

ROUTE 422

BusinessAdvisor

APRIL 2024

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



PATRIOT PEST

***Keeping Wildlife
in the Wild***



JAMES AND DENICE HARRISON

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



OCCUPATIONAL HEALTH PROVIDERS



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

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



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

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



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

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



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

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

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

Occupational Health

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

Find out how
where you bank
can help **you** *and*
your **community.**



Where you bank matters and Visions is proof. When you join the Visions family, you fuel a mission of community service that builds a better place to live, work, and play for all of us. What do you get in return? The strength of a \$5.6 billion credit union that has your back and exists to support your financial well-being.

So, let's get started! Stop by our Muhlenberg branch or visit us online.

VISIONS
FEDERAL CREDIT UNION

visionsfcu.org/cares

Muhlenberg

4245 N. 5th Street Hwy.

Pennsylvania | New Jersey | New York

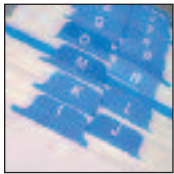
Federally insured by NCUA.



PHOTO BY STYLISHIMAGES

6

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



26

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



28

Business Spotlight: Everything Printing – Your Business Printing Professionals

Visit 422bizmag.com for...

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

Contents

- 10 | Focus on Wyomissing & West Reading Area Business Profiles
- 13 | Ask SCORE Adopt a Philosophy That Makes You More Adaptable
- 18 | Social Media Tips Spring Clean Social Media
- 20 | Marketing Tips 2024 Guide to Social Media Creation
- 30 | Advertised Services Directory What You Are Looking For — At Your Fingertips
- 31 | Regional Chamber of Commerce Round-Up Greater Reading / Perkiomen Valley / Phoenixville / TriCounty Area / Montgomery County / Spring-Ford
- 36 | The SBRA Community Protecting Your ASSETS
- 38 | Building Trades Carbon Tax Plan 'Sets the Thanksgiving Table'
- 40 | Affordable Childcare Employer Childcare Tax Credit Up for Discussion
- 42 | Legal Perspectives Intentional Interference with At-Will Employment
- 47 | Downtown Marketing & Development Downingtown Property Owners to Address Flooding

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334
Subscribe online! www.422bizmag.com

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

To contact the Route 422 Business Advisor:
phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

For advertising information, email patti@422business.com.

Route 422 Business Advisor
is a proud member of:



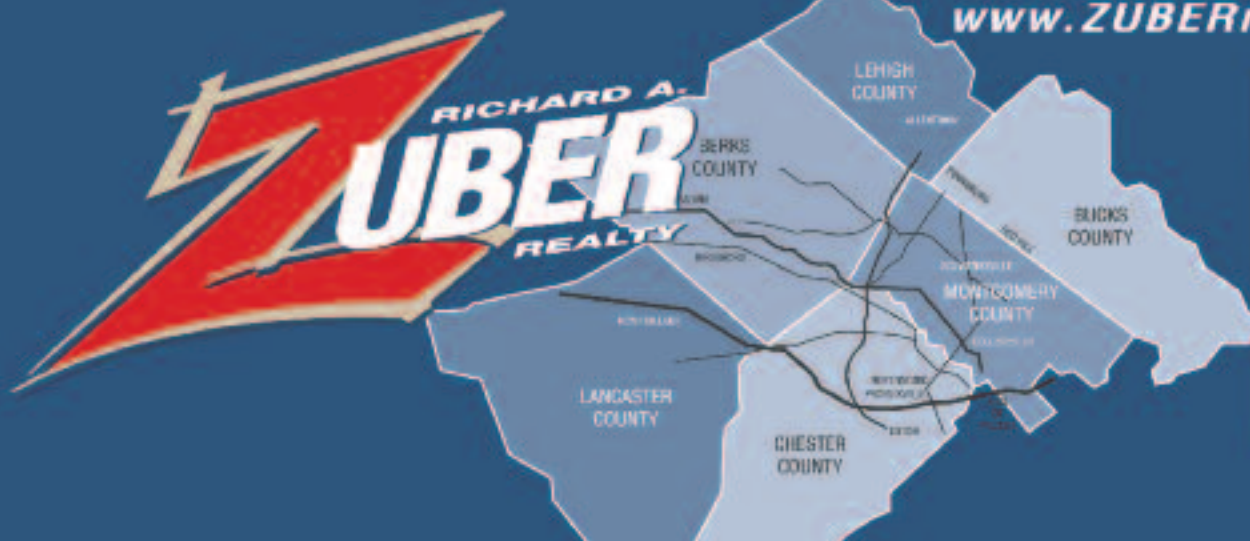
TRI-COUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

We All Work For YOU...

