPATm4e0SyyElzqNd9>

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

Contact Information: David Myers
dmyers@graeterreading.org

LEAN IN CIRCLE INFORMATION SESSION – 2

Women 2 WOMEN

Tuesday Aug 15, 2023

5:00 PM - 7:00 PM EDT

Center for Business Excellence

49 Commerce Drive, Reading, PA 19601

Free to attend! Registration required.

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

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11307>

AMERIHEALTH CARITAS PA WELLNESS AND OPPORTUNITY CENTER RIBBON CUTTING EVENT

Monday Aug 21, 2023

11:00 AM - 1:00 PM EDT

cutting at 11:15 am and a drawing at 12:45 pm

600 Penn St, Ste 300

Reading, PA 19601

Contact Information: Anny Basino
abisono@amerihealthcaritaspa.com

ANNUAL PICNIC 2023

Tuesday Aug 22, 2023

4:30 PM - 8:00 PM EDT

Rain date: Wednesday, Aug. 23

FirstEnergy Stadium

1900 Centre Ave.

Reading, PA 19601

Click here for Picnic parking map.

\$45 per person / Member

\$55 per person / Future GRCA Member

Contact Information: Rachael Romig 610-898-7775

If any changes to your registration are needed, please contact Anna at
alisa@greaterreading.org

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11348>

BERKS FBA ALL IN THE FAMILY GATHERING 2023: FOLINO ESTATE & WINERY

Wednesday Aug 30, 2023

11:30 AM - 1:30 PM EDT

Folino Estate & Winery

340 Old U.S. 22

Kutztown, PA 19530

\$10/person (includes tour & lunch)

GRCA Member Exclusive event.

Registration is limited and open to family businesses.

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

Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11308>



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

TriCounty Young Professionals Event Recap



By Hailey Heimbach,
TriCounty Area Chamber
of Commerce Marketing
and Communications
Director

The TriCounty Young Professionals held a professional development event on Thursday, July 13th, where 50 individuals in attendance had the opportunity to grow professionally through networking, learning effective workplace communication, and a chance to receive a professional headshot.

Jenna Armato, Growth & Success Coach, led an interactive discussion on Effective Workplace Communication. Those in attendance learned that effective communication in the workplace can help reduce conflict, build trust, and increase innovation, productivity, collaboration, and job satisfaction. Jenna led the group in exploring specific strategies they can implement to increase communication effectiveness in the workplace.

Each young professional in attendance had the opportunity to receive a professional headshot taken by Moments By Amy Photography. This was important for those starting out in their career, those who wanted to go to the next level professionally, or those who were looking to update an existing photo.

This was the first professional development event for the TriCounty Young Professionals since the program restarted in December of 2022. The group has participated in social events, such as their recent Netwalking event, as well as community service events, such as volunteering at ArtFusion, Schuylkill River Greenways National Heritage Area, and Althouse Arboretum.

The committee is currently planning upcoming events which will include opportunities to volunteer, network, and grow professionally!



The TriCounty Young Professionals is a program for professionals ages 21-40 working in the tri-county area of Berks, Chester, and Montgomery Counties. We are a diverse group of ambitious, visionary young minds from a variety of industries and backgrounds coming together to connect, develop as professionals, and give back to the community. Our vision is to give young professionals the opportunity to connect with like-minded individuals, establish and grow their networks in the area, serve the community, and access professional development opportunities and resources that facilitate career growth.



To learn more about the program, please scan the QR Code.

Interested in becoming a part of the TriCounty Young Professionals Program and/or attend events?

Join the TriCounty Young Professionals Email List by scanning the QR Code and by clicking on the link at the top of the page!

Please email me at hailey@tricountyarea-chamber.com if you have any questions regarding the program!

WELCOME NEW MEMBERS!

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

Lynise Ellen Designs
(484) 587-9626

<http://lyniseellendesigns.com/>
Graphic Design

Oxi Fresh Carpet Cleaning
(610) 324-0197

<https://www.oxifresh.com/locations/pa/collegeville-carpet-cleaning/?k=7175&agid=133436488751&kw=pcar>

Carpet / Rug / Upholstery Cleaners

Schooley Mitchell of Tri County
(484) 942-6383

<https://expensereductionconsultant.com/>
Business Consultants

MEMBER ANNIVERSARIES

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

40 Years
World Travel, Inc.

35 Years
Colorworks

15 Years
Complete Family Eyecare, Ltd.

5 Years
TeamChildren
Transcend Facility Management Company



Resources

Relationships

Recognition

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

REGIONAL CHAMBER ROUNDUP

TRICOUNTY AREA CHAMBER OF COMMERCE
Serving members, building businesses, growing the region

Annual GOLF OUTING and CLAMBAKE

THURSDAY, SEPTEMBER 14
HICKORY VALLEY GOLF CLUB
1921 LUDWIG RD. GILBERTSVILLE, PA 19525

REGISTRATION OPENS AT 10:30AM | SHOTGUN START AT NOON

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

NETWORKING LUNCH, GAMES, OODIE BAGS, CASH PRIZES, DINNER, AND MORE!

Presenting Sponsor:

SCHULTZ technology

[Learn more](#)

Sponsorship opportunities are available!

TCACC 2023 TIERS INVESTORS STAKEHOLDER

ceg **Constellation** **DANA**
Lead Bubble **Pottstown Hospital**
PPG **SCHULTZ technology** **TOMPKINS**
Precision Polymer Products, Inc. *Banking | Insurance | Wealth*

BUILDING COMMUNITIES

Community Health & Care **Herbein** **Maillie** **Victory Bank**
Class & Advisors *ACCOUNTANTS & ADVISORS*

CREATING CONNECTIONS

Colonial COMMUNITY BANK **COMCAST BUSINESS** **Diamond CREDIT UNION** **MONTGOMERY CREDIT UNION**
Powering Possibilities™ *Banking | Insurance | Wealth*

OWM **POTTSWATER AREA ECONOMIC DEVELOPMENT** **POTTSWATER AREA HEALTH & WELLNESS FOUNDATION** **Rhoads Energy**
Oil & Gas Services & More, LLC

SUPPORTING COMMERCE

benXchange **FAST SIGNS** **GLOCKER** **Martin**
More than just a sign. More than just a sign. *REALTY & INSURANCE*

TRICOUNTY AREA CHAMBER OF COMMERCE
Serving members, building businesses, growing the region

FOLLOW US!

