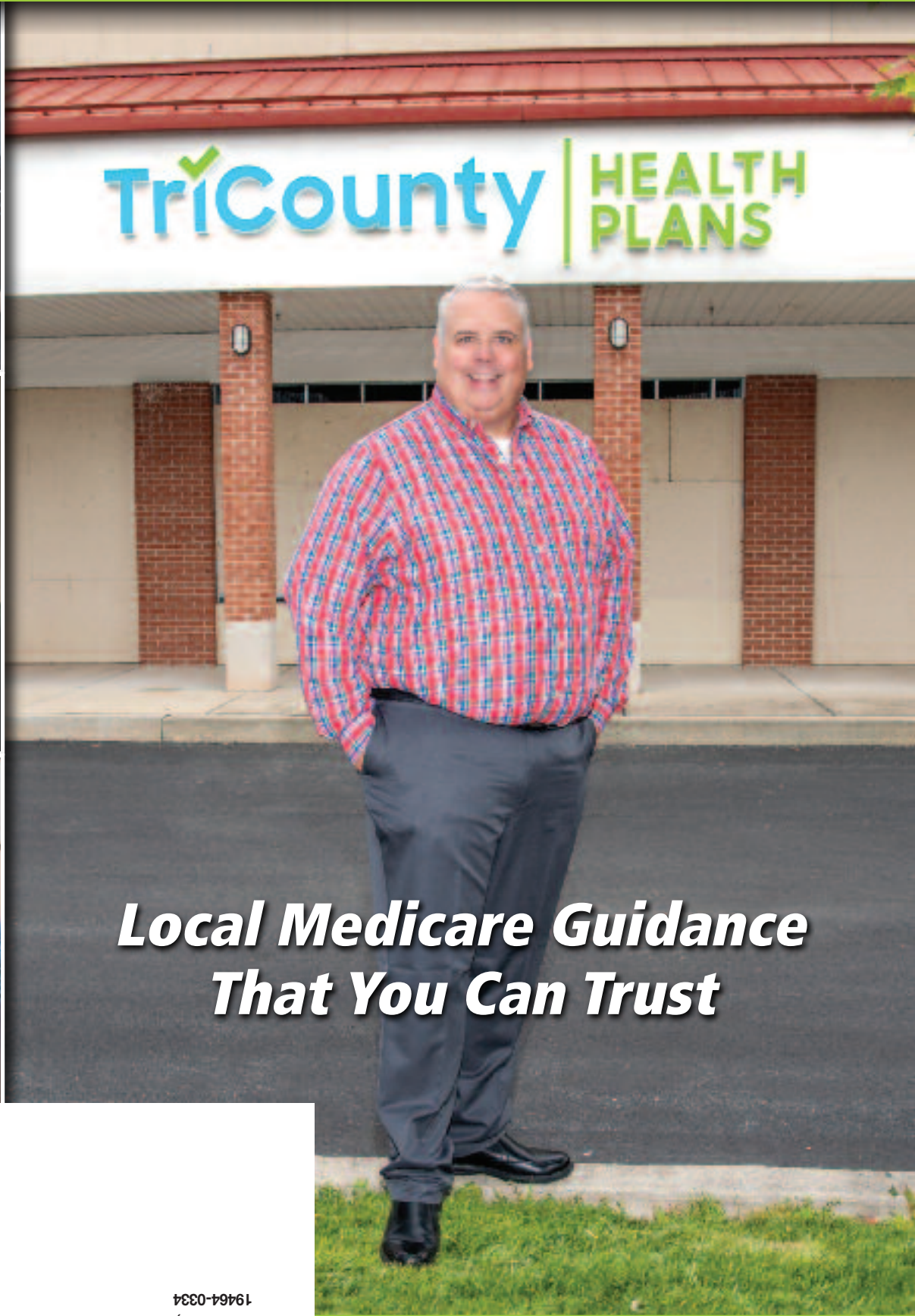


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**Joseph Albert, DO, MRO,
DOT Certified Medical Examiner
Medical Director**

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



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

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



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

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



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

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

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

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STREAMLINE, SCALE, SUCCEED

If you have ever imagined a world where businesses not only survive but THRIVE in the ever-evolving landscapes of manufacturing and supply chains, be glad that you have now heard the name, SmartCost Incorporated. Vinitha Moskal and her team of Business Reimagineers® have a mission to reshape the future of business operations. Through the fusion of time-tested lean principles and the cutting-edge prowess of I4.0 technologies, they're not just consultants - they're catalysts for efficiency, growth, and innovation. Vinitha believes companies should be able to scale not just expansively, but intelligently as well. Through a simple process of optimizing, eliminating, and transforming, redundancies can vanish and digital transformation becomes a true reality.

At SmartCost Incorporated, they provide functional leadership and support within manufacturing and supply chain operations. Their solutions are focused on digitizing to digitalizing operations, helping customers with their Digital Transformation initiatives no matter where they are in their growth journey. They build highly connected Business Processes to help companies scale and integrate seamlessly. With a focus on Lean and Six Sigma, they identify & eliminate redundancies and waste within operations utilizing data and simulation software. SmartCost has partnered with Tulip Inc, the leader in frontline operations, to provide a no-code MES and systems integration platform. And with dashboard development and custom IIoT solutions, SmartCost provides Data Acquisition and Analytics support as well as crisis management & business continuity planning as part of their Program Management support.



Dual Spring Hook

Vinitha has recently started a second business venture — Open Oceans — as a company founded through the NSIN (National Security Innovation Network Foundry) Program to commercialize breakthrough defense technologies to solve national security problems. Open Oceans is thrilled to be working alongside the brilliant minds at NIWC Pacific to bring game-changing innovations to its customers. A double spring hook is one of their U.S. Patented products. The secure mechanism on the snap-hook allows you to attach and release objects effortlessly. Although it has mainly been used for marine applications, Open Oceans is looking to expand its uses in towing, anchoring, water sports, construction, gym equipment, climbing, mining equipment, rigging, and scientific research.



On Thursday, September 14th, at the Miller Center for the Arts, Vinitha will be delivering the keynote speech at the Greater Reading Chamber Alliance Annual Manufacturing Summit, titled "From Assembly Lines to Algorithms: A New Era in Manufacturing". She will help her audience discover the power of AI, the benefits of the shift from descriptive to prescriptive analytics and how it facilitates digital transformation. She will also provide a practical roadmap to digital transformation, emphasizing constant upskilling and building a digital culture.

Vinitha Moskal, President and CEO of SmartCost, is a Transformational Leader and Operations Architect, with a Masters in Mechanical Engineering, who has spent the last 25 years of her career transforming businesses worldwide in industries ranging from automotive to

aerospace, specialty materials, oil & gas, petrochemical and power. With a wealth of experience under her belt, she has not only helped companies scale, but has also aided in taking them public.

SmartCost Incorporated is on a mission to empower their customers to reimagine their business in the era of Industry 4.0 and Big Data and to be a viable solutions provider that the market demands. Connect now to explore tailored solutions for your unique business goals.

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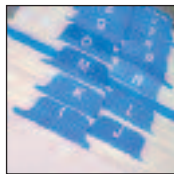


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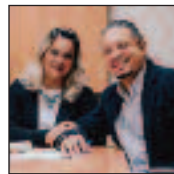




Cover Story: *David Morrison, owner/agent of TriCounty Health Plans of Pottstown, uses his decades of experience in the fields of education and insurance benefits to guide clients through the Medicare election process, ensuring that every person feels like the process is simple.*



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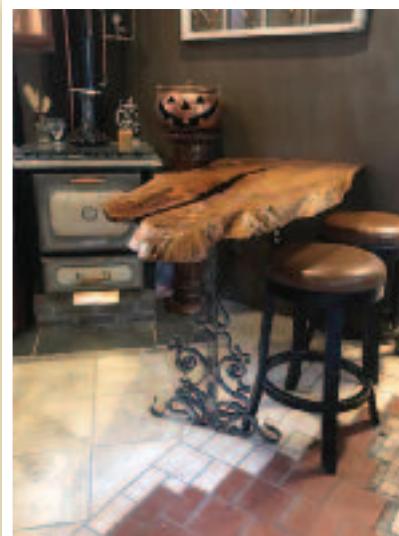
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There's an Artist in Saint Peters Village

"What in the world!?! That is probably the most common expression you will hear when people first step into C. A. Dilworth's studio/shop in the upper parking area of Saint Peters Village.

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"That was part of the reason we started an OPEN HOUSE every Third Thursday of the month from

April through October," explains Christopher A. Dilworth. "'It's a Party in the Parking Lot' we say, and everyone can peek into what we've created while enjoying live music, dancing, and fun. Every time someone visits, they see something new, although it was probably here the last three times they visited."

Why Saint Peters Village? This little working studio on the hill adds one more incredible

adventure to a community almost lost in time and space. It's the perfect place to come, relax and enjoy something truly unusual.

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C. A. Dilworth's studio/shop is located at 3400 Saint Peters Road Saint Peters, PA 19470. For additional information, please call 484.467.0688 and visit www.secondbornpreacherkid.com.



TRICOUNTY HEALTH PLANS

Local Medicare Guidance That You Can Trust



DAVID MORRISON

By Kathy Hunt

Enrolling yourself or a loved one in Medicare can be daunting. At times, the federal health insurance program seems to present more questions than answers. Should you have additional insurance beyond Medicare? If so, which insurance should you choose? Do you need Medicare Parts A, B, and D, and what are the benefits of each? After turning 65, can you sign up at any time or are there penalties if you don't join right away? No one wants to choose the wrong insurance or miss a deadline and incur financial penalties. But, how do you know what to do and when to do it?

David Morrison of TriCounty Health Plans can set your mind at ease and answer these and countless other Medicare queries. Based in Pottstown, Morrison's TriCounty Health Plans provides thorough, thoughtful guidance on Medicare for the tri-county region. This local, knowledgeable owner/agent makes selecting the proper health insurance plan for you or your loved one worry-free.

Different name, same exemplary service

Founded as Medicare Education Services, Morrison's business underwent a name change in 2023 to become TriCounty Health Plans. New government guidelines prompted the switch.

"I was sad to change the name for it was very clear what service I provided," Morrison said. "TriCounty Health Plans made sense, though, because I serve the tri-county area and work with health plans."

The business name may have changed, but Morrison's mission remains the same — making Medicare simple for everyone. A former teacher with a master's degree in education and a decade of experience at Aflac, the largest provider of supplemental health insurance in the United States, Morrison decided during the COVID-19 pandemic to embark on a different educational career path. He would school adults in Medicare, giving them unbiased, approachable information and advice. As he had stated in *Route 422 Business Advisor* in 2022, "I wanted to have a business that would help local people, and I wanted to be targeted in what I do, which is educate people on their Medicare options."

Morrison is an independent licensed insurance agent —and, as such, he is appointed with and represents approximately 25 different health insurance companies. All of these companies are either "A" or "A-plus" insurance carriers; their rating is determined by the

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OPENING SEPTEMBER 15, 2023

The New Office is located at 80 Robinson Street, Pottstown.

global credit rating agency AM Best. The multitude of high-quality carriers allows him to consider every client's needs and suggest a plan that best matches each person's requirements.

Morrison noted that, generally, TriCounty Health Plans supports three types of clients. The first are people either turning 65 or retiring after age 65 and entering the Medicare world. They crave a bit of guidance on Medicare Part A (hospitalization) and Part B (outpatient and medical services). They may also want input on why supplemental insurance is useful — it helps pay for expenses not covered by Medicare — and what plans are the most beneficial to them. When presented with clear and correct information, consumers can make the best choice for themselves and their families, Morrison said.

The second kind of client is looking for a plan refresher. "If your prescription drug regime has changed, it's a good idea to review it and determine if there is a more cost-effective way to insure your prescriptions," Morrison said. "Prescription plans are handled differently by different carriers, and changes happen every year with prescription drugs and Medicare." Part D is Medicare's prescription drug plan.

The parents, guardian, or power of attorney of a person with intellectual disabilities are the third type of client Morrison works with. The common definition of an intellectual disability is an intelligence quotient (IQ) test score below 70, which limits life skills, school and work performance, and independence. After 24 months



David Morrison with client Michelle Talis, her mom Judy Talis, and their dog Winston in their home.

of collecting Social Security Disability Insurance (SSDI), intellectually disabled recipients become eligible for Medicare. They do not have to be 65 or older to receive this benefit.

Morrison pointed out that most people with an intellectual, or a physical, disability also qualify for Medicaid. This gives them a dual plan of both Medicare and Medicaid coverage.

"There is definitely a knowledge gap around intellectual and physical disabilities and insurance coverage," Morrison said. "A comment I get a lot is 'How come I didn't know this?'"

Expanding Medicare education outreach

Along with acquiring a new name, Morrison's business has moved to a new office. Previously, he had worked out of his Pottstown home and met clients over the phone, at their residences, in public spaces such as local diners, and virtually on Zoom.

As of September 15, 2023, TriCounty Health Plans can be found at 80 Robinson Street, Suite D, two doors down from the social security office, in Pottstown. Office hours are Monday through Friday from 9 AM to 4 PM and by appointment.

TriCounty Health Plans' proximity to the social security office makes it a "one-stop shop for people who need help with Medicare. They can go to social security and then just pop over to discuss Medicare planning," Morrison said.

Morrison anticipates the new office serving as a resource for the community, a place where he holds free, monthly Medicare seminars for anyone interested in learning more about the program. "They are educational, not sales, seminars. I talk about the parts of Medicare, what they do, how they work, and how to complement them with a supplement," he said. "No specific insurance plans are discussed. The seminars are about understanding Medicare and how to sign up for it."

(Continued on page 8)



In addition to office-based seminars, Morrison will continue to hold in-person, Medicare information sessions at the Pottstown Regional Public Library in 2024. As a member of the Tri-County Community Network (TCN) and its elder care committee, he will also host a two-part webinar in October on “things seniors need to know.” Among the topics covered are Medicare fraud, artificial intelligence (AI) and financial scams, and caregiving.