www.ZUBERrealty.com



Rich Zuber



Connie Dolansky



Brian Gilbert



Kathy Mowcette



Mark Roberts



Barbara Borger



Betsy Bellantoni



Tricia Harris



Sandy Zentz



Gary Pace



Vanessa Deskie



Beth Anne Baker



Adam Krisko



Susan Wert



Bill Neilson



Lee Helner



Jody Dolansky



Neil Fox



Adam Habley



Nick Hastings



Allison Heist



Ellis D'Anjotelli

**Tri County PLUS
Appraisal Service**



Susan Martin



Jack Mueller

**Property
Management**



Paula Babb

**Administrative
Assistant**



Chae Francis

CORPORATE OFFICE: 201 East Philadelphia Avenue, Boyertown, PA • 610-369-0303
SATELLITE OFFICE: 384 North Lewis Road, Royersford, PA • 610-948-7300

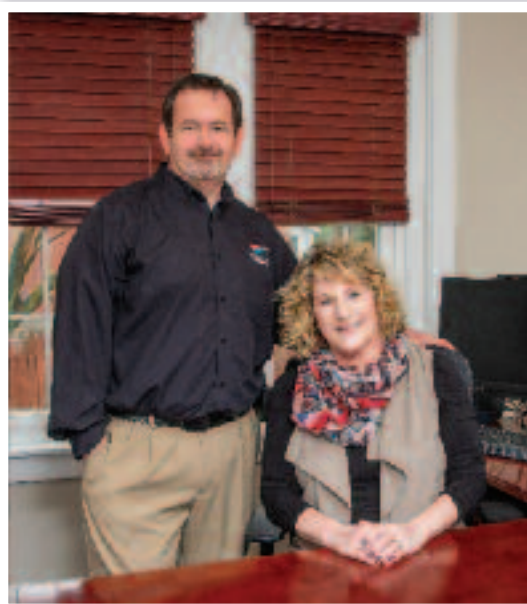


PATRIOT PEST

Keeping Wildlife in the Wild



PHOTOS BY STYLISH IMAGES



Denice and James Harrison, Owners

By Kathy Hunt

Spring welcomes the return of so many lovely things — lush, green grass, blossoming flowers and trees, and baby birds, squirrels, and other wildlife. For safety and warmth, these animals may opt to build their nests and raise their offspring inside a garage, basement, or attic of a building without a home or business owner's knowledge. Cute as they may be, these creatures can cause damage to a home or office by chewing through wood, wires, and insulation and leaving behind disease-causing waste and fleas.

When unusual creaks, bumps, and scratching sounds aren't caused by wind or a house settling, it's time to contact the trustworthy wildlife removal experts at Patriot Pest Solutions. The veteran-owned, pet-friendly business has been resolving wildlife and other pest problems in Southeastern Pennsylvania since 2011. Patriot Pest has the experience and expertise to take care of every pest control need.

Safe, Humane Wildlife Removal

When a homeowner or business makes that initial call to a pest control business about animals in the attic, termite damage in the basement, or bed bugs throughout the building, often the response is, "We don't do that type of pest removal." And so, the hunt for a qualified pest control professional continues. People quickly learn that not every company has licensed and insured technicians who can trap and remove wildlife or detect and eradicate termites and other destructive insects. That's not the case with Patriot Pest Solutions.



Owned and operated by Denice and James Harrison, Patriot Pest has a staff of six trained, licensed, and insured technicians who are able to handle all types of wildlife and insects.

"Birds getting into your dryer vent and making a nest. Raccoons having babies in your attic. Regular pest control companies don't handle these calls, but, if you have wildlife, we can take care of them and termites, ants, mosquitos, and other pests. We're a one-stop shop," Denice Harrison said.

Each Patriot Pest Solutions remediation effort begins with an inspection. "When someone needs wildlife control, it starts with 'I hear something up there and I don't know what it is,'" Harrison said. "Sometimes it's obvious, when you see a vent or roofline soffit pulled back or bent, it means that you have wildlife going in and out of that location. Even if we don't see the actual animal during an inspection, many times, just by looking at the insulation and seeing patterns, feces, and other things, we can determine what's gotten into your home."

Once a Patriot Pest wildlife specialist has established that a wild animal has entered an attic or other part of a building, he performs "wildlife exclusion." All of the entry points, except for one, are sealed so that the animal has only one way to go in and out. A one-way trap is then set to guarantee that, once the critter exits, it can't return. Patriot Pest is required by law to go to a site and remove the trapped animal within 24 hours of its capture. To ensure that no other animals are left behind, the technician will wait seven days before sealing up the remaining opening.

"If you get a mom, you have to get the babies, too," Harrison said. There are times when we have to climb roofs and scale a building's rafters to get to and remove the babies. We are very in tune with not being cruel to animals."