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i @tricountyareachamber
y @tcaccPA
t @TcaccTri
in @TriCounty Area Chamber of Commerce
o @tricountyareachamber

[VIEW ALL HERE!](#)

MEMBERSHIP Breakfast

TCACC ANNUAL MEETING

We will present the Chamber's Annual Report and hold roundtable discussions to get to know your fellow Members.

Each Member of our organization has experiences that we can learn from. During registration you will be asked why you joined: Access **RESOURCES** | Create **RELATIONSHIPS** | Gain **RECOGNITION**

You will sit with other Members with the same answers to discuss topics and learn from each other.

Tuesday, September 19th
8:00 AM - 9:30 AM

Spring Hollow Golf Club
3350 Schuylkill Rd., Spring City, PA 19475

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

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

[Sponsorship Opportunities Are Available](#)

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 EVENTS

Registrations can be found at www.springfordchamber.com

FAMILY FUN

FOOD TRUCKS **BEER GARDEN**

LIMERICK COMMUNITY DAY

SATURDAY AUGUST 12TH

12:00 PM - 3:00 PM

GOLD SPONSORS: **ALTERA** **OEHLERT BROS. Inc.**
THE ENERGY EXPERTS

SILVER SPONSORS:
Davis Painting & Power Washing
Encompass Health Rehabilitation Hospital of Reading
SCORE TriCounty

Expo Rate:
Vendor - \$150
Non-Profit Vendor - \$50
Sponsorships are available!
\$1,000 - Gold Sponsor
\$500 - Silver Sponsor

Learn more or register

BusinessAdvisor

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



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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

Celebrating 90 years in the PXV Business Community



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENT

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



Rhythm & Brews

LIVE MUSIC **CORNHOLE TOURNAMENT** **BEER GARDEN**

JULY 22 | AUG 19 | SEPT 16



NETWORK 2023

"Opportunities don't happen. You create them." - Club Growth

FEB 23
MAY 23
AUG 22
OCT 24

9am

PHOENIXVILLE

Masquerade at the Opera

18 November 2023

PHOENIXVILLE
NON-PROFIT ROUNDTABLE

THURSDAY, SEPTEMBER 14 @ 8:30AM

PHOENIXVILLE
Social

TUESDAY, SEPTEMBER 05 @ 6:00PM

INTERESTED IN MEMBERSHIP?

LEARN MORE:



EVENTS:



REGIONAL CHAMBER ROUNDUP



MONTGOMERY COUNTY CHAMBER OF COMMERCE

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

ADVOCACY: The Chamber works for your business interests and the future of small and large companies in Montgomery County. The Chamber works for business reforms and promotes legislative action on a county, state and federal level to ensure Montgomery County is an attractive place for businesses to prosper. **NETWORKING:** For business development, nothing can work better than the personal contacts developed through the Chamber. Chamber events offer nearly 40 events annually designed for you to meet and connect with other members. Events include monthly Business Builders, quarterly Lunch & Learns, quarterly Chamber Chats, Legislative Forums, and four Signature Events.

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 at montgomerycountychamber.org

August 15 – Chamber Chat from 9:00 AM - 10:15 AM

@ Paul Davis Restoration in Hatfield, PA

September 14 – Business Builders from 5:30 PM - 7:00 PM

@ RedPill Simulations in Worcester, PA

September 29 – Community BINGO from 6:00pm – 9:00pm

@ The Pathway School in Audubon, PA

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



521 Main Street, Trappe, PA 19436 • 610.489.6660

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

Welcome to the Perkiomen Valley Chamber of Commerce!

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

SPOTLIGHT ON FALL EVENTS

Registrations can be found at www.PVchamber.net

September 13, 2023

@ 3pm – 6pm

Cornhole Tournament & Mixer

Join us for a fun networking event at Trappe VFW. Register to play, or attend to network and cheer on the teams. Pre-Registration required. Ticket price includes food. Cash bar. Sponsorships start at only \$100. Visit PVCC website for details.

September 21, 2023 @ 4:30pm

Mixer at Dr. David McSurdy: The Smile Specialists

Network with Chamber members, staff and guests, enjoy food and adult beverages and enter to win one of many fabulous raffle prizes. FREE for members; \$10 non-members. RSVP info@pvchamber.net

October 2, 2023

2nd Annual Sporting Clays Tournament & Luncheon

Not familiar with sporting clays? Think golf with guns! Package includes loaner gun (or bring your own), ammunition and other supplies, as well as basic instructions from expert instructors – no experience necessary! Networking luncheon at Grumpy's BBQ immediately following the tournament. All welcome to attend (members/non members). Sponsorships available (chamber members only). Call Chamber for details or visit chamber website.

FEATURED EVENT



October 25, 2023

PV Summit – B2B Expo and Conference

This is the must-attend event of the year! Event highlights include Exhibitor Showcase, Networking, Break-Out sessions focused on 4 core topics (Marketing, Financial, HR and Technology), Exhibitor Showcase, Swag bags, CEO Roundtable (invitation-only), municipal update and more. Limited sponsorships available. Registration opens in August.

Visit website www.pvchamber.net for more events!

Interested in Hosting a Chamber Mixer?

Mixers are an ideal opportunity to gain exposure and publicity for your business. We now offer morning and afternoon time slots. Pre- and post-event recognition in PVCC newsletter, including photos. The 2022 calendar is filling up fast. Contact Renee Blomstrom at 610-489-6660.

SAVE THE DATES:

• **December 5, 2023 –
Annual Holiday Mixer at RiverCrest**

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), and more! Contact Renee Blomstrom for details at 610-489-6660.

2023 Summer Promo

Join TODAY to receive...