In reference to Medicare fraud, Morrison cautioned that phone calls and mail are the two biggest areas about which consumers should be wary. The public should know that Medicare does not phone people. “If you get a phone call saying ‘This is Medicare. We have an update and need to review your plan,’ this is not Medicare,” he said. “This is just someone trying to sell you insurance or get you to switch your insurance plans.”

Furthermore, most letters and notices claiming to be from Medicare actually aren’t. “If it looks too good to be true, it probably is,” Morrison said. “Have someone else look at the mail with you or, if you have a independent licensed insurance agent –, have them look at it and confirm that it’s really from Medicare. Whether you work with me or someone else, find someone local and knowledgeable who can steer you in the right direction,” he said.

Medicare’s official website, Medicare.gov, also warns that no Medicare representative will visit a person’s home uninvited to sell or endorse an insurance plan, offer cash and other incentives to join a plan, or ask for payment online or over the phone.

To learn more about TriCounty Health Plans’ informational sessions or to register for one, visit www.tricountyhealthplans.com.



David Morrison giving a consultation to Jay and Cathy McKeever.

Commitment to the local community

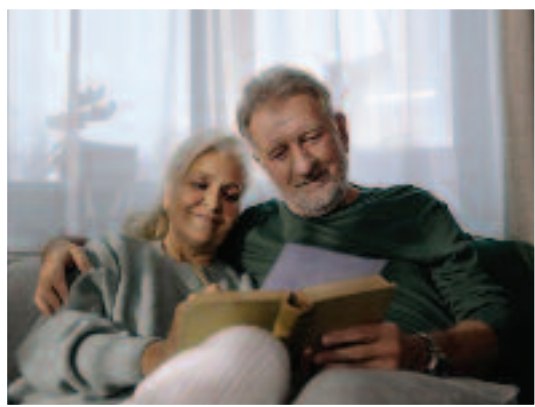
Morrison’s passion for educating consumers runs deep in his community. He has an ongoing partnership with the nonprofit Pottstown Cluster of Religious Communities where he offers Medicare education to clients of its food pantry. Encouraged by the impact of this outreach effort, he has become involved with other local food pantries, freely answering questions and dispensing information to clients of Phoenixville Area Community Services (PACS) and Coventry Food Pantry. PACS supports residents of Phoenixville and

neighboring towns, including Mont Care, Chester Springs, Valley Forge, Oaks, Collegeville, Trappe, Spring City, Limerick, and Pottstown.

A member of the TriCounty Area Chamber of Commerce, Morrison graduated in June 2023 from its Leadership Tri-County program. This ten-month leadership course instructs participants in such personal and professional skills as problem solving, critical thinking, public speaking, and team building. Through the program, participants develop a strong understanding of the issues, opportunities, and resources within Southeastern Berks, Northern Chester, and Western Montgomery Counties. They likewise learn how to use their newfound skills and knowledge to create a brighter future for the region.

After completing the program, Morrison became a TriCounty Area Chamber ambassador. In this role, he advocates for and promotes the TriCounty Area Chamber of Commerce and is accessible to potential chamber members and the community. Morrison also belongs to the Rotary Club of Pottstown and is the former vice-president of the nonprofit Integrate for Good in Creamery.

His wife Nicole and he have two daughters. Their youngest graduated from Owen J. Roberts school district in 2023 and is a biology major at Pennsylvania State University, where she plays baritone in the Penn State Blue marching band. Their oldest daughter is pursuing a media and society degree at Hobart William Smith College in Geneva, New York. This fall semester, she is studying in Budapest, Hungary.



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On the horizon in 2024

Usually, a new year means new changes to Medicare. Some costs go down while others go up. A few might be capped off at a certain amount, as was the case for insulin in 2023, or the cost might be dropped altogether. According to the *Los Angeles Times*, in 2023, all adult vaccines covered under Medicare Part D (prescription drugs) and recommended by the Advisory Committee on Immunization Practices were covered in full.

In 2024, prescription drug plans will have less cost share, Morrison said. This means that, should Medicare beneficiaries reach the catastrophic phase of their drug plan, they will have less out-of-pocket expense. In 2025, new updates to the prescription drug plan will further limit consumer costs. There will be a cap of \$2,000 on drug expenses.

If you or a loved one have questions about the enrollment process or wish to learn more about this federal health insurance program, David Morrison, owner/independent licensed insurance agent —of TriCounty Health Plans, is the person to contact for any Medicare-related information. Knowledgeable, reliable, and trustworthy, he will help you find health insurance that best suits your needs. You can reach David at 484.424.5222 or email: dave@tricountyhealthplans.com. His office hours are Monday through Friday, 9 AM to 4 PM, and by appointment. For additional information, please visit <https://tricountyhealthplans.com>.



David Morrison and Jenna Armato, Director of the Leadership TriCounty Program.

ADDITIONAL KEY FACTS ABOUT MEDICARE

Below are a few helpful facts to keep in mind about Medicare.

When to sign up: You have three months before and after turning 65 to join Medicare. If you try to sign up five months or a year after your 65th birthday, you will incur late fees. This year's annual enrollment takes place from October 15 to December 7, 2023. You can sign up online at the social security website — www.ssa.gov — and by phone or in person at your local social security office.

Cost: People tend to think of Medicare Part A (hospitalization) as being free. This is true if you have worked and paid Medicare taxes for a specified period of time, which is usually a minimum of 10 years. You will still pay a deductible for each hospital admittance per benefit period.

With Part B (medical and outpatient services), you will pay a monthly premium, the amount of which changes yearly. After reaching your deductible, you will be responsible for approximately 20 percent of the Medicare-covered service.

Part D (prescription drug) premiums and deductibles depend upon which plan you have selected.

Supplemental insurance: Medicare supplements are not part of the fall annual enrollment period. People can change their supplements at any point in time. Likewise, everyone should understand that, if they decide not to get supplemental insurance and, in the future, they experience unforeseen health conditions or crises, they may not be eligible for a supplement.

Medicare Part C: Also known as a Medicare Advantage Plan (MAP), this is an HMO or PPO plan that offers dental and vision coverage and other secondary benefits. It has co-payments and some out-of-pocket expense. Each insurance carrier, will have different plans for their version of Medicare Advantage. Each Medicare Advantage Plan has its own network of doctors. As with a supplemental plan, a Medicare Advantage Plan limits a person's financial exposure to medical debt.

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SEPTEMBER 10-16, 2023

Synergy Environmental Inc.

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

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

Site Remedial Professionals; field technicians and field scientists.

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

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- Regulatory permitting and compliance
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- Litigation support (civil and criminal).
- Brownfields investigations and remediation planning.
- Public supply well locating, testing, and permitting.
- Underground storage tank (UST) inspections, closures, and investigations.
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Synergy Environmental, Inc. is located at 155 Railroad Plaza, 1st Floor, Royersford, PA 19468. If you need support for your next project, please contact Brian Loughnane at 484.369.2005, by email bloughna@synergyenvinc.com, or visit our webpage www.synergyenvinc.com.

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CEC's organizational framework encompasses a workforce of approximately

90 dedicated professionals, distributed across nine interconnected departments. Notably, five of these departments are dedicated to distinct engineering disciplines,

namely: Municipal; Water/Wastewater; Planning & Site Design; Structural; and Traffic & Transportation Services. The remaining four departments encompass Surveying, Construction Administration & Observation, Geographic Information System (GIS) / Computer Aided Drafting & Design (CADD), and Administrative functions, all integral in supporting and enhancing our comprehensive suite of engineering services.

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sive insights into our reputable establishment and the distinguished services we offer, we invite you to explore our official website at www.carrollengineering.com. Furthermore, we invite you to engage with us on various social media platforms, including LinkedIn, Facebook, Twitter and YouTube.

Should your forthcoming projects necessitate adept engineering or surveying support, or should inquiries regarding CEC arise, we encourage you to reach out to Joel Ardman, Vice President, directly at jardman@carrollengineering.com or via phone at 215.343.5700 ext 243.

Alternatively, Rachel Skidmore, Business Development Specialist, is readily available for direct correspondence at rskidmore@carrollengineering.com or by phone at 215.343.5700 x225.

All County & Associates

Since 1992, All County and Associates, Inc. (ACA) has grown from a three-person firm, formed by All County Investments, Inc. (ACI). Located in Chester County, the firm offers a full range of civil engineering services, throughout eastern Pennsylvania. These services include: **Construction Management; Civil Engineering; Environmental Permitting; Septic System Testing and Design; Land Surveying; Wetland Delineations and Mitigation.**

All County and Associates, Inc. is the first choice of the construction and real estate community. Having worked on thousands of projects, ACA sets itself apart by developing and maintaining long-term relationships. These relationships are represented through a dedicated referral network of satisfied customers. Our team is a trusted source for our rapid and thorough responses, and our ability to handle a project big or small. We never deviate from our primary focus of helping them



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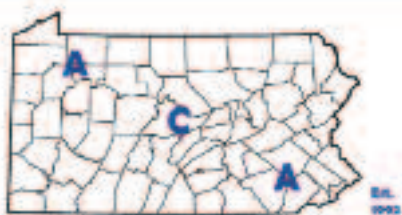
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Ludgate Engineering has provided civil engineering for land development since the company was founded by Bob Ludgate Sr. in 1976. Although rules and regulations have changed, the planning process still deals with the several impacts imposed by almost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

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



Earth Engineering Incorporated (EEI)

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

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

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

Your success is our mission. The 422 region is alive and well and the profession-

als at EEI, many of which who reside along the corridor, are ready to support the progress throughout the area. We at EEI look forward to contributing to the success of your next project. For additional information, please call 610.277.0880 or visit our website www.earthengineering.com.



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Ask SCORE

BUILD A BETTER BUSINESS BY LISTENING TO YOUR CUSTOMERS

Do you ever wonder what your customers think of your business? Are you meeting their expectations? Are there areas that need improvement? Will they like that product or service enhancement you've been thinking about?

All those answers and more are there for the asking. All you have to do is listen. A casual conversation can yield a tremendous amount of valuable information about why your customers are coming to you, what you are and are not doing right, and whether past problems have been fully rectified. You can also get insights on the issues and needs they're facing, giving you ideas on ways in which your business can help.

You shouldn't corner customers on the spot for answers, of course, particularly if they are pressed for time. Instead, agree to meet or talk at a convenient time and discuss ways you can help customers explore their options and select the right action to achieve their goals. Remember, your small business will gain customer trust only by listening, not rambling endlessly about what you offer. Results are what customers care about the most. If you provide results, you gain their business.

Once you've listened attentively, you have the information you need to create an urgency to act that is based on the client's needs, not yours. No need to push. Just use your knowledge to understand the customer's own urgency. That's why they are talking to you in the first place.

As you hold these conversations, common themes will likely emerge that you can incorporate into your service strategy. Remember too that while you should treat all customers equally well, not all of them have the same priorities and concerns. An issue that Customer A perceives as absolutely critical may be hardly worth talking about to Customer B. Still, only a few minor adjustments may be necessary to address the needs of both, further enhancing your reputation as a can-do business!

Customer satisfaction is crucial to a small business. For more help, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter near you, or find a counselor online at www.pottstownscore.org.

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GRCA to Host 2023 MFG Summit

Join the Greater Reading Chamber Alliance (GRCA) 8 a.m. to noon, Thursday, Sept. 14, for the region's premier, annual MFG Summit. The event will kick off at the Miller Center for the Arts, 4 N. Second Street in Reading, with a welcome from GRCA President & CEO Jim Gerlach and Dr. Susan Looney, President of Reading Area Community College (RACC). The event's keynote speaker Vinitha Moskal will present "From Assembly Lines to Algorithms: A New Era in Manufacturing." As the Founder and CEO of SmartCost Inc, Moskal helps companies reimagine, revitalize, and realize corporate vision by leveraging an effective blend of strategy, innovation, and operational excellence expertise to build value and optimize performance in the era of Industry 4.0.

The keynote address will be followed by a panel discussion and workshop. Attendees are sure to walk away with many valuable takeaways.

The event's Platinum sponsor is American Crane and Equipment Corp. and Carpenter Technology. Sponsorships are available by contacting Rachael Romig, Senior Director of Events & Special Programs, at RRomig@greaterreading.org or 610.898-7775, or Keith Stamm, Director of

Workforce Development, at KStamm@greaterreading.org or 610.898.7776.

Registration required: \$30 for GRCA members, \$40 for future members. Parking is available in the Front & Washington Street Garage. Please register at greaterreading.org.



Vinitha Moskal

MFG Summit

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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FOCUS ON PHOENIXVILLE



Phoenixville Area Senior Center – September is National Senior Center Month

The 2023 theme for National Senior Center Month is “Discover Yours.” At the Phoenixville Area Senior Center, (PASC), all area residents 60+ are empowered to realize their full potential: discover new friendships, improve health habits, find purpose in new activities, and explore new ways to express creativity. Open weekdays from 8 to 3, the Center offers breakfast and lunch, and a full daily schedule of activities to challenge your mind, body, and spirit. Additionally, we offer a monthly third Thursday evening activity. Explore the activities on our website www.phoenixvilleseniorcenter.org.

As we prepare for the Medicare Open Enrollment period, PASC is offering a FREE

Health Fair on the Third Thursday of September for the community to meet healthcare providers, home health agencies, senior living facilities, Medicare specialists, etc. It is also a great time to receive your yearly immunizations. Both the 2023 Flu shot and the updated Covid booster will be administered on Thursday, September 19 from 4-6. Our goal is to give 100 immunizations. Because you may not want to get them both on the same evening, we will offer a second opportunity in October.