Patriot Pest has three wildlife specialists on staff — business co-owner James Harrison and technicians Eric Gromalski and Nate Swarthout. In February 2024, the three specialists and Denice attended the Wildlife Expo in Houston, Texas. Co-hosted by the National Wildlife Control Operators Association's (NWCOA) and National Pest Management Association's (NPMA), Wildlife Expo provides educational programming on wildlife techniques and control practices and the opportunity to network with others in the industry. Patriot Pest is listed as a NWCOA certified wildlife professional. Through the NWCOA, technicians maintain their knowledge and skills for safe and humane wildlife management.

Continued on page 8)



**Eric Gromalski,
Wildlife Specialist**



**Nate Swarthout,
Wildlife Specialist**

COVER STORY

(Continued from page 7)

The company is also part of the Pennsylvania Trapper's Association, which advocates for the humane trapping of wildlife. Its technicians are licensed through the Pennsylvania Department of Agriculture and fully insured. The latter makes Patriot Pest especially valuable in the pest control world.

A Bit About Bats

In the United States, many species of bats are federally protected, including Northern long-eared and Indiana bats, both of which are found in Pennsylvania. Habitat loss, disrupted hibernations, disease, and people killing bats have resulted in their decline. In the U.S. alone, over half of bat species appear on endangered or 'in severe decline' lists.

Long known for their beneficial nature, bats pollinate plants such as peaches, cloves, and bananas, distribute seeds, and, of course, eat an abundance of insects, including mosquitoes and beetles. The Pennsylvania Game Commission noted that a bat eats up to 25 percent of its weight each night, with the smaller, hibernating species devouring nearly a million insects per bat per year. According to the U.S. Fish and Wildlife Service, bats consume enough pests to save more than \$1 billion per year in crop damage and pesticides in the U.S. corn industry.

In spite of all the good that bats do, no one wants a colony residing in their soffits, behind their shutters, or in their crawl spaces. Bat colonies can be removed without harm by licensed professionals. Patriot Pest's licensed technicians will carefully remove the bats in accordance with local, state, and federal laws. Once a bat or bat colony has been relocated, the technician will bat-proof the affected space. Openings are sealed. Attic and gable vent guards are installed. Shutter exclusions are set up to prevent bats from nesting behind shutters again.



After the bats, or other animals, have vacated the premises, the technician disposes of any contaminated insulation, disinfects the area, and installs TAP® (Thermal Acoustic Pest Control) insulation. As explained on Patriot Pest's website, "TAP® is a natural fiber insulation treated with boric acid to produce fire-retardant, thermally superior, sound deadening insulation with permanent pest control properties."

Safe Tools to Keep Insects at Bay

Although wildlife removal is an essential aspect of Patriot Pest's work, pest control remains the backbone of the company. Its technicians address everything from ants, mosquitoes, bed bugs, and termites to mice and rats in both residential and commercial settings.

To keep customers as well as their pets safe, Patriot Pest uses an assortment of low odor, low toxicity tools to eradicate insects and other pests. These include baits and traps placed around a property's interior and exterior. Technicians put out only a small amount of bait in tamper-proof containers and place the containers in hard-to-reach locations. Should a family pet manage to access and eat the bait, it would not be in serious danger. According to Denice, the worst side effect would be an upset stomach.

Another extermination tool that has a little to no impact on humans and their furry companions is the aforementioned TAP® blown insulation. Registered by the U.S. Environmental Protection Agency (EPA), TAP® is made from ground up newspaper treated with boric acid. The cellulose fiber insulation provides permanent pest prevention. Note that, unless consumed or inhaled in large quantities, boric acid is acceptable for use around humans and animals. However, for insects such as ants, cockroaches, silverfish, stinkbugs, and termites, the chemical compound is fatal.

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

Making Pest Control Fast and Simple

To help clients combat pests with a click of their keyboard, Patriot Pest offers an internet-based customer portal. Using this secure, online service, customers can access information about their service history, payments, and appointments at any time of day. They can schedule or update service calls and reach out with questions through the customer portal. They can also pay bills online through secure, online credit card processing.



At the 2024 Wildlife Expo in Houston, Texas. Wildlife Expo provides educational programming on wildlife techniques and control practices.

Licensed entomologist, James Harrison, holds weekly meetings to discuss cases and train his technicians on the latest techniques in pest management.



For people who feel more comfortable speaking with a live person about a suspected pest problem, Patriot has “real people answering phones, even during off hours,” Harrison said. Patriot Pest Solutions’ office hours are 8 a.m. to 5 p.m., Monday through Friday, and 8 a.m. to 12 p.m. on Saturday.

The company also makes pest control easy through its service plans. Although one-time extermination visits are an option for all clients, Patriot does advise long-term service. No matter how effective a single treatment is, it will eventually wear off, allowing pests to return to a property. A customized, repeat service plan enables customers to keep their homes and offices pest-free.