PROMO ITEMS	VALUE
(1) Month E-news Ad	\$100.00
(6) Months Homepage Logo	\$225.00
(2) Extra Months Membership	\$ Varies

**Call Chamber for Details
610-489-6660**

Apply online
www.perkiomenvalleychamber.org/join-the-chamber

WELCOME NEW MEMBERS

Nashcards Sports & Pokemon Cards and PSA grading Jessica Westerefer (610) 207-6819 www.nashcards.com	Help Me LYLA A reimagined Employee Assistance Program Cheryl Kreider 267-664-7338 www.helpmelyla.com	Empowered Digital Marketing Social Media Marketing Agency Jamie Cocco (413) 203-9312 www.empowereddigitalmarketingco.com	Verge Church Community church in the heart of Collegeville and Trappe Jason Rising (610) 744-2400 www.vergechurch.com
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BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

 **Small Business
Resource Association**



THE SBRA COMMUNITY

The SBO Survival Strategy



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

I will start this article by telling you what SBO stands for—Small Business Owner. Most of you know the statistics of the life span of a small business start-up as well as the difficulty of just surviving as a small business owner.

There are few guarantees in business except for “stress and uncertainty”. This article will hopefully give you some help in 5 very important areas of your business that can reduce and possibly eliminate some or all of that stress and uncertainty. However, just reading this article will not make any changes in your business success, you will need to apply what you learn. “Knowledge without application is wasted”.

#1. Effective Cash Flow Management. The tracking and controlling of how much money comes in and out of a business in order to accurately forecast cash flow needs. This is a day-to-day process of monitoring, analyzing, and optimizing the net amount of cash receipts minus the expenses. Sounds pretty simple. Take the money that comes in and subtract the amount you are spending and bingo, you have now managed your Cash Flow. But it's not quite so simple. The trick is to actually keep daily records of income and match those numbers up with the amount you are spending. Many small business owners are so busy making money that they fail to keep accurate records of how much they are spending. They are content with being able to pay the bills every month and therefore they must be making money. Quick Books and a good accountant or book keeper can make a huge difference in understanding not only how much money you are making but equally important how

much you are spending weekly and monthly. Equally important is knowing what your margins of profit are associated with everything you do. You might be making good margins doing hardscaping but loosing all your profits mowing lawns. Know your numbers, know your margins.

#2. Expense Reduction. Once you know your numbers, you can start to better understand where you are spending your money and therefore start to research smarter and more effective ways to run your business. I recommend a quarterly review of what you are paying for vendor services. Just because vendors have supplied you for several years and you're happy with their service does not mean they have the best price for you. It is ok to check other sources and then tell your vendor that they need to sharpen their

pencil in order to keep your business. If you do not ask, you will never get them to lower their price. Sometimes it might be as simple as buying items in volume to get the better price and your turnover of the product justifies volume purchases. You might also take a look at things you are spending money on, that quite honestly, you no longer need. Lastly, if certain products or services you provide are no longer making a profit and dropping cash to the bottom line, get rid of them and replace a loser with a winner. This can include people as well as products and services.

#3. Adaptation to Market Changes. We live in a fast paced, ever-changing world that if you are staying current with the market you could very possibly go out of business. Years ago, I started a Gymnastic Apparel Manufacturing company called GYM-KIN. Our design department spent almost as much time researching color trends and style trends as they did making leotards and warm-up suits. We

needed to purchase fabric almost a year before we started the production for the next season. A mistake in purchasing the wrong color and type of fabric could be disastrous. Do market research, conduct focus groups, go to industry conventions, read everything you can on your industry. It could be the difference between success and failure.

#4. Increase customer retention. Ray Croc once said “It is much more profitable to sell many products to one person than one product to many”. Makes a lot of sense because the cost of getting customers is far greater than the cost of keeping them. Make QUALITY and OUTRAGEOUS CUSTOMER SERVICE, no matter what business you are in, your first and foremost concern. People like to buy from people they like and trust. Ask yourself—would I do repeat business with me? Take care of your customers because if you don't your competition will.

#5. Invest in Your Employees. This is a no-brainer. If your employees are not happy, if they see no opportunity for advancement, if their opinions are not listened to or respected, if they do not believe that you value them and want to help them get better at what they do—you will lose them. Training, mentoring and coaching are key to employee engagement and employee engagement reduces turnover. Turnover will cost you a lot of money, frustration and lost time. Vendors, customers and other employees will start to question the culture of the business and that can result in business loss and closure. You owe your success to not how great you are but rather how great you've treated your employees and how they made your business a success.

SBO survival is hard work. Never ever give up. Work smart, not hard. Know your numbers. Cut costs. Stay ahead of the changing trends. Make your customers feel like family. Pay more attention to your employees than you do yourself. Have fun and you will SURVIVE.



WELCOME New SBRA MEMBERS

Bolatito Oyedokun

Ace Janitorial, LLC

Health First Consulting

Salsa Burrito

Christina M. Baldino

JSH Group/Healthcare
Solutions Team

Salt & Light Cafe

Marathon Business
Advisory Services

Furniture Soup

Emerging Entrepreneurs
Academy

REX LLC

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• **Tune-Up Tuesday
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Free to the public. Get more details and register at
<https://www.sbrassociation.com/#EVENTS>

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LYING ON GOVERNMENT FORMS – DON'T DO IT!



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire, Wolf, Baldwin & Associates, P.C.

Most people I know would not typically lie in ordinary circumstances and would not dream of lying on a government form. But in an online lawyers' forum to which I belong, a situation was discussed which evidently has happened to more than one attorney's client.

This particular lawyer was trying to represent the wife of a decedent — her husband had passed away and she was trying to administer his estate. It turns out that her late husband's parents bore such animosity towards her that they told the funeral home that she and her husband were divorced. The funeral director, believing this false information, issued a death certificate listing the deceased husband as divorced. This made the wife's task of opening an estate for her deceased husband very difficult. The fact that another lawyer chimed in saying this had happened twice before in her career prompted me to write this article. It must be a more common scenario than I had considered.

Bad blood between in-laws is perhaps not surprising. But I bet that most people do not know that such an outright lie which makes its way to a government form is likely a criminal offense.