Providing access to information, opportunities, and support to improve the lives of people in their communities as they age, Senior Centers have evolved



since their beginning, through their inclusion in the Older American's Act in 1973, and up to today. But the mission has remained: to be the local, trusted place in

the community that connects people to the programs, services, and opportunities they need to age well. Is it time for you to Discover Your Senior Center?



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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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Adel Home Services

For quality residential electrical repairs in Phoenixville, Royersford, Spring City and Collegeville, Adel Home Services offers both electrical repairs and electrical contracting services. "Home electrical repairs can be incredibly dangerous to those that do not know what they are doing," explains owner Ray Ammouri. "Adel Home Services is highly trained, qualified, and licensed to help you with any and all of your home electrical systems." Home electrical systems include but are not limited to outlets, switches, light fixtures, circuit breaker panels, and anything that connects to those systems.

Ammouri understands that your home is your safe place. "We work hard to treat your home as though it is our home," he said. "We are courteous and polite and do our best to work with any needs that you have. At Adel Home Services we offer our customers high-quality residential and commercial Electrical Services. We use the best electrical box and the best electrical panels at a fair price. Our professional electrician services sustain a valuable relationship that has kept customers coming back to us since we started our business.

We guarantee all work performed and offer our services 24 hours a day, seven days a week.

Ray Ammouri started his small business seven years ago — "With the help of God, my family and some good people that believe in me making a change for others," he said. "I've been an electrician for 24 years. I follow all the National electrical code (NEC) and National Fire Protection Association (NFPA) requirements to complete a safe and neat installation."

Ammouri has other interests within his field and since 2014 he has expanded the company operations with Home Improvement projects including General Contracting and renovations, private and public projects to include interior design and workmanship.

"I treat my customers home like it is my own with respect, care, and a neat manner," Ammouri said. "I do my best to keep a clean work area after I'm finished with my tasks when the job is complete and look to make people happy with my work and work ethic. My son and future partner helps me out with my work and I'm blessed to have him working with me side by side."

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option for your home. Their fully licensed and insured electricians are ready to install your convenient, cost-effective EV charging station. Whether you already have your charger and need an outlet installed, or you're just trying to decide on the best solution.

Ray Ammouri is Licensed and Insured (PA 113994). Give him a call at 610.427.1984 or email: Adelhome101@gmail.com if you have any questions or wish to start the repair process. Ask about service contracts for residential applications, Main panel, breaker box upgrades, and annual residential electrical maintenance.

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AdminService was initially founded with the concept of supporting local and mission-oriented organizations in the community and assisting local non-profit organizations and small companies with **administrative, bookkeeping and accounting services**, while staying true to the mission of that particular organization or company. After all, it's these time-consuming tasks that tend to divert Administrators, Managers and Owners from their big-picture goal. Our services are customized to support each client's unique business needs, enabling management to focus on their core objectives.

A growing component of AdminService is the remote support it provides to mid-sized companies here and across the country, more commonly referred to as the **'Virtual Office' support**. Whether near or far, AdminService provides a service to its clients where they can now receive remote help to assist with administrative tasks, scheduling appoint-

ments, responding to customers, website development, developing marketing materials, updating the website, plus many other services to make sure their client's organizations and businesses grow and thrive now and into the future.

Over the 20 years we have been in Phoenixville, the town has evolved and so has AdminService. Our steady, organic growth has led to a dedicated team of over fifteen full and part-time employees. Through the careful planning and forward-thinking of Pamela Benton, Claus Sproll and the leadership team, the company has developed a strong culture; caring for the people within the various organizations that it serves. Needless to say, AdminService's priority has been and always will be to put the people first!

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Our entire philosophy boils down to one simple sentence: "Do what you say you're going to do." Our family-owned business has proudly served Phoenixville, Chester, Montgomery, and surrounding counties for over 20 years. We've made a name for ourselves creating a world of color and creativity for our clients. For us, painting is more than just a job – it's an art form. Our painters are hired for their dedication and passion for the job, providing our clients with the updates, repairs, and information they need to turn their house into homes.

Our commitment to our customers means that whether you're getting ready to sell your home or your business needs a facelift, we're the team for the job. Our color consultants get to know you and your space. They develop an understanding of the interplay between color, hues, textures, and ambiance in your home. Armed with that information, they guide you through the full spectrum of options that will best fit your personality and style.

At Agostinelli Brothers, we don't just slap a fresh coat of paint on your walls. We create homes that hold stories and memories. With every stroke, we blend our expertise with your dreams, turning your space into peaceful areas you love being in. We handle everything from interior painting to swimming pools and epoxy coatings.

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HOLIDAY SUCCESS REQUIRES A PLAN



SOCIAL MEDIA TIPS

By Theresa Mintzer

I know that most of you are not ready to think about the holidays.

Guess what? Now is the perfect time to start making a plan. If the trends of the last few years continue, it is a safe bet that people will be making many online purchases.

Here are the things you should be doing now to set up for your success later.

- Confirm that all your information is up to date and consistent across social media.
- Try to build brand awareness through your social media. Use different social media sites like Instagram, Facebook, Google Business Profile, TikTok, and ads.
- Take advantage of back-to-school and the fall season to grow your audience.

• Post regularly. If you can, start posting videos. You can retarget your viewers with ads at the holidays. If a video is doing well, consider boosting it. You can retarget that audience later.

• If you have a Facebook Pixel on your website confirm that it is working. If you do not have one, now is the time to install it. You want to be able to target website visitors with ads later.

• Did you have a mobile holiday shopping process last year? What worked? What did not work? Is the experience user friendly?

Now is the time to advertise your business. Ads will become more expensive as we get closer to the holidays.

If you need extra help, I offer Social Media and Facebook Ad Coaching to help businesses create a plan that works. Head on over to my website at MintzerSolutions.com to schedule an appointment. For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com.

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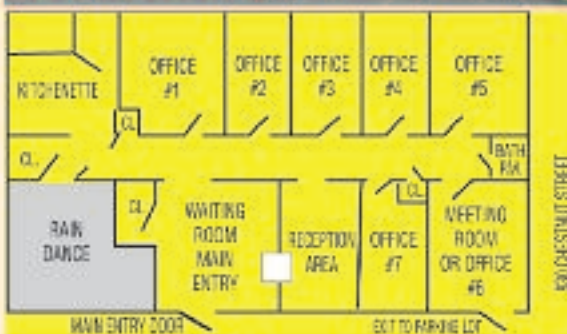
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BYE BYE BIRDIE: TWITTER REBRANDS TO X



MARKETING TIPS

By **Michael Ianniello**,
Communications
Coordinator,
beMarketing

Ever since Elon Musk officially purchased Twitter in late 2022, he has made many impulsive decisions, often considered irrational, that have significantly altered the popular social media app. Recently, a new change has been implemented as Musk has decided to rebrand Twitter to X. That's right, the beloved blue bird is no more. The question is, what does this new branding mean for users, and why the sudden change?

The why may be complicated, as with many of Musk's decisions. He announced from the start a desire to elevate Twitter to a "super" app that allows users to do everything from trade crypto to buy and sell stocks. Recently, Musk talked about expanding X to "add comprehensive communications and the ability to conduct your entire financial world."

As Twitter's ad revenue and cash flow have declined since Musk's purchase, a

rebranding campaign is a way to breathe new life into the company and better represent the expanded capabilities planned for the future. The change to X appears to be a step towards the goal of creating a remodeled super-app. However, for now, it is still just the same Twitter we all know.

How Does the Rebrand Affect Your Account? As of right now, it doesn't. As we have come to learn with Musk, things can dramatically change at any moment. But for now, X has all of the same functions and capabilities that Twitter had. Your social media strategy should remain the same, and your current approach for posting habits, content voice, and overall brand strategy can remain consistent.

The social media experts at beMarketing are constantly monitoring everything that is going on with X, Threads, Instagram, and other social media platforms to be able to make the most informed decisions and recommendations when it comes to your brand's social media strategy. From content creation to reputation management, call beMarketing at 484.261.1149 for all of your social media marketing needs.

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is a Finalist for the
Visiting Angels Top Honor**



Visiting Angels, the nation's leading provider of senior home care, named Jermaine Cureton of Pottstown as a finalist for the 2023 National Caregiver of the Year award. He received a \$2,500 check and a special award at a ceremony held at the Pottstown office.

When Jermaine started with Visiting Angels of Pottstown, Pennsylvania eight years ago, he brought along his magnanimous personality, fantastic sense of humor, and infectious attitude.

"Jermaine is very charismatic and connects so well with clients," explains Alycia Wertman, one of the Visiting Angels of Pottstown franchise owners. "He loves what he does, and it shows. Everyone in our office voted to nominate Jermaine for Caregiver of the Year. He is so deserving; he provides a great service to our community, positively impacts lives, and makes a difference in the lives of his clients and their families."

Phil, one of Jermaine's clients, has depended on a caregiver for more than 20 years since suffering a serious injury that left him wheelchair-bound. "Jermaine is one of the best caregivers I've ever had," he said. "He is such a highly professional person yet so personable. I really appreciate



him. He is a great representative for Visiting Angels. He should be teaching other people around the country how to be a caregiver."

Jermaine's dedication to his clients knows no bounds. When his car broke down, he walked more than two miles to work so he could care for his client.

"The mark of a great caregiver is one who sees their work as a mission, not just a job," says Larry Meigs, CEO of Visiting Angels. "Jermaine demonstrates this quality, as well as compassion, patience, and dedication. We congratulate Jermaine

on his recognition as one of our top caregivers and thank him for his extraordinary commitment to our clients."



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



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Serenity Dental Spa – A Calming Dental Experience

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

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

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



The financial anxiety of the dental visit also always bothered Dr. Zitter. Depending on the procedure, it can cost the patient thousands of dollars that a dental office normally wants up front. If they did offer 3rd party financing, they have astronomical interest rates of 16 percent or more. Dr. Zitter currently is offering a three-tier financing plan: Zero percent interest on any amount paid back in a three-month period, four percent interest on any amount paid back in six months and six percent interest on any amount paid back in 12 months.



For those who do not have dental insurance, Serenity Dental Spa is offering a yearly in-house plan for \$370 for adults and \$300 for dependents under 17. This inhouse plan offers two cleanings, two exams, all necessary x-rays, one emergency visit, fluoride treatment and 30 percent off most procedures. Many current patients have been taking advantage of this great offer. Please don't hesitate to reach out to our office for more information! Call us at 610.624.6166. Serenity Dental Spa is located in the Suburbia Shopping Center, 4 Glocker Way, Pottstown, PA 19465. For additional information, please visit www.serenitydentalspaofpa.com.



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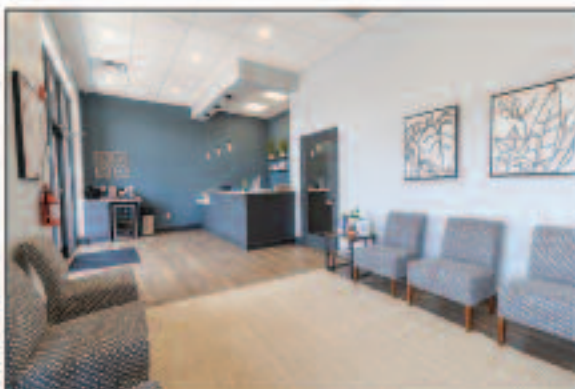
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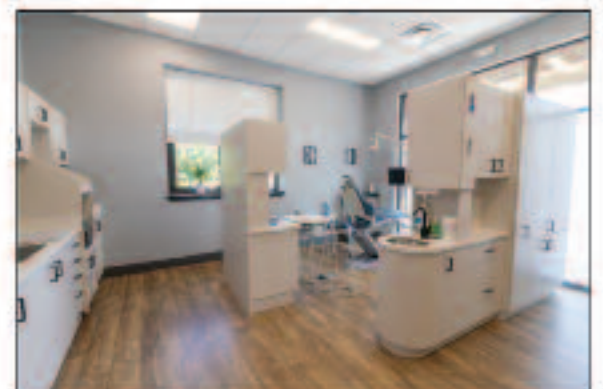
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Ask SCORE

MAKE YOUR WEB SITE MEMORABLE FOR THE RIGHT REASONS

As more and more customers rely on Internet search engines and online directories to locate sources of products and services, Web sites are increasingly becoming a "must" for all types of small businesses.

But it's not enough to simply have a presence on the Web. Unless your site is set up with the customer's needs in mind, it may be doing very little to benefit your business.

Whether you design the site yourself or work with a crackerjack professional designer, it's important to remember that looks, though important, are not everything. Even the most attractive site is simply taking up cyberspace if it's not functional.

Consider what your site is like from the user's perspective. Are the various functions easy to find and use? Can customers find what they want fast? Your goal is to have a site that appears professional and credible to customers as well as being easy to navigate. For a prospect intent on buying, there is nothing more frustrating than having to deal with a clumsy or cluttered site. Categories should be clear and logical.

And while the Web's almost unlimited space gives you the choice of drowning customers with product details, you may want to exercise some restraint. Give visitors the option of clicking to more information if they

wish, but don't force it on them. Coax customers by stages. Filling out forms is often necessary, but keep them simple and break them into bite-sized parts.

And by all means make the photos or other graphics on your site compelling—not the same old generic stock photos you see everywhere. Use graphics of real people and places to add personality to your site and reinforce the notion that your business exists in the real world, too.

The bottom line is that your small business Web site should be built around convenience—the very reasons that have made doing business online so popular. That means clear, concise text with relevant graphics; straightforward operating instructions; fast, simple checkout processes for online sales; and no surprises or dead-ends—the same features YOU look for when you do shopping or research online.

To learn more about technology and Internet 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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Ask SCORE

SOLOPRENEUR TIPS: WAYS TO GROW A ONE-PERSON BUSINESS

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

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

If you are starting or running a one-person company, consider the following tips for growing a solo-business:

1. Get organized.

Use technology tools to help you keep track of to-dos, deadlines, and important information. For example, block out time on your calendar for all of the projects and tasks you need to accomplish. Also, use platforms like Evernote or Dropbox to

save and organize information you'll need to reference later. For keeping projects on track, cloud-based software services like Trello provide collaborative features that streamline communication with project partners and maintain all project information in a central place.