For ongoing pest control, homeowners select from two different plans. With Home Pest Protection, a licensed technician first assesses the interior of a home to determine what issues exist. After inspecting the property, the technician carries out the initial service call. He will then make two additional service calls to ensure that the exterior of the property remains free from insects and wildlife. Should pests return before the next regularly scheduled visit, technicians are available for free emergency treatments.

Commercial properties may experience additional pervasive or persistent problems, such as infestation of bed bugs or cockroaches. To ensure that hotels, apartments, theaters, restaurants and retail spaces stay bug-free, Patriot Pest eliminates these bugs and trains business owners and employees on how to avoid future infestations. Patriot’s technicians work discreetly and quickly to resolve complaints without disrupting day-to-day business operations.

Helping Communities with More Than Pests

In addition to aiding homes and businesses with pest control in Montgomery, Berks, Chester, Delaware, Bucks, and Philadelphia counties, Patriot Pest Solutions helps out local charities. It supports the Southeastern Veterans’ Center’s annual golf outing, which raises funds for the veterans’ center in Spring City. It is also a sponsor of the Mid-Atlantic Air Museums’ 33rd annual WWII Weekend — A Gathering of Warbirds. The event, which runs from June 7-9, 2024, honors WW II and other military veterans.

Furthermore, Patriot Pest gives back to the region by donating its services to such local nonprofits as Phoenixville Women’s Outreach’s “The House” and Philadelphia veterans services. As it is highly invested in the community, Patriot Pest works with other local businesses whenever possible.

Denice belongs to the Perkiomen Valley Chamber of Commerce and the Phoenixville Regional Chamber of Commerce. Additionally, Ryan Ritchey is a member of the local chapter of BNI (Business Network International). BNI is a global business networking organization with over 300,000 members in 75 countries.

New, Expanded Facility in Limerick

To meet the demands of its growing business, in 2023, Patriot Pest moved from its Collegeville location, where it had been for the previous 10 years, to 156 West Ridge Pike in Limerick. The new location consists of two buildings,

one of which houses James’ office on the ground floor and conference space on the second floor. This is where James, a licensed entomologist, holds weekly meetings to discuss cases and train his technicians on the latest techniques in pest management. The other building houses the office and field staff. The site possesses parking for more trucks — over 20 spaces — and more technicians.

“My family is in the area, and we have been in Limerick for 26 years, so we knew that we wanted to stay local. We simply outgrew our old space,” Harrison said.

For additional information about Patriot Pest Solutions or to schedule an appointment, visit the company’s website at <https://www.patriotpestsolutions.net/>. You can also email info@patriotpestsolutions.net or call 610.854.8941.



FOCUS ON WYOMISSING & WEST READING

Chester Perfetto Agency

Your One Stop Agency for All Things Insurance!

Chester Perfetto Agency is your One Stop Agency for all things insurance! They offer auto, business, individual health, dental, renters and life insurance, all Medicare plans, even annuities, 401k, and IRA Rollovers.

They are also the only independent insurance agency with their own travel insurance product-TravelSafe providing medical and trip cost coverage while you're away on business or vacation. TravelSafe plans are designed to protect the trip costs for cancelations or interruptions, unexpected travel mishaps, and delays, along with providing medical coverage while you are away on a business trip, or a vacation. Their goal is education and continual support for your future insurance needs.

It's more than just the business that makes Chester Perfetto Agency unique. They have been part of the Berks County community since 1971 and still approach business the old-fashioned way. Each member of the agency's expanding team has unique expertise in different areas of insurance and financial needs, allowing them to deliver diverse options for their clientele.

Meet the team at the Helm:

Chris Montgomery: President, brings over 30 years of management, consulting and business ownership in multiple industries. Has continued the excellent record of success for Chester Perfetto Agency, by growing the team, and adding a location in Allentown.

Deb P Grove: Executive Vice President, with the agency for 38 year is the driving force behind the day-to-day operations. She oversees the smooth running of all departments, ensuring everyone has the resources and support they need to thrive.

Supporting Deb is a team of dedicated department heads. Each is an expert in their field, responsible for the strategic direction and day-to-day management of their team. The decisions and actions taken daily form the foundation of the agency's success.

Jessica M. Walb, Director of Health, Life and Financial Services, **Amanda Martin,** Director of Property & Casualty, **Debbie L. Hole,** Administrative Director of Travel Insurance.

For additional information, please call 610.678.0373 and visit www.perfettoinsurance.com.

Jay Calandra Joins

Marathon Business Advisory Services

Jay Calandra has joined Marathon Business Advisory Services, LLC., an M & A Advisory firm, as a Client Advisor. As a Client Advisor, Mr. Calandra will have business development and client service responsibilities for Marathon clients who desire to sell their business or acquire a business.