The Pennsylvania Crimes Code has a whole chapter dedicated to perjury and falsification in official matters, including false swearing, false reports to law enforcement, false reports of child abuse, and tampering with public records. The statute most on point to the scenario above is perhaps 18 Pa.C.S.A. § 4911, entitled "Tampering with public records or information." I reproduce it here in its entirety:

(a) Offense defined. — A person commits an offense if he:

(1) knowingly makes a false entry in, or false alteration of, any record, document or thing belonging to, or received or kept by, the government for information or record, or required by law to be kept by others for information of the government;

(2) makes, presents, or uses any record, document or thing knowing it to be false, and with intent that it be taken as a genuine part of information or records referred to in paragraph (1) of this subsection; or

(3) intentionally and unlawfully destroys, conceals, removes, or otherwise impairs the verity or availability of any such record, document, or thing.

(b) Grading. — An offense under this section is a misdemeanor of the second degree unless the intent of the actor is to defraud or injure anyone, in which case the offense is a felony of the third degree.

Yikes. You had better think twice before lying about information which makes its way into government records. Seeking to be vindictive against your son's wife will not likely be a winning defense in court.

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, Pennsburg, and West Chester. He is certified as a specialist in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.



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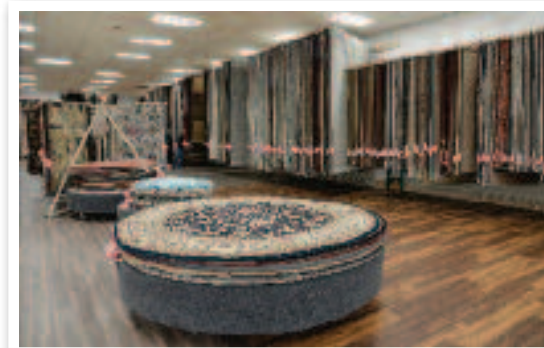
other 'flooring liquidators' cannot match. Our long-standing history with these vendors, and a unique liquid position in the marketplace, allows our buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and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

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PANDEMIC RECOVERY FUNDS TIMELY FOR DOWNTOWN POTTSTOWN BUSINESSES

**PAED confirms \$189,940 in Small Business Grants Focused on
Minority, Women, and Veteran-Owned Businesses
through Pandemic Recovery Funds**

Pottstown Area Economic Development (PAED) recently confirmed \$189,940 in grants for nearly two dozen small businesses within the Borough of Pottstown. "These pandemic recovery grant dollars came at just the right time for many of these small businesses," said Peggy Lee-Clark, PAED's Executive Director. "The owner-operators in the Borough of Pottstown have weathered the pandemic storm, keeping the doors open, employees working, and the operation running. For many businesses, these funds were necessary after years of income decline and increased costs. The Montgomery County Recovery Office allocated these funds with a focus on minority, women, and veteran-owned businesses."



Peggy Lee-Clark

Norristown; or b.) showed a financial loss due to the COVID-19 pandemic.

Businesses were required to: have fewer than 50 employees, including full time and part time; revenue of \$500K or less; independently owned and operated; and qualify as a Small Business under the Small Business Act. Businesses owned by minorities, women, and veterans were the primary focus, although business owners that fall into other categories were not prohibited from applying or receiving funds.

Grant awardees were determined by the Montgomery County Recovery Office based on the business' demonstrated financial impacts. Grants received were to be used for payroll and benefits, costs to retain employees, mortgage, rent, utility, and other operating costs.

PAED was proud to connect Pottstown businesses with the Recovery Office to ensure this opportunity was not missed



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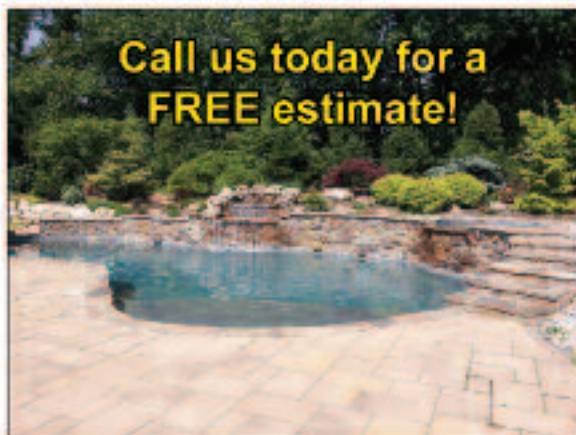


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by them. The economic development entity did this through a series of informative emails and writing numerous letters of support. PAED was pleased to hear from the recipients, and a few of their sentiments are reflected here... "Thank you so much for nudging me to apply. The grant is timely and will certainly go to good use!"; "I was awarded that grant! Thank you so much for sharing that with me. I'm glad they considered me for it."

Pottstown Area Economic Development (PAED) is a 501(c)(3) non-profit corporation originally formed in 1965 to promote commercial and industrial development

in Pottstown, Pennsylvania. PAED provides services to businesses and organizations seeking to invest, expand or relocate including assistance with site selection, commercial and industrial real estate development, access to resources, and workforce development. PAED's efforts stimulate investment, which helps maintain and enhance the tax base, retains, and creates job opportunities, and restores, utilizes, or removes under-utilized buildings.

For more information about Pottstown Economic Development (PAED), please contact Peggy Lee-Clark, Executive Director at 610.326.2900.



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Ask SCORE

SEVEN LEGAL AND FINANCIAL STEPS TO CLOSING YOUR SMALL BUSINESS

For a variety of reasons, some small businesses permanently close their doors. Closing a company may be a difficult decision to make, and it can become even more challenging when a business owner does not take the proper steps.

Exiting a business involves more than just ceasing to advertise and ending sales of products and services. It also requires filing paperwork to officially dissolve your business with the state and taking care of other formalities. Failing to take care of those details could mean being on the hook for fees (and possibly fines) even when a business is not serving its customers anymore.

Here are the Seven Steps to Closing a Business

Step #1: Dissolve Your Business Entity

Companies operating as an LLC or corporation must legally dissolve that business structure so that the state knows it is no longer in operation. This involves filing Articles of Dissolution with the

Secretary of State office. Businesses with multiple owners will need to first hold a meeting with their business partners or Board of Directors to get a consensus vote on closing the business. Note that the procedures for each state and municipality may vary slightly, so it is important to research what you need to do in each state and municipality where your business is registered.