2. Boost efficiency and productivity.

Figure out the times of the day when you are at your peak performance and schedule your work for clients during those timeframes. This will help ensure you are putting your best foot forward on the tasks that matter most. Also, consider using platforms and features that allow you to automate certain aspects of your business. For example, you can streamline social media efforts by composing and scheduling posts with Hootsuite or Buffer. In addition, if you have clients that you bill the same amount to at regular intervals, you can save time by scheduling recurring invoices in QuickBooks.

(Continued on page 28)

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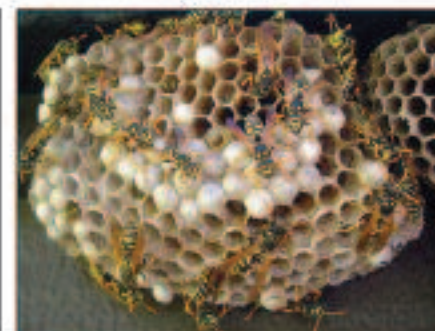
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Yellow Jackets are very slow to sting unless their nest entrance is approached and then they are quite aggressive. Each can sting a number of times inflicting much pain. Some people become hypersensitive to their stings and future stings can become life threatening.

Prior to scheduling a yellow jacket service, be sure to not caulk their entrance way, for you will only be complicating the problem by forcing them inside. Do not take the chance of getting injured by treating it yourself.

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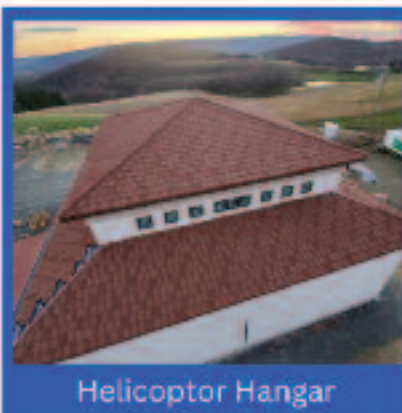
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Ask SCORE

(Continued from page 26)

Don't sell yourself short.

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

Outsource tasks.

Just because you do not want to hire employees does not mean you cannot get help with different aspects of your business. To give yourself more time to work on revenue-generating activities, consider outsourcing tasks that you either... aren't adept at, or dislike... to freelancers and independent contractors. Some activities you might consider outsourcing include bookkeeping, writing blog posts, and researching (competition, industry, etc.).

Ask for guidance from a SCORE mentor.

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



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

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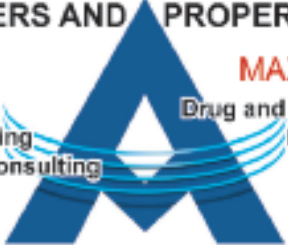
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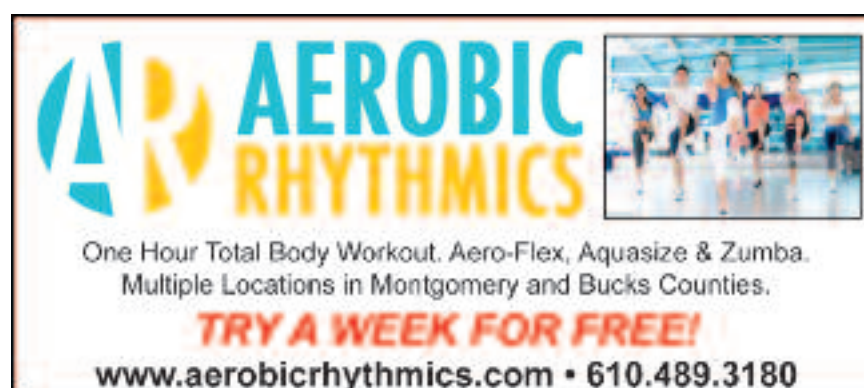
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In a rapidly evolving business environment, certain elements remain timeless in their significance. The purity of a gleaming floor, the freshness of a meticulously cleaned carpet - these are the hallmarks of a commercial space that exudes professionalism and attention to detail. For ten years, Clean Floors & More has embraced these values, ensuring businesses along the 422 Corridor and its surrounding areas have a foundation of cleanliness upon which they can grow.

Rooted in Community, Driven by Family

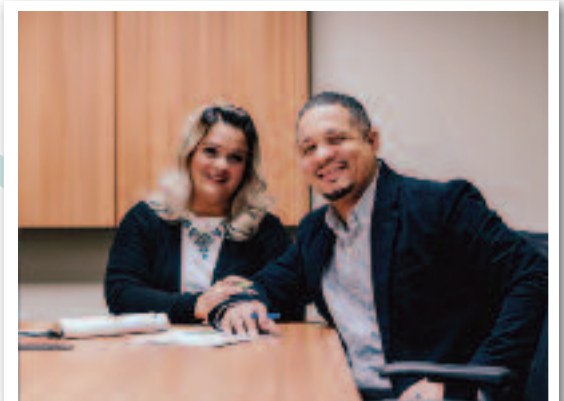
At the heart of Clean Floors & More lies a story of a committed husband-and-wife team, our journey over the past decade has been a collaborative relationship with the community. We aren't just a business operating in Berks; we are part of its fabric, interwoven with its businesses and families. As a local family-owned entity, every client is a neighbor, every project a personal mission.

The Legacy of Cleanliness

In the world of commercial spaces, cleanliness signifies professionalism, meticulousness, and respect for both employees and visitors. It creates an ambiance that's conducive for productivity and reflects the values of the establishment. With a decade under our belt, Clean Floors & More has become synonymous with this level of cleanliness.

The Value of Experience

There's an undeniable wealth in experience. Over our ten-year journey, Clean Floors & More has faced various challenges — from dealing with the most stubborn floors and stains to adapting to new cleaning technologies. With every challenge, we have learned and evolved. Each experience has not only enhanced our technical prowess but also enriched our understanding of our clients' needs. We've come to recognize that every business has its unique requirements, and a one-size-fits-all approach is not always the answer. Customization is the key, and we pride ourselves on our ability to tailor our services to perfectly align with the specific demands of each client.





A Forward-Thinking Approach

As Clean Floors & More sets its sights on the future, our mission remains steadfast. We aim to be more than just a cleaning service; we seek to be partners in your business's journey. A well-maintained commercial space can boost morale, improve health, and enhance the overall image of a company. Recognizing this, our team is continually updating its skills, equipment, and methodologies to stay ahead of the curve.

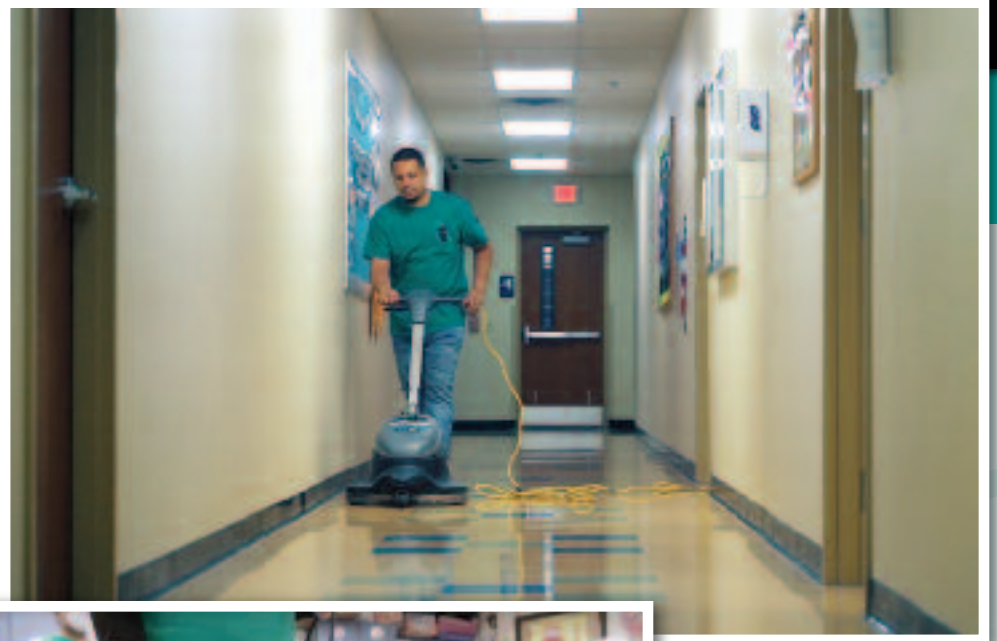
Our Ideal Partners: Are You One?

In our decade-long journey of serving the community, we've come to understand the unique cleaning demands of various sectors. Our expertise makes us an excellent fit for private schools and daycares where cleanliness directly impacts the health and well-being of young minds. Senior living communities trust us to provide the thoroughness required to ensure the safety and comfort of their residents. Apartment complexes and hotels, where first impressions can make or break a guest's experience, rely on our meticulous floor and carpet cleaning to keep their reputation pristine.

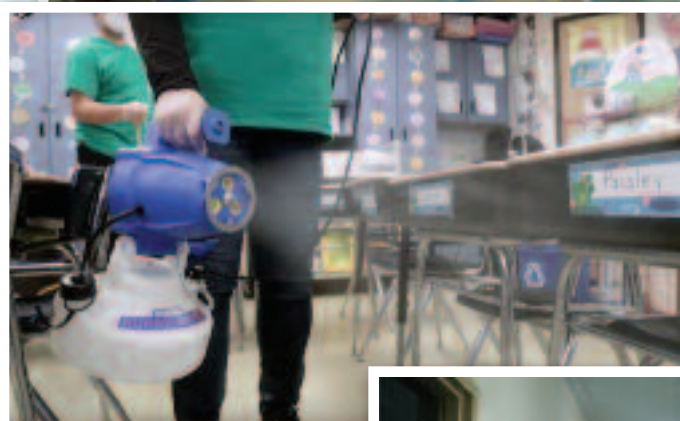
Furthermore, our robust capacity and advanced techniques make us the preferred choice for mid to large size commercial spaces that require consistent quality across vast areas. When you belong to these sectors and value unparalleled cleanliness, Clean Floors & More stands ready to exceed your expectations.

Inviting Collaboration

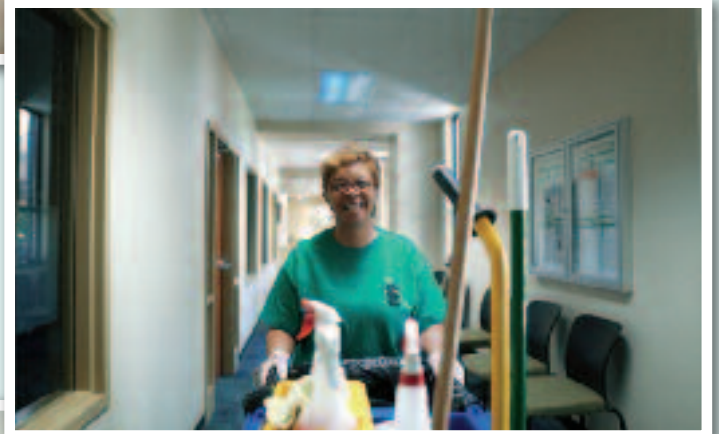
In celebrating our decade-long journey, we extend an invitation to businesses that value pristine environments. We welcome collaborations, aiming to create spaces that make lasting impressions. To discover more about our offerings and our commitment to excellence, visit www.cleanfloorsandmore.net.



Our nightly janitorial service will thoroughly clean your building and with Ecolab EPA-Registered 3-in-1 Cleaner and Disinfectant approved by the EPA for use against COVID-19. As an additional preventative measure Clean Floors & More offers Electrostatic Disinfecting with Vital Oxide.



From nightly cleaning services to commercial floor and carpet cleaning, **TOP PRIORITY** is our dedication to doing a perfect job - consistently every time. The Clean Floors & More cleaning specialists go through extensive training and their work is monitored by technology to ensure more than satisfactory results.



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GRCA TO HOST LABOR LAW WEBINAR WITH BARLEY SNYDER'S KEVIN MOORE

Join Greater Reading Chamber Alliance for a member-exclusive webinar on recent changes to labor and employment law featuring Kevin Moore, Partner and Labor Law Practice Chair at Barley Snyder on Wednesday, Sept. 13, 1:30 p.m. to 2:30 p.m. Zoom link will be sent out prior. Moore will explain the practical applications of several recent US Supreme Court and state decisions and the policies

employers should review or adopt. He will then answer questions on labor and employment law issues from attendees. Moore is recognized as one of the areas foremost experts in labor and employment law and his straightforward insight is invaluable to employers of all sizes. Registration required: Free GRCA Member-Exclusive Event. Register at greaterreading.org.