Those responsibilities include identifying client prospects, assisting clients with developing their sale or acquisition strategy, establishing a sale price or target acquisition size, identifying interested counter-parties, negotiating terms and conditions of a sale or acquisition, and coordinating the transaction consummation in cooperation with the clients' legal and accounting advisors.

Mr. Calandra formerly owned a successful Rita's Italian Ice franchise which he sold in 2022 and worked in a family business of 14 years prior to acquiring the Rita's franchise. He is a graduate of Pennsylvania State University.

Marathon Business Advisory Services, LLC. has been advising business owners



on the sale or acquisition of a business since 2006. In addition to M & A Advisory Services, Marathon performs business valuations, and offers strategic consulting, loan origination, executive coaching and management recruiting services. Marathon is headquartered at 2240 Ridgewood Rd. Wyomissing PA, 19610.

For more information, please contact Ray Melcher at rmelcher@vrmarathon.com or 484.797.9796.



**CHESTER PERFETTO
AGENCY, INC.**



We Are Your One Stop Insurance Agency Since 1971

- 401k & IRA Rollovers
- Annuities
- Auto
- Business Insurance
- Dental
- Group
- Health (Pennie)
- Homeowners
- Life & Financial Expenses
- Medicare Plans
- Part D Prescription Plans
- Travel Insurance

40 Commerce Drive, Wyomissing, PA 19610 (610) 678-0373

6081 Hamilton Blvd. Suite 600, Allentown, PA 18106 (610) 743-7823

www.travelsafe.com • www.perfettoinsurance.com

Business Hours: Monday - Friday 8:30 AM - 5:00 PM





Chris Gamber Painting

Chris Gamber Painting is located in the heart of West Reading. They have been servicing Berks and beyond for 17 years! Their trained employees work to provide the most value through proper surface preparation and correct application of coating systems.

Their goal with every project is to satisfy you! Their free estimates are scheduled at your convenience and often take less than 30 minutes!

Chris Gamber Painting's services include:

- Full Service Custom Painting for small to large residential projects, commercial and light industrial work.
- Interior and Exterior Projects, including vaulted ceilings, two-story foyer, and whole house – inside and out.
- Wallpaper Removal and Installation, including 54" vinyl and other commercial widths of office, hotel and restaurant application.
- Epoxy, Urethane and Waterborne Enamel Floor Systems for garages, basement floors, industrial or commercial,

chemical resistance, high durability.

- Faux Finish Decorative Painting including a variety of popular glazing techniques. Sample boards and colors are available.
- Deck and Siding restoration, including power washing and refinishing. Coatings are applied by brush for maximum benefit.
- And more . . . Competitive bids for property management, light carpentry, masonry coating and clear coat sealers, staining and borders.

Please visit www.chrisgamberpainting.com to take a tour through their site and see what services you can take advantage of today. Click the blog tab for great articles related to home improvement! Make sure to connect with them on Twitter, Pinterest and Facebook for great tips and home maintenance tutorials!

Chris Gamber Painting, Lic# PA046388, is located at 619-A Franklin Street, West Reading, PA 19611. For additional information, please call 610.781.4474 or email: Info@chrisgamberpainting.com



Chris Gamber
Owner/Estimator

Chris Gamber Painting
Commercial/Residential

- Full Service Custom Painting
- Interior and Exterior Projects
- Wallpaper Removal and Installation

- Epoxy, Urethane and Waterborne Enamel Floor Systems
- Faux Finish Decorative Painting
- Deck and Siding Restoration

It's Amazing . . . What a Coat of Paint Will Do!

619 Franklin Street, Front A • West Reading, PA 19611-1150
610-781-4473 • Lic# PA046388

www.chrisgamberpainting.com

Has your accountant given you ideas to cut your taxes?
We help our clients build wealth and keep more of what they earn.
Give us a call and see what we can do for your business.
YOUR SUCCESS IS OUR BUSINESS

C. Malcolm Smith
& Company, P.C.
CERTIFIED PUBLIC ACCOUNTANTS





John S. Sardella, CPA
Partner

C. Malcolm Smith, III, CPA
Partner

Mark M. Poserina, CPA
Partner

3020 Penn Avenue, Suite 2, West Lawn PA 19609
610-375-6330 • www.cmscpa.com

MARATHON
Capital Advisors



For Sale:
Commercial HVAC Company

Features:

• Offering Price:	\$825,000
• Revenue:	\$1,100,000
• Adjusted Cash Flow:	\$315,000
• Employees:	6 (All Anticipated to Stay)
• Clients:	Light Commercial; Service Contracts
• Region:	Berks, Lehigh, Lancaster Counties
• Services:	Installation, Maintenance, & Repairs

For more information contact:
Larry Bonino: 610-930-3819; Lbonino@vrmarathon.com

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



Geyer Auction Companies AY-000243-L
484-239-3273 • www.geyerauctions.com

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

New Location: 724 Route 100 Bechtelsville, PA 19505

We are the area's leading commercial auction company specializing in Vehicles, Trucks, Heavy Equipment, Tools and Business Liquidations.