Step #2: Collect Money Owed to You and Sell Your Assets

As you pay suppliers and vendors what you owe them before you close your business, you will want to reach out to customers who owe you money. If you are having difficulty collecting, one option to ensure you get some of what is owed is to sell your accounts receivable to a factor. A factor will compensate you for a portion of the money that is owed you, and then they assume ownership (and the task of collecting the money) of the receivables.

(Continued on page 48)



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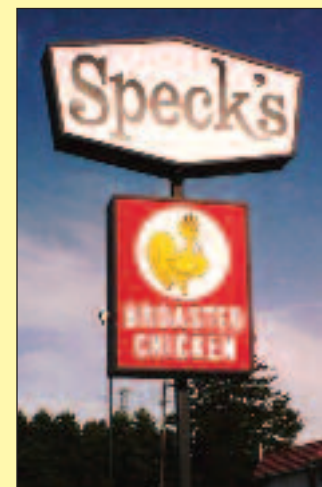
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Over the years, the area has changed as well as society's restaurant habits. Speck's has adapted to it all by adding delivery services, new menu items, electronic gift cards, etc. and they look forward to serving Collegeville area residents for many years to come!

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Ask SCORE

(Continued from page 46)

Selling your business assets and inventory can also generate cash for you before you close your company. Some ways to handle this are using sites like Craigslist or eBay, holding an auction, and personally reaching out to other business owners who might need what you're selling.

Step #3: Pay Your Outstanding Debts

Take care of outstanding bills from vendors and service providers to close out your accounts payable. If you are unable to pay what you owe, discuss your options with an attorney.

Step #4: File Final Payroll Taxes and Pay State Sales Tax

If you have employees, after you have paid them their final wages and salaries, submit your payroll forms as usual and pay your final payroll taxes. What if you are unable to pay what you owe in payroll taxes to the IRS? Filing an "Offer in Compromise" (<https://www.irs.gov/forms-pubs/about-form-656>) might enable you to reduce the amount that you owe. Another option to consider is agreeing to pay your tax due in installments.

Also, submit your final state sales tax forms with the tax you have collected from your customers. Then, find out what your state and municipal tax agencies require you to do to officially close out your tax account. (See additional information at the end of this article.)

Step #5: Submit Your Final Income Tax Return

LLCs and corporations must check the "final return" box when filing their income tax forms. Corporations also need to report shareholder allocations (and losses) on Schedule K-1 (<https://www.irs.gov/pub/irs-pdf/f1120ssk.pdf>).

Heed the deadlines for submitting final tax documents:

- LLCs – By April 15 of the year after the business dissolved or as published during the COV-19 crisis.
- Corporations – Within two months and 15 days from when the business dissolved.

Businesses that close must also close their Employer Identification Number account with the IRS (<https://www.irs.gov/businesses/small-businesses-self-employed/canceling-an-ein-closing-your-account>).

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Step #6: Cancel Business Licenses and Permits

If you have needed business licenses and permits from the federal, state, county, or local governments, notify them that your company has closed. That way, you will not be charged renewal fees or be on the hook for taxes after you are no longer doing business.

Step #7: Distribute Assets to Partners or Shareholders

Businesses that have multiple owners and money or assets left over after paying all debts should distribute them among partners or shareholders. LLCs will divide assets according to each partner's share of the business. Corporations will allocate assets according to the shares owned by each shareholder.

Additional Information

More information about what is required by the IRS is available at <https://www.irs.gov/businesses/small-businesses-self-employed/closing-a-business-checklist>.

More information about what is required by the Pennsylvania Department of Labor and Department of revenues is available in <https://www.revenue.pa.gov/FormsandPublications/otherforms/Documents/rev-252.pdf>

Do Not Miss a Thing – GET HELP!

As you can see, closing a business comes with many responsibilities. To make sure you cover all the bases as you work through the process, SCORE recommends reaching out to legal and accounting professionals who can provide expert guidance. Also, you might find that an online business document filing service will make submitting your dissolution paperwork and canceling licenses and permits less daunting. And, last but not least, your SCORE mentor will also be a helpful resource for insight, feedback, and encouragement.



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 tricounty@scorevolunteer.org or visit the website at www.tricounty.score.org.

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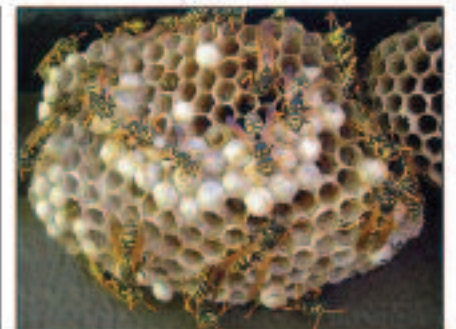
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TO YOUR GOOD (BUSINESS) HEALTH: GET TO KNOW YOUR CASH FLOW

Just as watching your blood pressure is important to your personal health, monitoring cash flow is vital to the well-being of your business. Minor "hiccups" may be expected, but they can also be an early warning of bigger, potentially chronic problems ahead, especially if other indicators such as sales seem positive.

Though critically important, monitoring and predicting cash flow is actually a matter of consistently following some simple, common-sense financial management practices.

The object is to make certain that more cash enters your business than exits your bank account. First you need to translate sales into real money as quickly as possible. Once you've collected the cash, your business needs to guard it. Surprises, such as slow or non-paying customers and unexpected expenses, are your worst cash flow enemies.

One way to shift cash your way is to ask for all or a portion of payment up front. Asking for at least a deposit in advance is a great way to jump-start your cash flow. And if you establish the policy fairly and properly, it shouldn't alienate good customers.

Accepting credit card payments also can help, so you may want to sign up for a merchant account that allows you to do this. Or, if you already have one, encourage customers to use this option more often.

You do pay a fee for this. But credit cards are a great way to speed cash into your account, and the cost is generally small.