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ROUTE 422 BUSINESS ADVISOR 422business.com and 422bizmag.com

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SEPTEMBER 2023

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

INTRO TO EXCEL - SEPTEMBER 2023

Four weeks on Fridays: Sept, 1, 15, 22 and 29
Time: 8 a.m. - 10:30 a.m.
Shearer Technical, 727 Penn Avenue, West Reading, PA 19611
\$300/person - Chamber Members; \$375/person - Future Chamber Members
<http://www.greaterreading.org>
Contact Information: Mark Dolinski, Vice President Training and Professional Development
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11492>

SUPERVISOR TRAINING MODULE 1: PRINCIPLES OF SUPERVISION - FALL 2023

6 weeks on Tuesdays:
September 5, 12, 19, 26, October 3, 10
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
\$625/person for Chamber Members;
\$780/person for Future Chamber Members;
WEDnet eligible
Contact Information: Mark Dolinski, Vice President Training & Professional Development
610-898-8386
Send Email mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11440>

WORKPLACE FOUNDATION SKILLS TRAINING - FALL COHORT

Fall Cohort: 3 weeks on
Wednesdays: Sept. 6, 13, and 20
Time: 9 a.m. - Noon
Chamber's Center for Business Excellence, 49 Commerce Drive, Wyomissing, PA 19610
\$450/person for GRCA Members; \$565/person for Future GRCA Members; WEDnet eligible
Contact Information: Mark Dolinski
mdolinski@greaterreading.org
Workplace Foundation Skills Training - Fall Cohort
- Event Registration (chambermaster.com)

GRCA BREAKTHROUGH ACADEMY - PERSONAL, PROFESSIONAL, & LEADERSHIP GROWTH

1. Noon - 2 p.m. - Wednesday - 9/6/2023 - Group In-person
2. Noon - 2 p.m. - Wednesday - 9/13/2023 - Group In-person
3. Noon - 2 p.m. - Wednesday - 9/20/2023 - Group In-person
4. Noon - 2 p.m. - Wednesday - 9/27/2023 - Group In-person
5. * 10/4/2023 - One-on-One Coaching
6. Noon - 2 p.m. - Wednesday - 10/11/2023 - Group In-person
7. * 10/18/2023 - One-on-One Coaching
8. Noon - 2 p.m. - Wednesday - 10/25/2023 - Group In-person
9. * 11/1/2023 - One-on-One Coaching
10. Noon - 2 p.m. - Wednesday - 11/8/2023 - Group In-person
11. * 11/15/2023 - One-on-One Coaching
12. Noon - 2 p.m. - Wednesday - 11/22/2023 - Group In-person
13. * 11/29/2023 - One-on-One Coaching
14. Noon - 2 p.m. - Wednesday - 12/6/2023 - Group In-person
*Individual One-on-One Coaching will be scheduled during the noted weeks between groups sessions, week 5,7,9, 11 and 13.

Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610 and virtually using Zoom
\$3,000/person for Chamber Members;
\$3,750/person for Future Chamber members
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11452>

BERKS WOMEN'S NETWORKING GROUPS GET TOGETHER

Wednesday Sep 6, 2023
5:30 PM - 7:00 PM EDT
Skylight Cuisine & Bar, 600 Penn Street, Reading, PA 19601 **parking available near restaurant and at DoubleTree Hotel
\$10 / person **includes light appetizers & infused mocktails
Contact Information: Rachael Romig
rromig@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11478>

SALES METHODS & MASTERY TRAINING

September 7 & 8
Time: 8:30 a.m. - 4:30 p.m.
Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
\$795/person for Chamber Members;
\$995/person for Not-Yet Chamber Members;
\$695 Early Bird registration by August 21 (Chamber Members); \$795 Early Bird registration by August 21 (Not-Yet Chamber Members)
Contact Information: Mark Dolinski
mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11473>

PENN STREET MARKET 2023

Thursday Sep 7, 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

COMMUNITY AID GRAND OPENING AND RIBBON CUTTING

Saturday Sep 9, 2023
8:30 AM - 9:00 PM EDT
5370 Allentown Pike, Temple, PA 19560
Contact Information: Melissa Hassler
mhassler@greaterreading.org

LEAD WORKER CERTIFICATE PROGRAM AM - FALL 2023

12 weeks on Mondays: Sept. 11, 18, 25, Oct. 2, 9, 16, 23, 30, Nov. 6, 13, 20, 27
Time: 9:30 a.m. - 11:30 a.m.
Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
\$690/ person - Chamber Members; \$860/ person - Future Chamber Members
Training is WEDnet eligible
Contact Information: Mark Dolinski, Vice President Training & Professional Development
610-898-8386 mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11442>

LEAD WORKER CERTIFICATE PROGRAM PM - FALL 2023

12 weeks on Mondays: September 11, 18, 25, October 2, 9, 16, 23, 30, November 6, 13, 20, 27
Time: 6:00 p.m. - 8:00 p.m.
Virtual Program - at your nearest computer!
\$690/ person - Chamber Members; \$860/ person - Future Chamber Members
Training is WEDnet eligible
Contact Information: Mark Dolinski, Vice President Training & Professional Development
610-898-8386 mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11476>

MICROSOFT OUTLOOK - SEPTEMBER 2023

Two weeks on Tuesdays: Sept. 12 and 19
Time: 8 a.m. - 10:30 a.m.
Shearer Technical, 727 Penn Ave., West Reading, PA 19611
\$180/person - Chamber Members; \$225/person - Future Chamber Members
Contact Information: Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11496>

EMPLOYEE RETENTION CREDIT WEBINAR

Tuesday Sep 12, 2023
12:00 PM - 12:30 PM EDT
Zoom Session: Link to be sent before session.
Free to Attend, Registration Required
Contact Information: Katie Johnsen
kjohnsen@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11482>

HEALTHCARE CONNECTIONS INDUSTRY PARTNERSHIP QUARTERLY MEETING

Wednesday Sep 13, 2023
8:00 AM - 10:00 AM EDT
Penn State Health St. Joseph's Medical Center
Pre-registration is required. This meeting is FREE to attend and open to those in healthcare organizations as well as educational and workforce partners. If interested in attending, please contact Keith Stamm kstamm@greaterreading.org.

ESSENTIALS OF EFFECTIVE MANAGEMENT: DRIVING ORGANIZATIONAL RESULTS - FALL 2023

Five weeks on Wednesdays: September 13, 20, 27, October 4, 11
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
\$695/person for Chamber Members;
\$895/person for Future Chamber members
Program is WEDnet eligible
<http://GreaterReading.org>
Contact Information: Mark Dolinski, Vice President, Training and Professional Development
610 898-8386
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11443>

CULTURE OF DISCIPLINE - FBA SEPTEMBER

Wednesday Sep 13, 2023
11:30 AM - 1:00 PM EDT
The Rookery at Berks Nature, 575 St. Bernadine Street, Reading
\$30 / GRCA members; \$40 / Future GRCA members
Complimentary admission for all FBA Peer Group Members - Contact Rachael Romig
Contact Information: Rachael Romig 610-898-7775 rromig@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11311>

LABOR LAW UPDATE WEBINAR WITH KEVIN MOORE, BARLEY SNYDER

Wednesday Sep 13, 2023
1:30 PM - 2:30 PM EDT
Zoom link will be sent prior to meeting time
Free with registration required; GRCA member exclusive event
Contact Information: Katie Hetherington Cunfer
kcunfer@GreaterReading.org
<https://business.greaterreading.org/events/register/11486>

2023 MANUFACTURING (MFG) SUMMIT

Thursday Sep 14, 2023
8:00 AM - 12:00 PM EDT
Miller Center for the Arts at Reading Area Community College, 4 N. Second St., PA 19601
**parking available at Front & Washington Street Parking Garage
\$30 / GRCA Member; \$40 / Future GRCA Member
Complimentary to Students (contact Rachael Romig at rromig@greaterreading.org)
Sponsorships available! Contact Keith Stamm at kstamm@greaterreading.org
Contact Information: Keith Stamm
kstamm@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11464>

SUPERVISOR TRAINING MODULE 3: LEVERAGING WORKPLACE RELATIONSHIPS FOR ORGANIZATIONAL SUCCESS - FALL 2023

6 weeks on Wednesdays: Sept. 20, 27, Oct. 4, 11, 18, 25
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
\$625/person for Chamber Members;
\$780/person for Future Chamber Members
Contact Information: Mark Dolinski
mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11450>

ROG ORTHODONTICS RIBBON CUTTING

Wednesday Sep 27, 2023
7:30 AM - 8:30 AM EDT
840 Penn Ave, Wyomissing, PA 19610
<https://fantasticsmiles.com/>
Contact Information: Melissa Hassler
mhassler@greaterreading.org

LUNCH&LEARN - HISTORIC READING ARCHITECTURE (SEPT 2023)

Wednesday Sep 27, 2023
12:00 PM - 1:30 PM EDT
Center for Business Excellence, 49 Commerce Dr., Wyomissing
\$25 /member (member exclusive)
Contact Information: Katie Johnsen 610-898-7779
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11375>

5S WORKPLACE ORGANIZATION

Friday: Sept. 29
Time: 8:30 a.m. - 4:30 p.m.
Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
\$475/person; \$425/person before Aug. 29
Meals and course materials included
Training is WEDnet eligible
Contact Information: Mark Dolinski
mdolinski@greaterreading.org
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11471>



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

Dear Chamber Member – Message from Former and New Chairs



By Rich Newell, President and Chief Executive Officer at Pottstown and Phoenixville Hospitals - Tower Health

As I look back at the 2 years of my term as Chairman of the Board of Tri County Chamber of Commerce the theme that comes to mind is normalcy. Coming out of the pandemic in 2021, the way business was being conducted was incredibly different than it had been prior.

Working from home, TEAMS and ZOOM meetings, decreased personal interaction, Supply Chain challenges, Staffing challenges and just an overall sense of disconnect nationwide. The Chamber Board and staff recognized we had to find some measure of a return to normal for our members, in spite of all those challenges. I am proud of the work we did with rebuilding an engaged and effective Chamber staff, reinstituting events like the annual dinner, Boyertown Progress Dinner, Reach lectures and in person networking opportunities. In addition, having a strategic planning retreat to evaluate how the Chamber can best serve our members in the new world order. There are many accomplishments over that time frame, but the most significant to me is Eileen Dautrich's ability to take the Chamber from a point that was teetering on insolvency in 2020 to the financially secure, membership focused organization it is today.



**Scan the QR Code to join us
at our Membership Breakfast
and Annual Meeting on
September 19th at
Spring Hollow Golf Club.**



By April M Barkasi, PE, President/CEO, Cedarville Engineering Group, LLC

I am excited and grateful for the opportunity to serve as Chairwoman of

the TriCounty Area Chamber of Commerce (TCACC). TCACC is a dynamic organization full of passionate businesspeople who are committed to the success of their

fellow entrepreneurs and the organizations that support commerce in the region. My term as the Chair will be made easier with the current Team at TCACC including the staff and Board of Directors who are as committed as I am to the success of this organization.

Over the next couple years, we will continue to work together to provide value to our business community by offering opportunities for professional

development and social gatherings to promote sustainable growth in an ever-changing economy. The TCACC Team has developed new programs to engage members in conversation and events relevant to their business interests to create new and deeper relationships amongst the members. It is only natural to choose to work with people that you like and trust, TCACC provides the platform for those connections.

WELCOME New MEMBERS!

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

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<http://www.distinctautomotivedetailing.com/>
Auto Detailing / Restoration

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<http://www.hiltconsultants.org/>
Consultants

Jenman Mobile Notary
(484) 653-6633
<https://jenman-mobile-notary.business.site/>
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Lehigh Valley Health Network
(484) 884-3177
<http://lvhn.org/>
Hospitals

OneDigital
(215) 935-6312
<http://www.onedigital.com/>
Human Resource Consultants

Orgalla Designs
(484) 645-0793
<http://orgalladesigns.com/>
Artists / Artisans

Panda Express
(484) 866-8769
<http://www.pandaexpress.com/>
Restaurants

T-Mobile
(484) 529-5449
<http://www.t-mobile.com/>
Cellular Phones / Services

The Crossroads - Guitars & Art
(215) 272-5198
<http://www.guitarsandart.com/>
Retail Sales, Artists / Artisans, Music / Instruments / Training

MEMBER ANNIVERSARIES

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

45+ Years

Boenning & Scattergood, Inc.

Evans, Hauseman & Richard, Inc.

Hollenbach Construction, Inc.

Pottstown School District

Schumacher & Benner Funeral Home & Crematory

35 Years

Schuylkill River Greenways National Heritage Area

5 Years

BenXchange

Franklin Flooring, Inc.

REGIONAL CHAMBER ROUNDUP

**TRICOUNTY
YOUNG PROFESSIONALS
PICNIC & GAMES**

**Wednesday, September 27th
5 PM - 7 PM**

Boyertown Community Park
100 South Washington St., Boyertown, PA 19512

Join us for games, food, and family fun!

**PLEASE REGISTER FOR YOURSELF
AND ENTER TOTAL NUMBER OF
GUESTS UNDER COMMENTS**



**YOUNG PROFESSIONALS (21-40 YEARS OLD) MUST BE THE PRIMARY REGISTRANT

**TRICOUNTY
REACH+
LUNCHEON**

**Thursday, September 28th
11:30 AM - 1:30 PM**

La Massaria at Bella Vista Golf Course
2901 Fagleysville Rd., Gilbertsville, PA 19525

From the banking industry to healthcare, hear about her career journey and learn from her leadership lessons.

Featuring P. Sue Perrotty
CEO and President of Tower Health



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



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

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WEDNESDAY, OCTOBER 4TH

8:00 AM - 10:00 AM

**1040 CENTER AVENUE,
POTTSTOWN, PA 19464**

\$10/MEMBER IN ADVANCE

THE TOUR WILL BEGIN AT 8 AM WITH A CONTINENTAL BREAKFAST, FOLLOWED BY THE TOUR AND PRESENTATION, AND WILL CONCLUDE AT APPROXIMATELY 10 AM.

FOR QUESTIONS, PLEASE CALL 610.326.2900 OR EMAIL ALICE@TRICOUNTYAREACHAMBER.COM.



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VALLEY FORGE TOURISM & CONVENTION BOARD PRESENTS ARTS WEEK & JAZZ FEST

This fall, Montgomery County will see a return of the third annual Arts Montco Week! Starting September 20th and running until October 1st, celebrate and support Montgomery County's 200+ arts, culture, and entertainment venues. Live music venues, playhouses, historic theaters, museums, art galleries, gardens, and arboretums will be showcased in this weeklong event. In addition to Arts Week, Montgomery County's second annual Montco Jazz Fest is also taking place this fall! This year's focus is on



Women in Jazz, showcasing the wonderful and talented female jazz musicians in the county. From September 20th to September 24th, enjoy women in jazz at various venues across the county. Check out www.valleyforge.org for a full list of events and artists, and more information.