We can sell one piece to 100 at your location or our new 8-acre auction facility on Route 100.



GYM & FITNESS EQUIPMENT SURPLUS LIQUIDATION AUCTION – BENSALEM, PA
ONLINE BIDDING CLOSES MONDAY APRIL 1ST AT 6:00PM
 Preview and Inspection: Monday April 1st 11:00am-3:00pm
 Location: 3150 Knights Road Bensalem, PA 19020



TOW COMPANY ABANDONED VEHICLE AUCTION – BLACKWOOD, NJ
ONLINE BIDDING CLOSES TUESDAY APRIL 16TH AT 4:00PM
 Preview and Inspection: Tuesday, April 16th 10am-3pm
 Location: 118 N Blackhorse Pike, Blackwood NJ 08012



PAT'S TOWING – BLACKWOOD NJ SURPLUS TRUCKS AND EQUIPMENT ONLINE AUCTION
ONLINE BIDDING CLOSES THURSDAY APRIL 16TH AT 4:00PM
 Preview and Inspection: Thursday April 16th 10am-3pm
 Location: 221 Delsea Drive Sewell NJ 08080

For details go to <https://geyerauctions.com/upcoming-auctions/>

Bio Clean uses biocides to eradicate harmful biopollutants.
 Where others just clean, we restore.

Clean not just for appearance, but for health... call Bio-Clean for your floor cleaning solutions!



"We get germs out with the dirt".

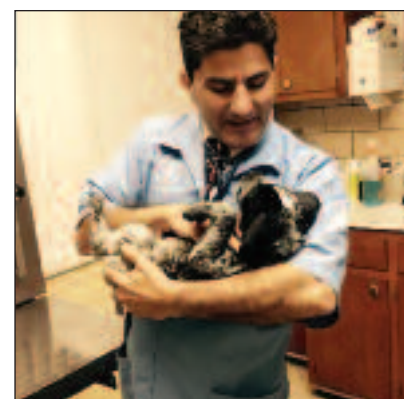
484.253.6400 • www.Bio-CleanCarpetCleaning.com

BUSINESS PROFILE

Sanatoga Animal Hospital, LLC

With quality care, a friendly staff, and a loving doctor, Sanatoga Animal Hospital is the place for your pet. Located at the corner of Park Road and High Street in Sanatoga, just off of Route 422, the staff works hard, in order to assure the safety of your pet. The hospital has been accredited by the American Animal Hospital Association (AAHA) since 1990. AAHA accreditation ensures that a hospital meets high standards in dentistry, diagnostic imagery, laboratory testing, surgery, pain management, pharmacy, and patient care. Only 12 percent of veterinary practices in the United States of America and Canada voluntarily allow on-site inspection by AAHA to establish and maintain these standards.

Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provide loving care and compassion. They have state of the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care. A comprehensive approach is emphasized in treating patients. Routine surgeries such as spay and neuter or tumor



removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and postoperative pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted multiple times as The Best Animal Hospital in *Mercury's Readers Choice*. Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupons please visit www.sanatogavet.com.

Why Get A Security or Fire Alarm?

Jimmy told ya!

Puppies & Babies ... No Duh!

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

Call Today for a FREE On-site Evaluation.

SECURITY SERVICE COMPANY
Since 1973

Protecting What's Precious for over 50 years!

800.232.2500
SSCsince73.com

Sanatoga Animal Hospital

2814 East High Street
Sanatoga, PA 19464

610-326-6346
www.sanatogavet.com

Accredited by American Animal Hospital Association since 1990
Loving Care and Compassion
State-of-the-Art Equipment
Comprehensive Approach Emphasized in Treating Patients

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

Ask SCORE

ADOPT A PHILOSOPHY THAT MAKES YOU MORE ADAPTABLE TO CHANGE

All businesses have cycles. Highs, lows, lows, highs. What do you do when you hit a lull that doesn't seem to end? You might have a new competitor with a real differentiator who has stolen your customers. You have a competitor who introduced a revolutionary new product that has captured the fancy of your customer base. You might be impacted by environmental factors that are not totally in your control. Any or all of these scenarios might have occurred. Or it will so have a plan B ready to go if and when your business is in the doldrums. What might this plan B look like?

Create an addendum to your annual business plan. Good plans are laid out based on a probable scenario of sales revenue and projected expenses based on plan assumptions. It is a good idea to lay out what your strategies and tactics will be if a "low" scenario occurs.