You may need to manage "receivables" more closely. This is the money that customers owe to you for products or services you've delivered. Create a detailed "aging" schedule of what you are owed, by whom and for how long. Place phone calls to overdue accounts, focusing first on the largest amounts due. Offering a discount can bring some quick cash in the door but play this card only after you've called the customer to ask for full payment.

Finally, don't overlook the power of an operating budget. Note specific due dates for payables as well as receivables, and regularly use it to get a "snapshot" of your cash flow status. With that information, you'll be better able to make short- and long-term plans, spot potential problems, and avoid potentially crippling cash crises.

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

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CHANGE IS COMING: DON'T LET IT LEAVE YOUR SMALL BUSINESS BEHIND

Predicting the future is one of humankind's oldest endeavors. Nearly everything from tealeaves to caterpillars has served as a bellwether of fate. Twenty-first Century small business owners can draw on a host of technology and information resources to chart the course of their enterprises. But given the increasing pace and unpredictability of change, one can't help but wonder if those caterpillars might really know something.

Anticipating trends can be extremely valuable in keeping you current on everything from sales strategies and customer desires to technology tools and the general economy. As your business grows, change will be inevitable and small business owners should constantly look ahead and seek out ways to shake things up. The more you test the winds of change, the better your chances of success down the road.

But how can you tell the difference between a fleeting fad and a true trend? Louis Patler, a market research guru for companies such as American Express and Dell, has spent decades tracking emerging trends and studying their impact on business. He says the key to successfully piloting a business in the years ahead will be embracing new ways of thinking.

For example, Patler says that truisms like "stick to what your business does best" are

outmoded. If you want your business to grow, consider that past business traditions and processes might only hold you back. Trying new approaches is vital.

Not all customers are created equal. Some are more valuable and loyal than others, and those are the ones you should lavish the most attention on with special savings and service offers. And don't expect loyalty from employees. As American society becomes ever more mobile and labor shortages worsen, workers won't stay on a job for more than three years.

Information is the key to success in the 21st Century, and the ability to effectively capture and analyze data on customer needs and behaviors is essential for small business owners to stay on top of and, even more important, anticipate trends related to their products or services. After all, what's important to your current and potential customers will likely be important to you as well.

Don't rely on incomplete information to plan your small business. Get help from the experts at 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.



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"Just wait 'til I'm the boss..."

That sentiment has helped sustain many aspiring entrepreneurs through the process of getting their small businesses up and running. Among the many benefits of small business ownership is the opportunity to do things "the right way" when it comes to employees and customers.

Once in charge, however, many small business owners find that leading, managing, and motivating others involved with the business aren't as easy as they sound. One reason is widespread confusion about the difference between "managing" and "leading." Leadership experts say they are two very different roles, even though most small business owners consider them the same.

"Managing" implies structure, control, rules, deadlines and efficiency, says Ken Blanchard, best-selling author of *The One Minute Manager*. But according to Blanchard, "leadership" is nearly the opposite of "management." Leading requires actions that are more experimental, unstructured, visionary, flexible and passionate. Managers and leaders think and behave differently.

Blanchard and his partner Drea Zigarmi spent seven years studying how business leaders exert influence and how their values, beliefs and personalities contribute to their success — or failure. Through it all, one finding was clear: A one-size-fits-all style of leadership does not exist.

Owning a business automatically puts you in a position of leadership. Your goal is to engage employees, partners, vendors, investors, independent contractors or other

participants in your venture in a course of action that helps achieve a mutually shared vision. But being in a leadership position does not necessarily make you a leader.

Many entrepreneurs turn to management techniques to enlist the minds and muscles of the people they lead, but fail to capture an equally important component — their hearts. If you merely work to focus activities of followers and fail to engage them in a purpose, you won't likely be seen as a good leader.

"The first step to becoming a better leader is to study yourself and get honest, unfiltered feedback about how you are doing from the people you lead," says Blanchard. "You cannot effectively lead if you do not know your own values."

Learning when and how to provide direction (defining roles, setting goals and priorities, scheduling, and evaluating results), and support (seeking input, listening, offering praise and encouragement, sharing information, explaining decisions, and helping others solve problems) is an ongoing process for even veteran small business owners. Employees, vendors, and customers all change; you need to make your leadership skills flexible as well.

For more leadership ideas, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office, or visit www.pottstownscore.org.



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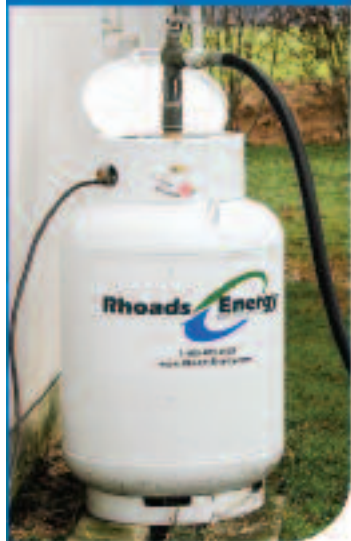
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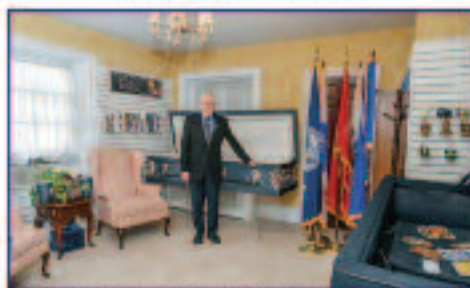
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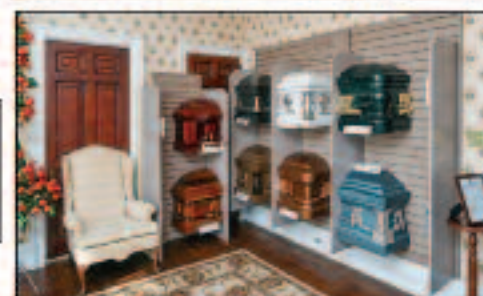
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TRUST THE SCIENCE AND FOLLOW THE NARRATIVE



OPINION

By Barry Cassidy

Last week I saw something I had not seen since the publication of the *Covert Action Bulletin* in the 1970s. The court has prohibited the government from censoring dissenting opinions. It concerned vaccine deniers and, in general, those unwilling to accept everything and the “trust the science” exception to free speech.