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

LIMERICK COMMUNITY DAY

GOLD SPONSORS: ALTERA ORTHODONTICS, OEHLERT BROS. & INC. THE ENERGY EXPERTS

SILVER SPONSORS: Avanti Plumbing and Drains Inc, Davis Painting & Power Washing, Encompass Health Rehabilitation Hospital of Reading, JP Junk Removal, Patient First, SCORE TriCounty

The poster includes a grid of eight small images showing various community events and activities.

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

September 14 – Business Builders from 5:30 PM - 7:00 PM
@ RedPill Simulations in Worcester, PA

COMMUNITY BINGO



Friday, September 29

@The Pathway School in Audubon, PA

6:00pm - 9:00pm

All are Welcome! Prizes are each \$100 or more

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Plus VIP Round

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montgomerycountychamber.org



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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 –

@ 2pm – 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 future chamber-members. RSVP info@pvchamber.net

October 2, 2023 –

2nd Annual Sporting Clays Tournament & Luncheon

Beginners welcome! Package includes loaner gun (or bring your own), ammunition and other supplies, as well as basic instructions from experts before heading out on the course! 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.

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 DATE:

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

WELCOME NEW MEMBER

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David Hoffman
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www.tradeservicepro.com

FEATURED EVENT



October 25, 2023 @ 8am – 12pm — PV Summit – B2B Expo and Conference

This is the must-attend event of the year! Featuring Breakout Sessions, Expo, CEO Roundtable, Networking, Municipal Updates and more.

Welcome to the Inaugural PV Summit, a gathering specifically designed for forward-thinking business owners like you! Join us for this comprehensive event that will provide a unique opportunity to **NETWORK, COLLABORATE, and LEARN** from some of the **industry's leading thinkers and innovators**. Our speaker roster is packed with top executives, business strategists, and industry disruptors who will share valuable insights on navigating the current business landscape, shaping the future of industries, and leading in a post-pandemic era. Furthermore, our expansive **exhibition area** will showcase cutting-edge business technologies and services, promising an immersive and interactive experience. So, seize this chance to engage, empower, and elevate your business to the summit!

Limited sponsorships available. All welcome to attend. Discounted admission for PV Chamber members. Visit website www.pvchamber.net for more events!



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.

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 **Small Business
Resource Association**



THE SBRA COMMUNITY NEVER ENOUGH TIME



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

As I was sitting in my office starting to write this article, I couldn't help thinking about all the other things that I had on my plate and how many plates I had spinning. This, my friends, is the curse of most entrepreneurs and small business

owners, "there is never enough time to get all the things done that need to get done." And then I made the fatal mistake of sharing this opening paragraph with my wife. Her comment, "and whose fault is that? You are what you choose to be, and you have a habit of choosing far more than you can be." Nothing like the wisdom of a wife to level the playing field of reality. So became this article—Never Enough Time.

You see, her comment about making choices is absolutely spot on. We can choose to do, or not to do anything every day. It's all about choices. Some of us, however, seem to feel that our purpose in life is to do not only what we need to do but also to help everyone else do what they need to do. And therein lies the reason there is Never Enough Time. We make bad choices about what we need to do.

Here are a few suggestions, based on my personal life and a presentation I went to a year ago by Mark Owens, a local real estate broker, basketball coach, speaker and serial reader. He based his presentation on a book written by Jordan Raynor called *Redeeming Your Time* and *The 12 Week Year* by Brian Moran. Great reading and wisdom for those of us with Never Enough Time.

1. Start every day with some quiet time, meditation, and Prayer — for the guidance and wisdom to make the right decisions that are in the best interest of accomplishing what you are meant to do that day, for the ability to discern what might be a distraction and the courage to say "NO."

2. Assess yourself — Do you have written goals for the day that are realistic and achievable? Have you left some time in your schedule for you to take a break and shift your thoughts and actions to something that would help your mental and physical well-being? Are you prepared and willing to not allow last minute request from others that would interrupt your schedule? Do you really need to do what you are doing or could you delegate it to someone else, just as qualified?

3. Let your yes be your yes — If you say yes you are going to do something by a certain time then you must also say YES to not letting other circumstances preventing you from doing so. Allowing other distractions and people to keep you from accomplishing your goals might help them but it will not be good for you.

4. Try to eliminate clutter and noise from your workspace (life) — Clutter is a major time waster as you are constantly wasting time looking for something that you know you put somewhere, sometime. Get organized and life will be much easier. Equally important is the removal of disruptive noise. Believe it or not your mind can only focus on one thing at a time. Music, TV news, other people talking, loud noises and people popping in and out of your office are distractions that stop your focus on your work process. Your time is stolen from what you should be doing. Get rid of the clutter and noise and gain more time for you.

5. Prioritize your Non-Negotiables — Your YES is your Yes and you will not allow anything to step in front of the goal you have said you would accomplish by a said time. It is a non-negotiable.

6. Accept your Uni-Presence — You are one person, and in most cases, you can only do one thing well at a time. Give your best to that one thing and you will most likely be more successful and more productive.

7. Embrace Productive Rest — Rest is essential in keeping a healthy productive life. Your body and mind MUST rest in order to perform at its maximum potential. Daily, Nightly and a Sabbath Rest (a day off each week) will allow you to perform at a higher level and get more accomplished in a shorter period of time. During the day, it has been proven that 90 minutes of work with 15 minutes of rest creates better performance in most people. Seven to eight hours of sleep every night is also a strong recommendation.

8. Eliminate ALL Hurry — Hurry has no margins and usually results in mistakes, frustration, and disappointment. Incorporate all the above and there is a good possibility you will reduce or eliminate the hurry in your life and the STRESS hurry usually causes.

9. Get rid of Fake Busy Work — Use these 4 D's. 1. Do it — just knuckle down and do what you need to do now. 2. Defer or delay it — Not everything needs to be done right now. 3. Delegate it — Get someone else to do it, they might even do it better than you. 4. Delete it — sometimes we just need to push the delete button, it's not worth the effort.

Being totally transparent, my writing this article has revealed many moments in my entrepreneurial life that

I now wish I had done differently. Yes, I have accomplished much over my 55+ years of starting and building businesses, however, I paid a big price in that many times what I was wasting was the precious and non-refundable time I took away from my family and friends. I will never get that back and it was way too high a price to pay. I urge, no, I beg you to take a serious look at your LIFE/WORK balance and see if there are some ways you can make

some changes that will allow you change NEVER ENOUGH TIME to YES, I HAVE THE TIME FOR MYSELF, MY FAMILY AND MY FRIENDS.



SBRA Business Spotlight

Seniors have a new resource for safe advice about the biggest financial investment of their lives... Real Estate.

As a Seniors Real Estate Specialist, you can have peace of mind knowing I am experienced and knowledgeable in meeting your specific needs. And that can make all the difference in the world. As a Seniors Real Estate Specialist I am uniquely qualified to help you take the next step. As someone over the age of 50, your needs aren't the same as a first-time homebuyer or seller. You might be looking to retire, downsize, or join an active adult community. Whatever reason you may have for considering a move, you can depend on me to guide you through every part of the process.

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NO TIME FOR A MARKETING PLAN



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

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

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

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

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

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

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

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

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

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

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

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

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



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Be better. Grow faster.

• **Tune-Up Tuesday Workshop -
Tuesday, September 5th,
9:30-10:30 a.m.**

presented by
Ashalisette Carabello of ABT Notary

• **Tune-Up Tuesday Workshop -
Tuesday, September 19th,
9:30-10:30 a.m.**

presented by Russell E. Farbiarz Esq. of
Antanavage Farbiarz, PLLC

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

MEMBER NETWORKING MINGLE

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

**Wednesday, September 27th, 5:30-7:00
at B2 Bistro in West Reading**

**Learn How the SBRA Can Help Your
Business Grow – Membership Benefits Update
Wednesday, September 27th 9:00-9:30 a.m., on Zoom**

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

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NAVIGATING THE DEVELOPMENT PROCESS



LEGAL PERSPECTIVES

By Charles D. Garner, Jr., Esquire, Wolf, Baldwin & Associates, P.C.

As a practicing land use attorney for over 35 years, I have had the opportunity to handle development projects both from the perspective of the municipal government as well as the private entity developer. Although there are statutes that govern the development process, each municipality has its own special way of handling developments and knowing the informal process is sometimes more important than the knowledge of the actual laws and regulations that govern subdivisions and land developments. These can range from a simple three lot subdivision, the construction of dozens of townhome units, or a 100,000 square foot commercial site.

There are essentially three parts to the development of a project that need to be examined — usually in the following sequence. First, a municipality zoning ordinance must be properly reviewed and vetted with a competent solicitor and professional civil engineer to make sure that the use of the project as well as the size of the building or buildings and dimensional requirements can be satisfied on the land on which development might occur. Depending upon the zoning district in which the property is located, the applicant might need to obtain relief from the Zoning Hearing Board. Any competent developer would want to make sure that the proposed use and the types of buildings are permitted prior to undertaking significant investment and preparation of a plan submission to a municipality.

Once comfortable with the idea that the project satisfies the municipality's zoning ordinance, the applicant must prepare and submit a land development or subdivision plan to the municipality for review. The selection of a professional civil engineer is key to this part of the

process since it certainly helps if the engineer has familiarity with the municipality and the municipality's ordinances.

Compared to an analysis of the zoning ordinance and confirmation of proper zoning, the subdivision and land development process takes significantly longer and is much more detailed and thorough. This starts with the submission of a sketch plan or a preliminary plan and culminates with a submission of a final plan. While it all depends on the type of project and the municipality which is reviewing the project, the subdivision and land development process can take between six months and two years and perhaps even longer depending upon the complexity of the issues that may arise.

Once successful in obtaining land development or subdivision approval from the municipality, a developer may typically need to obtain permits from outside agencies which could include the Department of Environmental Protection, the Pennsylvania Department of Transportation, or the county conservation district.

(Continued on page 46)

Valerie McLean Keller, Owner & Operator Our 70th Anniversary

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LEGAL PERSPECTIVES

(Continued from page 44)

Many times the submission process, along with the review process of these “outside agency” permit applications, can take longer than actually obtaining approvals from the municipality.

Finally, once all of the development plans and outside agency permits have been received, the last step is to submit to the municipality building permit applications, grading permit applications, and applications for other activities that might occur with the project. Often these permit applications are submitted at or near the end of the approval process so that there is not significant delay in the beginning of construction. Prior to any construction activities, a municipality will require that certain site improvements be escrowed through financial security and development agreements. It is also now required that each project have a stormwater operations and maintenance agreement in place to ensure that the stormwater (both quantity and quality) is properly managed during construction and following completion of the improvements so that there is a responsible party should problems arise.

This article is intended to be a general outline of the development process which is governed by statutes of the Commonwealth of Pennsylvania. While

the same requirements apply to all municipalities, certain municipalities have differing internal informal processes to facilitate development projects. Unfortunately, those internal informal processes are not always specifically outlined in any written policy or procedure of the municipality. Having a local attorney with experience can help smooth the process along.

Charles D. Garner, Jr., Esquire, is an attorney at the law firm of Wolf, Baldwin & Associates, P.C., which maintains offices in Pottstown, Pennsburg, Reading, and West Chester. He has significant experience in municipal representation, zoning, and land use matters. He and the firm have other diverse experience including small business representation, municipal employment negotiation and litigation, contracts and civil litigation, and estate planning and administration. Mr. Garner can be reached at 610.323.7436 or by email to cgarner@wolfbaldwin.com.

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Pottstown Hospital Celebrates 50th Anniversary with Community Event

Pottstown Hospital-Tower Health celebrated the 50th anniversary of its 1600 East High Street location on Thursday, July 27th. During the celebration, an unveiling of a historical timeline dating back to 1888 took place. Rich Newell, CEO of Phoenixville Hospital and Pottstown Hospital, stated, "This month marks 50 years since the opening of Pottstown Hospital at this location in 1973, and 130 years in total serving our

community. When I look back at our history, it is clear to see we got here through hard work, dedication, and determination which is still very much a part of our lives today. It's truly an honor, and, quite humbling, to follow in the footsteps of those who came before. Their vision made it possible to serve this community, and it's a vision we endeavor to uphold."

(Continued on page 48)

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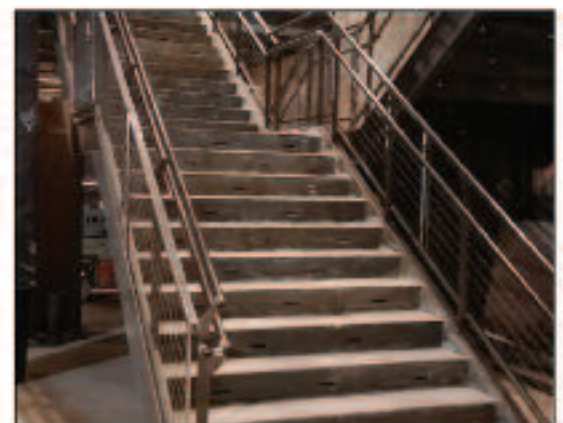
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POTTSTOWN HOSPITAL – 50TH ANNIVERSARY

(Continued from page 47)

Dr. Myra Forrest, Chairwoman of the Pottstown Hospital Board of Trustees, also added, “Let us not forget it is because of the strong foundation of the Pottstown Hospital, and its people, we are gathered here today. A lot can happen in half of a century and as the timeline of events shows, we endured both good and bad, and the results are deeply moving. It’s clear a lot of hard work went into making this hospital what it is today, and it came from the dedication of people like you.”

Sen. Tracy Pennycuik, Rep. Joseph Ciresi, and Rep. Paul Friel also presented proclamations to the Hospital, and over 200 local community and business leaders attended.