Adopt a new habit. Many times we can cope more effectively with a changed scenario if we are regularly adopting a new habit. Read at least one business article a day. Read a nonfiction, business-based book each month. Learn how to use a new tech product to improve your productivity — ChatGPT, QB, CRM systems. Being

nimble by adopting a lifelong learning philosophy that makes you more adaptable to change.

In the doldrums? Do something new. Ask about adding a new product line or service.

Do something new. When you find your business is in the doldrums, ask what you can do to add a new product line or service that will attract current customers to come back or new customers to seek you out. How do you know what product or service to add? Ask. What are your customers' needs, wants or desires? Then see if you can get innovative. One new activity might be sending handwritten "thank you" notes to customers who bought \$50.00 or more and include an incentive to buy again and even more incentive if they refer a friend.

Update your website or even redesign it if possible. Your website is your front door. It is the portal through which most buyers pass to get to you. Add photos, video, new images, fonts, and colors that give the "portal" a new look and create excitement when visiting you.

(Continued on page 14)



Direct Mail:

- High Visibility
- High Trustability
- High Response Rate
- High Conversion Rate



Use this QR code for more information or visit: qr.codes.pro/MkCDDc

GET YOUR BUSINESS
BOOMING
WITH DIRECT MAIL



(610) 367-7444 • EverythingPrinting.com



**Physicians Care
Surgical Hospital**

454 Enterprise Drive, Royersford, PA 19468

610.495.3203

www.phycarehospital.com



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



- 5 fully equipped operating rooms.
- 12 inpatient rooms for overnight stay.
- CMS certified and fully accredited through DNV (Det Norske Veritas).
- All physicians are board certified.
- Ample free parking.



Recognized by Healthgrades® for the past 10 years, receiving the Outstanding Patient Experience Award™ 2014-2023.



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



Recognized by Healthgrades® as a Five-Star Recipient for Total Knee Replacement in 2024.

Helping Your Business Bank on a Smile.

Since 1873, business owners have counted on JBT to help them build, improve, acquire, and streamline. JBT's combination of personal service and easy-to-use Business Solutions are helping more people Bank on a Smile® every day.



Business Solutions
Carolann Westendorp
 717-274-5180 Ext. 4005
 cwestendorp@jbt.bank
 NWLS#615524

Robesonia 610-693-4584
Ephrata 717-733-JBT1
Lititz 717-568-8488
Manheim 717-664-0190
 Plus 8 More Smiling Communities!

Member
FDIC

There's a new kid in town.
You don't need an accounting staff...you need us!
Bookkeeping & Payroll

(888) 681-8970



Financial Growth Concepts, LLC
 dba Riskfree Tax & Advisory

www.riskfreetaxadvisory.com

Ask SCORE

(Continued from page 13)

When business is slow, invite your current customers and potential new ones to a social event

Host an event. When business is slow, invite your current customers and potential new customers to a social event at your location to display your offerings both old and new. Also, ask your current customers to bring a friend and reward them for doing so.

Host a webinar. One of the best ways for you to reposition yourself during a downturn is to become a knowledge leader. Host a webinar on best practices. Invite current and potential clients. Send them a follow-up summary as a reminder of messages delivered and an invite to visit you for needs fulfillment.

Try different social media approaches.

During normal business times, social media posts increase awareness of what you are doing, planning to do, or sharing information. One way to learn what social media channels might work to broaden your brand awareness is to ask your customers and prospects where they get their information. If you aren't blogging you might consider it a way to share your expertise and become a knowledge leader in a segment of your business your customer base doesn't expect. Another possible tactic is to join Facebook, LinkedIn, or even Pinterest interest groups and get engaged with discussion groups. Potential buyers will see your active engagement and begin to follow you.

Volunteer your time. It might be the local Chamber of Commerce, Rotary Club, or other volunteer organizations where you can be more visible to new potential customers.

Host a giveaway. Customers love giveaways. Giveaways drive traffic. Sounds simple. But it isn't. Just because you are building traffic doesn't mean that it will increase sales. You have to plan to engage, prospect, and communicate with those who take advantage of the event, come to your shop, and commence the sales process. Remember giveaways have to be functional, useful, and meaningful to leave a lasting memory.

Brand is what you are known for by those

who buy from you or at least recognize your business. When things get slow, you might consider re-branding. Change the colors of your logo. Update its look. Then promote the new look. Remember your brand represents your values, so double-check that whatever you do in re-branding is consistent with your core values.

Repost old posts. Take a look at your analytics to determine which posts had the most "views," update them, and repost them directing them to your updated website or to a hosted event.



Getting involved is important.

At M&T Bank, we know how important it is to support those organizations that make life better in our communities. That's why we offer our time and resources, and encourage others to do the same. Learn more at mtb.com/community.