I try to give myself a reality check when discussing what is true. I remember asking what is true in Fords Jr. High and bringing up that, at one time, the earth was thought to be flat. What they said was true, damn it, and I was separated from the classroom rows to my area by the door.

Trust the science, or you were a social misfit, conspiracy theorist, and a racist or nazi. Although I am none of those mentioned above, I have a stamp collection from when I was a kid, and it had an impressive array of Hitler head stamps. If the thought police broke down my door and went to the basement storage room, my goose would be cooked.

Recently the scandal of all scandals has surfaced. On May the second, an announcement from the publisher Hindawi shut

down four Journals they found were “heavily compromised” by articles from paper mills. It was revealed that increased scientific manuscripts from paper mills, the secretive netherworld that allows researchers to pad their publication records by paying for fake papers or undeserved authorship.

Neuropsychologist Bernhard Sabel developed a new fake-paper detector and was “shocked” by what it found. After screening some 5,000 papers, 34 percent of neuroscience papers published in 2020 were likely made up or plagiarized; in medicine, the figure was 24 percent. Another study put the Chinese Academy of Sciences (CAS) on a public list because of suspicions they contained paper mill papers.

(Continued on page 56)

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OPINION

(Continued from page 55)

Twenty publishers, which includes the largest, such as Elsevier, Springer Nature, and Wiley, are helping develop the "Integrity Hub" algorithm, and ten publishers are expected to use a paper mill detector the group unveiled in April.

Paper Mills produce and sell fraudulent scientific manuscripts written by ghostwriters. Researchers who must publish to further their career or criteria for promotion buy manuscripts. The profit-oriented system sees researchers pay for authorships. Researchers look for ways to publish in international journals without engaging in research. Some paper mills have laboratories that perform experiments to gather data and images.

Think about this. This is truly troubling. Think of all the hocus pocus when the virus protocols were discussed. Think of the "Moms for Liberty" being labeled a hate group for questioning what was "trusted science." I remember in 1973 being called an A-hole in a bar in Little Rock by the director of the Southern Poverty Law Center because I said I liked J. William Fulbright for his stance against the Viet Nam war. Still, because he was anti-union and I was a union-organizer, I was an ass. So, I do not put much stock in

criticism of the "Moms," or what the Southern Poverty Law Center has become.

Because I am old, I remember when the sugar cube smallpox booster was dispensed at Fords Jr. High School, and we gobbled those boosters down like nobody's business. Kids are getting back in line to get more sugar cubes. The sugar cube was tasty and probably made taking the sugar cubes concocted by Owsley Stanley more acceptable to a generation seeking the truth.

Once some assertion reaches widespread acceptance, it has transitioned from an assertion to a fact. The transition is called *canonization*. A canonized fact can be taken for granted rather than treated as an "open hypothesis;" tests to confirm previously canonized facts are seldom considered.

What has happened to us is that facts have been canonized without proper vetting. We are told something, millions of "bots with an attitude" follow up by reporting you for some alleged crime of going against the narrative. The government gives direction, and we all must follow the narrative for our own good.

(Continued on page 58)

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OPINION

(Continued from page 56)

Any time there is a severe backlash against a statement, the statement must go against the prescribed narrative and be shut down. It is almost like you cannot believe anything said any longer. Each person needs to take a personal inventory and assess what is best for them individually and sometimes agree with the narrative and sometimes oppose it. Depending upon your belief system.

Recently I spoke out because I was outraged that drag queens were chanting that they were “coming for our children.” I was wondering if they were coming to the door or what? So I posted the pic from the newspaper without the story and asked people if they came to your door would you let them take your kids out for a ride? I got responses that it was offensive, and why would I think that? In response, I posted the article where that was said.

So, two or three days later, an NBC news story said it was only one person shouting that, and others were trying to shout him down. I saw the tape and have heard it said before at protests. NBC was saying what many of us saw with our own eyes was not real. That may not mean anything today as we know NBC is

lying as it does not fit the narrative, but in two years, when it is read, there will be revisionist history and a canonized truth.

When you identify the elites that push the narrative, many are in administrative positions in the government hierarchy. They come with a bent, an opinion, a theory of truth that places the narrative above everything else. Although I am unsure how you resolve this issue, it is an issue and, in a month, or so I am going to try.

I am unsure if calling for new McCarthy style hearings is the answer. And by the same token, I don't think Budweiser should go out of business for using a silly trans person in an ad. Remember Barry Humphries, renowned for his stage persona Dame Edna Everage, a condescending snob... he made us laugh.

Laugh or cry... we don't know who is telling the truth, and being unable to distinguish what is truth was the hallmark of Mao's cultural revolution. So please Trust the Science and follow the narrative.

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



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Tompkins Community Bank President Joins Board at Alvernia University

In an effort to deepen its community roots, Tompkins Community Bank announced that Ginger Kunkel, market president of its Pennsylvania footprint, has joined the Board of Trustees at Alvernia University. A 32-year veteran in financial services and a recipient of Pennsylvania Business Central's "Women Making a Difference" Award, Kunkel brings demonstrated experience in collaborative leadership and strategic business development to her position on the Board.

"We appreciate Ginger's willingness to join in our transformational mission," said Glynis A. Fitzgerald, Ph. D, Alvernia University president-elect. "She brings a wealth of expertise and a shared passion for driving positive change within the community. Her invaluable insights will play a vital role in shaping the future of Alvernia University."

Kunkel is well known throughout the financial services community for her expertise in commercial, retail,



Ginger Kunkel

operational and executive management. She is responsible for Tompkins' growth, operations and administration throughout Pennsylvania and works to foster relationships with clients of Tompkins' insurance and wealth affiliates.