The historical timeline is on view in the main lobby of Pottstown Hospital taking up two large walls. One wall features The Foundation of Pottstown Hospital and includes the histories of the two area hospitals, Pottstown Hospital and Pottstown Memorial Hospital, before they merged in 1966. The other wall contains the history of Pottstown Hospital from 1973 to current. There is a brochure available with the timeline in its entirety.



Pottstown Hospital Board of Trustees:
Howard S. Brown, DR. Myra Forrest, Rev. Dr. Vernon Ross

ABOUT POTTSTOWN HOSPITAL: Located in Pottstown, Pa., and a member of Tower Health, Pottstown Hospital is a 213-bed hospital that offers a full range of health services, including inpatient and outpatient, medical and surgical, and diagnostic and emergency care. Accredited by The Joint Commission, Pottstown Hospital has been recognized for its quality outcomes and clinical expertise across many service lines. The Hospital is Joint Commission-certified for hip and knee replacement and is also an accredited Chest Pain Center. Recently, Pottstown Hospital was recognized as a recipient of Get with the Guidelines/American Heart Association/American Stroke Association – Stroke Gold Plus Quality Achievement Award with Honor Roll Elite and Target: Type 2 Diabetes Honor Roll. The Cancer Center at Pottstown Hospital is also nationally recognized, bringing over a decade of award-winning care to our region. The Pottstown Hospital Emergency Department, a Primary Stroke Center, is the second busiest in Montgomery County, seeing more than 45,000 patients a year. For more information, visit towerhealth.org.



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

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

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

YOUR GUIDE TO DIMENSIONAL LETTERING

By Phil White, Signarama Limerick

Choosing the right sign for your business is a huge step when setting up your new commercial space. There are hundreds of options on the market, from cut vinyl signs to banners and everything in between. One such form of signage is dimensional lettering.

These signs are an affordable and sleek alternative to many of the other sign products out there. They exude professionalism and look great when designed in a way to be a feature. When artfully done, dimensional letters can set your brand apart from the competition.

With all of this in mind, there are so many different types of dimensional lettering, and it is important to choose the right form for your business. You wouldn't want to put up an unlit channel letter sign on a building that doesn't see much light. Read more to learn about dimensional lettering in our Ultimate Guide.

What Is Dimensional Lettering

Among the many types of signs available, dimensional lettering is some of the most unique. Not only do they stand out from other signage, but they also protrude out from the walls of your

business. These signs are made from a variety of solid materials and offer depth to your signage. This gives the effect of being three-dimensional (because it truly is).

Dimensional lettering is made of a variety of different materials, each for different applications. Some of the materials include plastic, brass, bronze, aluminum, acrylic, and foam. These letters can be mounted on any surface regardless of texture.

How Should I Choose My Signage?

Choosing a dimensional product comes down to several factors. For one, the cost is important and understanding your budget is the first thing you should think about when planning out your design.

Once you have a budget, it's time to start designing your project. Working with your sign company is key, as they will be able to take your brand aesthetic and match the signage to it. Your signage must be consistent with your branding so that it does not confuse your customers.

When choosing materials, it is also important to design your signage with the location in mind. If your sign is outdoors, you must choose materials that can handle



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the elements while also being visible. An invisible sign leads to an invisible business, and no one wants that. Additionally, making sure that the lettering is sized appropriately will boost visibility.

One of the most effective styles of dimensional lettering is channel letters as these are an easy way to light up your logo. Most signs that you see on buildings are channel letters, and for good reason. Channel letters are easy to service and maintain and are affordable, considering the impact that they have.

Choosing the right signage is vital for getting your business's brand and message

ing out into the world, and dimensional lettering is a great way to do that. With so many different options available, there is something that can fit just about any budget or aesthetic, making them the most effective type of sign out there.

If you are ready to pull the trigger on a high-quality sign package that includes dimensional lettering, look no further than Signarama Limerick. Our team of experts will take your brand and ideas from concept to completion. We specialize in high-quality interior and exterior signs but can also produce vehicle graphics, banners, and more. We can't wait to work with you!

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"TM," "SM," "PAT PEND," "©," "®." These small symbols and abbreviations carry a lot of legal weight when it comes to safeguarding a company's proprietary names, designs, products, and services. As an entrepreneur, you should consider making sure the valuable intellectual properties of your small business are protected as well. But which one(s) do you need?

Trademarks are not the same as patents and copyrights, even though the differences are not widely understood. While there are similarities, they serve different purposes.

According to the U.S. Patent and Trademark Office (USPTO), a trademark is a word, name, symbol, or device used in business to indicate a source of the goods, i.e., your business, and to distinguish those goods from those sold by another business. A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product.

A patent for an invention grants a specific legal property right to the inventor — "the right to exclude others from making, using, offering for sale or selling" the same invention.

A copyright is harder to define. It is mainly a protection for authors of original works, including literary, dramatic, musical, artistic, and other intellectual works, both published and unpublished.

The Internet has transformed the once mysterious process of applying for a trademark into something accessible to anyone willing to

spend some time to understand the intricacies and get it right. But while no business skills or special legal knowledge are required to apply, the field is filled with potential pitfalls and wrong turns that could sabotage your trademark filing if you don't know the intricacies of creating trademarks that can stand up to legal challenges later on.

For example, the application requires that you identify goods or services under specific categories. But misunderstanding these categories and filing too broadly or too narrowly can ruin your trademark and cause problems later on. A qualified trademark attorney can help you avoid such problems.

The U.S. Patent and Trademark Office's Web site at www.uspto.gov provides a wealth of information and resources about protecting your small business' intellectual properties. You'll find basic information about trademarks, patents, and copyrights; links to easy-to-follow "How To" guides; and search engines for researching existing trademarks and patents.

To learn more about trademarks and other small business matters, 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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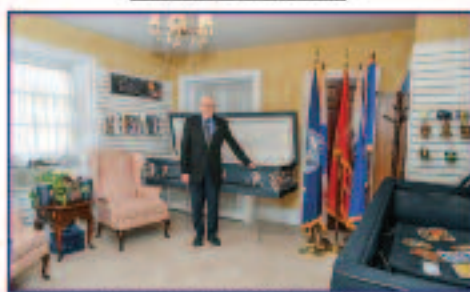
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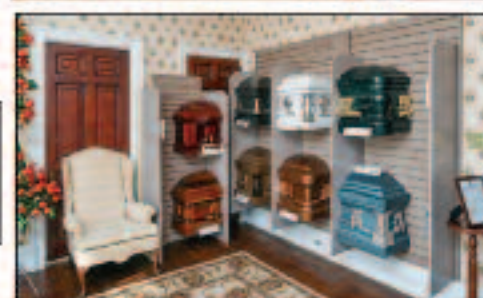
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MOTIVATION MATTERS IN GETTING THE BEST FROM YOUR EMPLOYEES

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 instructions, 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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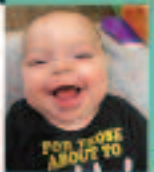


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A NIGHT AT THE RACES

SATURDAY, OCTOBER 7TH AT THE POTTSOWN CAROUSEL
DOORS OPEN AT 6PM

The Foundation for Pottstown Education is kicking off the annual **IMPACT** Campaign with the second annual A Night at the Races.

This year's **IMPACT** Campaign will begin on Monday September 18th with a goal of raising \$100,000 to support the 3,300 students in the Pottstown School District. The donors of the Foundation have provided more than \$1.4 million during the past 5 years to provide programs such as the Early College Program and Environmental Education, purchase equipment for the Art Departments, Libraries and Career and Technology Education and provide more than 8-students with \$44,000 in scholarships annually.

The Night at the Races is a **FUND** raising event. This event will be held on Saturday October 7th starting at 6:00

PM and held at the Carousel at Pottstown. Guests will bet on the horses on the carousel for a chance to win cash prizes. There will be 10 races during this event. There will also be a wine pull where participants can purchase a ticket and select a mystery bag which has a bottle of wine in it.

Refreshments will be provided by the Pottstown High School Culinary Arts program and will include hot and cold hors d'oeuvres, desserts, iced tea, lemonade and coffee. Participants are able to bring in their own food and beverages.

Big hats and bow ties are encouraged!

Sponsorships are available for this event. For further information on sponsor levels and benefits or to purchase tickets for the event, please scan the QR code above or visit our website at <https://foundationpottstowned.org/>.

Kick Off to 2023's Impact Campaign!

Foundation for POTTSOWN EDUCATION

IMPACT

Thank you to our donors for leveling the educational playing field.

- 412 Scholarships totaling \$238,529 awarded to graduating seniors.
- Pottstown area preschoolers prepared for kindergarten with early learning classes offered by the PLAK program.
- 1,808 students continued to read during the pandemic with the purchase of e-books for the libraries.
- Provided 875 Chromebooks and electronic devices enabling students to continue their education during the COVID-19 pandemic.
- 137 students participated in the The Early College Program, earning a combined 1,352 college credits and saving over \$1 million in future tuition.
- 3,200 Pottstown students sparked their creativity with the purchase of supplies for the Art program.

The need to continue leveling the playing field exists. Scan the QR code to make an impact today.



The mission of the Foundation for Pottstown Education is to raise funds for and support life-changing educational opportunities for the students and teachers in the Pottstown School District promoting the enhancement of our community.

HELPING HANDS VENDOR BINGO AND BASKET RAFFLE OCTOBER 8

The Helping Hands Vocational Program for individuals with developmental and/or intellectual disabilities provides a nurturing and supportive environment for these individuals, offering a range of activities and therapies tailored to their specific needs. Such programs can have a profound impact on the lives of participants by promoting social interaction, skill development, and overall well-being. Through structured daily routines, these programs foster a sense of belonging and community, enhancing self-esteem and independence. Participants engage in various therapeutic interventions, including art therapy, music therapy, and occupational therapy, which help them express themselves, build communication skills, and develop fine motor skills. Additionally, these programs often incorporate specific vocational training, equipping individuals with the skills necessary to pursue employment opportunities and achieve greater financial independence.

Fundraising events play a crucial role in supporting day programs for individuals with developmental disabilities. These events provide a platform for raising the necessary funds to sustain and enhance the quality of these programs. The costs associated with staffing, resources, and specialized therapies can be significant, and relying on fundraising efforts helps bridge the financial gap. By actively participating in fundraising events or making donations, individuals and communities contribute to the continuity and growth of these programs, enabling them to serve a larger number of individuals and offer a wider range of services. Additionally, fundraising events help raise awareness about developmental disabilities and promote inclusivity, fostering a more compassionate and understanding society.

The collective effort to raise funds demonstrates a commitment to supporting individuals with developmental disabilities and empowering them to lead fulfilling lives, maximizing their potential within their communities.

Helping Hands' largest annual fundraiser is our Vendor Bingo and Basket Raffle. This event plays a pivotal role in securing the necessary resources to sustain and enhance the program's offerings. The funds raised through the fundraiser directly contribute to providing specialized training, skill development, and vocational opportunities for individuals we serve, enabling them to lead more independent and fulfilling lives. Moreover, the annual fundraiser serves as a platform to showcase the program's achievements, highlight the talents and capabilities of its participants, and challenge societal misconceptions surrounding disabilities. By raising awareness and engaging with donors, community members, and supporters, the fundraiser not only secures financial support but also fosters a culture of inclusivity, empathy, and support for individuals with developmental disabilities. Ultimately, the success of the annual fundraiser directly impacts the program's ability to empower its participants, breaking barriers and creating pathways to meaningful employment and lifelong success. This year, the event will take place on Sunday, October 8th, from 12pm to 5pm at the East Greenville Fire Company located at 401 Washington St, East Greenville, PA. For more information and upcoming ticket sales, go to www.HelpingHandsInc.com, [HelpingHandsPA](https://www.facebook.com/HelpingHandsPA) on Facebook, call us at 610.754.6491, or email us at HHInfo@HelpingHandsInc.com.



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Helping Hands, Inc. offers programs to persons with intellectual disabilities who are mentally and physically challenged.

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LIFE IN AMERICA

Homeless Encampment Edition



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

The lockdown of 2021 created an upheaval in many lives. Everyone had to shelter in place for a year. This created many issues in our daily routine. My wife and I got to know each other well as we worked from home. We each got a monthly paycheck, even though my work was in slow motion because it was public sector work.

The public sector does not move quickly as consensus is necessary to move forward, and many people in public sector management do not want to work very hard. Karen is a Director of International Programs at Temple Law School, and the VISA application process was halted. I watched her shift gears a couple of times, and it brought some context to how quickly things change with the virus information and safety procedures.

Since we both had incomes and although she worked much harder than me, we still had a check coming in every month. I negotiated with PECO, Verizon, and other companies about the Steelworks development in downtown Phoenixville. None of those offices were opened, and I became acquainted with

Netflix while she kept repeating, 'I wish these immigration people would make up their minds about these visas.'

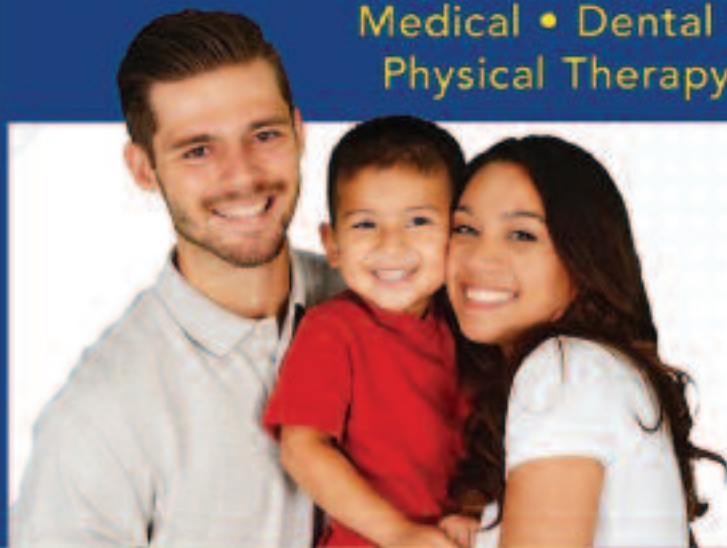
Many people had their income interrupted, and a rent moratorium was called an eviction moratorium. People were not paying rent and struggling to put food on the table. These were people with hourly jobs and minimal security to start. People were made to choose if they would pay rent or eat.