(Continued on page 60)

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TOMPKINS COMMUNITY BANK PRESIDENT JOINS BOARD AT ALVERNIA UNIVERSITY

(Continued from page 59)

A graduate of ABA's Stonier Graduate School of Banking and the University of Pennsylvania's affiliated Wharton Leadership Program, Kunkel also attended the PA Bankers Association Advanced Commercial Lending School and Advanced School of Banking. Last year, she was included on the Lehigh Valley Business Journal's Power 100 List for 2022. She is also a past recipient of the Woman of Distinction Award from Soroptimist International.

"I am honored to join the board of Alvernia University and to help support them as they continue to focus on creating educational pathways with a focus on community-based learning," said Kunkel. "I am excited about the impact I can have as a part of this storied university and growing access to quality higher education in our local communities."

Kunkel also serves on the Boards for the Pennsylvania Bankers Association, Greater Berks Development Fund, Hawk Mountain Council and St. Joseph

Center for Special Learning. She previously served the Schuylkill Chamber of Commerce, West Brunswick Township Planning Commission, Habitat for Humanity of Berks and Boy Scouts of America.

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About Tompkins: Founded in 1836, Tompkins Community Bank serves the Central, Western, and Hudson Valley regions of New York, and the Southeastern region of Pennsylvania. Through its unique local decision-making model, the bank offers personalized service and exceptional responsiveness, while delivering a broad range of products and services for consumers and businesses. Insurance services are offered through Tompkins Insurance Agencies, and wealth management services are available through Tompkins Financial Advisors. Further information is available at www.tompkinsbank.com.

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Pottstown Dance Theatre is back to NORMAL!

New Classes are forming at the Pottstown Dance Theatre this September and finally, after years of that crazy pandemic, **things are back to 100% NORMAL!** So, everyone can enjoy classes regardless of vaccines, masks, and can feel free to jump in and dance with our master teachers! The director, Michelle Jones Wurtz, has once again toured Europe and taught internationally over the summer. Dancers came from Poland, Germany, and the Czech Republic to study with her! Why, you may ask! Her students have become professional dance artists in their own rights including Aimee Kulp who is a professional dancer and teacher in Houston, Texas; Lizzie Rasmussen who is a professional ballerina with Cleveland Ballet; and Abdur Rahim Jackson who received a FULL SCHOLARSHIP to JULLIARD, danced at Alvin Ailey, and CHOREOGRAPHED BEYONCE'S HALFTIME SHOW FOR THE SUPERBOWL IN NEW ORLEANS! All of these success stories have one thing in common: Michelle Jones Wurtz was their teacher! Michelle still teaches at her studio and at Eastern University.



Other top-notch faculty include Dr. David Heller (aka Dr. Moose) and Kelsey Nieckoski, both holding doctorate degrees in Dance and Physical Therapy respectively. Marissa Anuzelli, Krysta Bernhardt, Madison Evans, Carol Hebert, Rachel Noonan, Angel Reynolds, and Brianna Sanders will be rounding out the faculty this year; and Owen Bernhardt, Teagan Lee, and Holly Lucas will join us as Apprentice Teachers! All of the teachers are trained not only in dance, but in pedagogy (teaching how to teach) techniques. Main instructors have performing arts degrees or are currently studying to achieve one.

Here is a list of the classes we offer: Ballet, Pointe, Modern/Contemporary, Creative Movement, Jazz, Tap, Hip-Hop, Breakdance, Irish, African, Pilates, and *this year we are adding Acro Dance Arts to the schedule!* Open-House and Registration will be held on Saturday, August 26 from 12-7 pm, as well as Wednesday, August 30, from 5-8pm. Come and see us there at 72 West Main St., Pottstown PA 19465. You can also visit us on the website at www.pottstowndance.com or call us at 610.323.2569!

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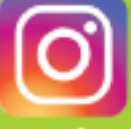
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FOR SALE- 504-512 Chestnut St., Pottstown



Attention Real Estate Developers! With a shortage of rentals, this property has a tremendous upside especially for residential, apartment and condo development. The borough also would like to see residential development such as condos and or apartments. A similar warehouse building was converted on the corner of Beech and Evans St in 2016. **\$800,000**

FOR LEASE- 587 High Street, Pottstown



4,380 SF Space For Lease. Various Possibilities. Formerly a Custom Body Shop and Auto Repair business. Space also includes, Office, 2 Rest Rooms, Paint Booth, Service Pit, Air Compressor(s), and an Additional Rear Fenced Lot for parking or extra storage. All Equipment In As-is Condition if needed by tenant. This Unit is on the Corner of Quinter St and W. High St. Asking \$3285 a month. Type of Tenancy must be approved by the Borough of Pottstown. Contact them regarding Starting-a-Business.

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



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

FOR LEASE- 16 S Keim Street, Pottstown



TURNKEY Pizza Shop and Sandwich Deli For Sale - \$450,000 Owner is selling all Real Estate! Includes building, owned equipment, utensils and fixtures to any to interested buyer. The stock supplies inventory is to be sold separately. This property has a long great history, mostly famous for great sandwiches. In April 2022, the current owner fully enhanced the operation with the addition of the pizza shop with 2 gas ovens and all equipment necessary to make a delicious, great pizza! There are also state of the art delivery services tapped into the shoppes interface, Door Dash, Slice, Grub Hub and Uber Eats! Inclusions: All owned equipment, fixtures and utensils currently in the store. This is not a 100% complete list. See photos for an idea of extra items. Front of Store: 1 front counter, 2 phone lines, cake display, table with 4 chairs, drink coolers, cash register plus electronics for Door Dash, Uber Eats, Grubhub, Slice. Side Front: Gas double stack pizza oven, stainless steel pizza Bain Marie, Counter and shelving, wash sink, cooler, restroom. Kitchen: Display cooler deli, Grill, Deep Fryer, 4 burner stove, hood and fire suppression system, Bain Marie Hoagie Station, 2 stainless steel freezers, various shelving. Rear: Rear pizza dough mixer Hobart 220 volt, 3 door refrigerator, 1 Berkal slicer, chest freezer, 3 compartment sink, 1 hand sink, 2 additional hand washed sinks, 2nd floor storage rooms, Utility Room Gas HW Heater Cash, Conventional. Seller Financing considered for qualified buyer.

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