The problem then morphed into two issues. The landlord could not perform upkeep or make payments on their mortgage, but the renters were building up debt, and when the moratorium was lifted, many people could not pay back the amount owed to the landlord.

(Continued on page 60)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 58)

I was wondering how this would impact people experiencing homelessness. I am sure there was a surge of people residing in tents when people started to get evicted again. To inventory something like this isn't easy because, at that point, these folks were not participating in the rental market.

I remember being in Portland during the lockdown and encountering people who lost housing. In most cases, they were trying to ride out the lockdown and wait for things to open up in the labor market when demands for goods and services increased. One lady, in particular, stands out as a bright woman with a "ride this thing out" attitude as she huddled in a vacant storefront outcome.

Many tents were on the streets of Portland, but most were younger protestors. There was a generous mix of people with mental health issues, and I had unpleasant interactions a few times, but it was the exception, not the rule.

A few weeks ago, I went down to my old target area, Kensington Avenue in Philadelphia, from Front Street to Lehigh. The SEPTA workers were out collecting trash, and the street was spotless. The Catholic Church stepped up around the Lehigh area, and their properties looked good.

I went up to Kensington and Allegheny (K & A), and it was an entirely different story. It was an open-air drug market. A home encampment was the side product of the market. I did not see anyone resembling a family looking to save enough for an apartment. Almost everyone was either in a daze or looking to be in a daze.

Many storefronts were vacant, and it did not look like a place where the locals hung out. It is an area where dysfunction is the rule. People looked like zombies and only cared about their heads as their bodies deteriorated. I saw people wanting to help, but for the most part, they were more enabling than helping them.

It is not a good idea to cluster these folks. It is necessary to break up that encampment because it is not a real encampment of people who have lost their homes. It is a clustering of drug addicts. It appears that they have found a way to justify their presence by being homeless when they have abandoned all to catch a buzz.

I saw people who needed a good medical check-up, not something administered quickly to keep them alive. I have to disagree with some of those providing services to these individuals. They are not acting in the best interests of the individuals but instead in the interests of a collective drug ingestion area. Someone benefits from selling drugs, but that is not the concern of those working within the area. They were too busy trying to keep people alive.

The dynamic of the situation is all wrong. People living in the area are never sure what one of these folks blasted on drugs will do to those around them. Shootings, robberies, and assaults abound; although I did not see many microaggressions, most of the aggressive behavior was industrial strength.

It is time that we recognize some of these encampments for what they are and stop trying to be politically correct about it.

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

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Ask SCORE

BEING ENVIRONMENTALLY FRIENDLY IS BOTH EASY AND COST-EFFECTIVE

With climate change and diminishing resources dominating the news these days, small business owners are looking for ways to make their operations more environmentally friendly. Simple steps such as recycling soda cans and turning off lights are a good place to start, but there are many other ways you can make a big difference without a lot of effort and expense. What's more, these measures will benefit both the environment and your bottom line.

Take energy use, for example. According to the U.S. Environmental Protection Agency's Energy Star program (www.energystar.gov), cutting energy waste can typically save small businesses as much money and prevent as much pollution, per square foot, as large organizations—including those in leased space. Performed properly, business-specific energy efficiency upgrades can provide a positive cash flow right from the beginning.

Some "sure energy savers" include replacing incandescent light bulbs with Energy Star-qualified compact fluorescent lamps (CFLs), which cost about 75 percent less to operate, and last about 10 times longer. Regularly changing heating and air conditioning filters and investing in regular "tune-ups" will also keep the system operating as efficiently as possible.

Making greater use of email and electronic file transfers are sure to cut down on the amount of paper your business uses. If your business relies on incoming or outgoing faxes, a computer fax modem will enable you to

exchange these documents without the need for making printed copies.

There are likely more recyclable items around your office than you realize. Your municipal solid waste department can provide information on materials and recycling procedures. Another good source is the Electronic Industries Alliance's e-Cycling Central Web site at www.eiae.org, which provides information on finding local agencies and organizations that will recycle computers and printers. And, many charities accept unwanted office furniture for repair and reuse by other businesses, organizations, schools, and charities.

Purchasing products and equipment made from recycled or sustainable materials is also a good way for small businesses to do right by Mother Earth. According to GreenBiz.com, recycled-content products typically perform as well or better than virgin products and often are competitively priced. And when it's time to upgrade computers or appliances, purchasing Energy Star-qualified products will ensure that you're getting the most from every kilowatt of power.

For more guidance on cost-effective environmental practices, 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 on the web.

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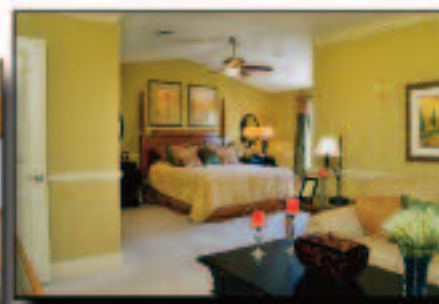
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BORROWING FROM FRIENDS OR FAMILY REQUIRES WISE MANAGEMENT

Friends and family are an invaluable source of support for the aspiring small business owner. And often, they're an invaluable source of financial assistance as well.

In fact, more small businesses rely on loans from friends and family than any other funding source. Familiarity with the person and his/her business goals, the investment opportunity, and the ability to monitor the venture's progress are among the major reasons why friends and family members willingly contribute to a start-up or expansion.

However, ready source of cash is not without its potential pitfalls. Business loans from family and friends also can be a disaster if they are not done right. Unstructured or loosely structured financing and payback terms can haunt both sides later on. Research shows that 14 percent of business loans from family and friends go into default, compared to about one percent for bank loans.

To increase the odds of success, approach family and friends with a detailed loan proposal, including financials from your business, just as you would a bank or venture capitalist. Be frank about the risks. If things go badly, they could lose all or some of their money. Consider the consequences of a soured business deal to your relationships.

Pick a financing structure that works best for your business and make certain everyone understands it. Specifically, be clear on whether the deal involves an ownership stake in your

business, or whether it is a simple debt you plan to repay. And be clear about repayment terms.

To legally seal the deal, use a document such as a "Promissory Note." Putting the terms of your borrowing agreement into proper legal form is crucial. You can find the downloadable legal documents you need, including many different Promissory Note variations, at www.findforms.com. Self-help legal publisher Nolo also offers loan forms and related information at www.nolo.com.

Another helpful resource is Virgin Money at www.virginlendingus.com, previously known as CircleLending.com before it was acquired by well-known entrepreneur Richard Branson. Virgin Money helps small business owners avoid the problems that can arise with loans from friends and family by providing loan administration, recordkeeping, payment processing and structural support. The service emphasizes flexibility to meet the needs and concerns of both borrowers and lenders, from terms and interest rates to repayment strategies.

To learn more about financial 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 the web at www.pottstownscore.org



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There's no limit to the type of equipment available for leasing, or the size of the company that can access it. Even one-person operations can lease equipment. Unlike loans, leases generally do not require a down payment. You're required to finance only the value of the equipment expected to be used during the lease term. Depending on the type of equipment and lease arrangement, you may also be responsible for routine maintenance and other costs as well. When the lease expires, the equipment goes back to the leasing company, completing your obligation.

Leases are not loans, so their costs are calculated differently. Payments on an operating lease are considered an overhead expense that you can deduct from your business income. Generally, however, the cost of leasing is similar to the cost of other financing options when you consider the entire transaction.

Flexibility is another leasing hallmark. You can tailor a lease to fit your month-to-month, seasonal or annual cash flow needs. And if customers or the competition demand that you always have the latest technology, a short-term lease can help you get what you need and keep your cash. Most leasing companies offer lease-to-own plans if you determine that purchasing the equipment is in your best interests of your business.

The Equipment Leasing and Financing Association (ELFA), a trade group of leasing companies and financial services companies, has a special section that explains the basics of leasing at its Web site, www.elfaonline.org. You'll also find guidance on leasing options and benefits, loan/lease differences, leasing terminology, and a searchable directory to help find a leasing company to meet your needs.

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

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INTELLIGENT.COM SURVEY FINDS 4 IN 10 BUSINESS LEADERS BELIEVE RECENT COLLEGE GRADUATES ARE UNPREPARED TO ENTER WORKFORCE

Business leaders say recent graduates are unprepared due to their work ethic, communication skills, entitlement, and technological skills

Intelligent.com, a trusted resource for online degree rankings and higher education planning, has published a recent survey report that investigates how business leaders perceive recent college graduates. The report also shares insight into why recent college graduates may be unprepared for the workforce. Overall, Intelligent.com researchers collected and analyzed responses from 1,243 business leaders.

According to survey results, 40 percent of business leaders say recent college graduates are 'very' or 'somewhat' unprepared for the workforce. Among this group, 70 percent say recent college graduates lack preparedness due to their 'work ethic,' 70 percent say 'communication skills,' 71 percent say 'entitlement,' and 43 percent say 'technological skills.' Additionally, of the same group of respondents, 88 percent say college graduates from the last three years are less prepared for the workforce than in years prior.

"Actually, nobody is prepared for the workplace of 2023," says Professor of Strategic Communication at Ithaca College and Principal of Gayeski Analytics Diane Gayeski, Ph.D.

"It's changed dramatically because the digital transformation and hybrid workforce trends that began a decade ago accelerated during the COVID-19 lockdowns, and both methods and attitudes towards work are now vastly different."

Survey results also indicate that among business leaders who feel recent graduates lack preparedness, 7 percent say they 'always' avoid hiring recent college graduates, 27 percent say 'most of the time,' and 40 percent say 'sometimes.' Furthermore, 62 percent of these respondents blame 'culture' for lack of preparedness, 50 percent say 'parents,' 48 percent say the 'pandemic,' and 46 percent say 'educators.'

All data found within this report derives from a survey conducted on July 27, 2023, by the survey platform Pollfish. In total 1,243 business leaders were surveyed. Demographic criteria were used to ensure qualified respondents. These criteria included being between ages 30 and 60, earning a household income of greater than \$75,000, being employed for wages, having an organizational leadership role, and working at a company with more than 10 employees. To view the complete report, please visit:

<https://www.intelligent.com/4-in-10-business-leaders-say-recent-college-grads-are-unprepared-to-enter-workforce/>.

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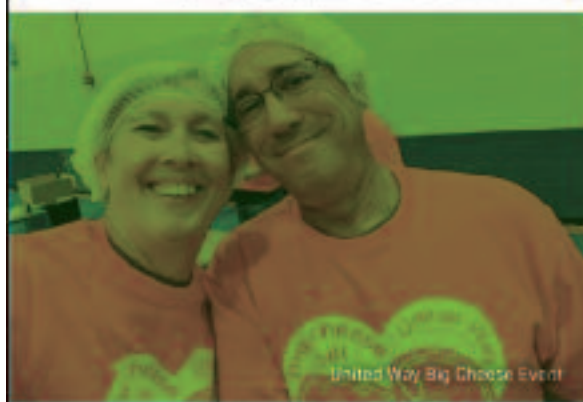
United Way Day of Caring at New Journey Community Outreach



United Way Day of Caring at New Journey Community Outreach



Clothing Drive for New Journey Community Outreach



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United Way Day of Caring at the Opportunity House

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HERBEIN + COMPANY, INC. (HERBEIN) ADMITS SIX NEW PARTNERS

Leading CPA advisory firm Herbein + Company, Inc. (Herbein) has admitted 6 new partners, effective October 1. The 2023 partner class represents a wide variety of expertise and experience across the organization.

"Our new partners share a focus on exceptional client service that is reflective of the outstanding talent at our firm," said Herbein CEO David Stonesifer. "These emerging leaders enhance the firm with their diverse skills and perspectives. I look forward to seeing where their leadership and track record of professional excellence takes their clients – and our firm – in the years ahead."

Working in different services and industries at Herbein, the new partners embody Herbein's mission of helping our clients succeed with confidence.

"We are delighted to build on our partnership with these incredibly talented people," added Stonesifer. "They are exceptional professionals who uphold the rigorous standards and inclusive work culture that make us the firm we are. I congratulate and welcome each of these individuals into the Herbein partnership."

Congratulations to Herbein's newest partners: Bryanna L. Fredericks, CPA; Jennifer L. Hartkorn, CPA; Brian D. Jamnik, CPA; Paula D. Markle, CPA; Megan N. Thompson, CPA; and Jeffrey A. Yaniro, CPA.

Our firm's growth goals are a vital element of how we grow the Herbein partnership. In addition to defining how we lead our firm, firm partners play an essential role in our growth by connecting our team, our clients, and our communities.

This year's admissions to the partnership affirm our strategic focus on sustainable growth – and is the largest new partner group in firm history



Bryanna L. Fredericks



Jennifer L. Hartkorn



Brian D. Jamnik



Paula D. Markle



Megan N. Thompson



Jeffrey A. Yaniro

(following 2022's 2nd largest class in our 50th anniversary year.) Since 2022, including firm divisions, Herbein has added 14 individuals to the partnership.

About Herbein + Company, Inc. (Herbein):

Herbein + Company, Inc. (Herbein) is a leading CPA advisory firm, creating impact nationally and locally since 1972. We build value through exceptional service and innovative solutions, and provide client-focused accounting, tax, advisory, HR consulting, wealth management, and risk management services. Our clients benefit from tailored strategies in the communities where they live and work that help them succeed with confidence, today and tomorrow. Herbein is an independent member of Allinial Global, an accounting firm association of legally independent accounting and consulting firms with offices in North America and throughout the world. Visit www.herbein.com or connect with us on LinkedIn, Facebook, and Twitter.

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