M&T Bank is a proud supporter of not for profit organizations in our local community.

Rebecca Shugar
 484-735-0282
Tiffany Micale
 610-378-3790

M&T Bank

Equal Housing Lender. © 2014 M&T Bank Member FDIC

A TECHNOLOGY SOLUTION CUSTOMIZED TO MEET YOUR NEEDS
 INFORMATION TECHNOLOGY PROFESSIONALS

Intermedia Group Inc. is a **full-service technology services** company.

Properly engineered **effective and efficient IT solutions** to solve your technological challenges.

- Desktop & Server Hardware
- Expansion & Acquisition Buildouts
- Network Wiring & Wireless
- Internet/Firewall Security
- Cloud Hosting
- Data Backup & Replication
- Disaster Recovery
- HIPAA Email Services
- PMS & EMR Implementation
- Medical Data Conversions
- Next Gen Anti-virus
- Ransomware Protection & Training
- Other Custom IT Services

CONTACT US TODAY!
 ☎ 610.903.4100
 🌐 WWW.INTERMEDIAGROUP.ORG



PHOTO CREDIT: DONNA BIRDSELL

Kevin York Photography

Photographer Kevin York is proud to announce the opening of his new studio in Collegeville. The 800- square-foot space is located at 364 E. Main Street, offering clients an open, airy, and comfortable environment for headshots, portraits, and branding images.

The new studio is convenient to Philadelphia, King of Prussia, and many local business centers. And, York says, "It's important to note that I also do on-location photography as well. I'm happy to come to you to photograph individuals or teams in whatever environment you wish."

York says his strong suit is making a connection with a client to help them feel comfortable and capture the best image possible. He uses facial expression coaching to help create authentic, approachable and confident high-end headshots. "So many people tell me they hate their headshot. It's not you. It's because the photographer who took your picture didn't know how to make you shine. That's my superpower."

For additional information, please call 484.390.2820 and visit www.kevinyorkheadshots.com.



Encompass Health.
Rehabilitation Hospitals

THE TRUSTED CHOICE

Encompass Health Rehabilitation Hospital of Reading

Inpatient Rehabilitation

At Encompass Health, we provide high-quality, compassionate care designed to meet patients where they are on their rehabilitation journey. We are the trusted choice in rehabilitation, delivering high-quality care to patients while seamlessly connecting across the healthcare continuum.

610.796.6000

www.emcompasshealth.com/readingrehab

1623 Morgantown Road, Reading, PA 19607

COMMERCIAL LANDSCAPING & Property Maintenance



Check us out!





**HOLLENBACH
CONSTRUCTION, INC.**
"ONE STEP BEYOND"

Celebrating
55 Years of Consistent
Quality & Excellence

Operations
Department
Garage
Pennridge
School District



New Hanover Township
Administration Building



Hollenbach Construction, Inc. can provide your business with Professional Construction Management Services and Design Build Services for your New Construction and Renovation projects. Let us take your projects from start to finish in the areas of:

Senior Living — Healthcare
Religious — Educational
Commercial — Industrial



166 Holly Rd., P.O. Box 507
Boyertown, PA 19512
Phone: 610-367-4200 Fax: 610-367-1020
email: tlittle@hollenbach.com
www.hollenbach.com



Valerie McLean Keller, Owner & Operator

Our 71st Anniversary

Arrowhead Golf Club

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

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions
100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees: Weekdays — \$24.00 to Walk • \$34.00 to Ride
Greens Fees: Weekends — \$35.00 to Walk • \$45.00 to Ride
• Rates drop after 1:00 PM 7 days a week

Pro Shop • Snack Bar • Rental Clubs
1539 Weavertown Road, Douglassville — 5 minutes from Route 422 & 662 N Intersection
For Tee Times Call (610) 582-4258

Arrowhead Golf Club

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

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

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

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



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

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

**HUMANS NEED
RESOURCES**
with on-demand comprehensive HR services

NOW, the region's powerhouse payroll processing partner for small business, Express Data Systems, offers proven comprehensive **HR on-demand** with HR COMPLETE!

express DATA SYSTEMS, INC.
COMPREHENSIVE PAYROLL PROCESSING

Call now and improve your company HR today!
610.495.7166 | EXPRESSDATASYS.COM



REFERENCES AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

30+ Years of Service!

**A Complete Janitorial Service for
Commercial & Office Accounts**

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor
www.JDeMedio.com



BUSINESS PROFILE

Chapel Steel

Chapel Steel has been a cornerstone in the steel distribution industry since 1972, offering a range of specialty grades of steel plate to meet the diverse needs of our customers. Over the decades, our commitment to dynamic solutions and dependable service has solidified our position as a leader in the field. What sets us apart is not just our expertise in steel plate distribution, but our dedication to adding value for our customers through innovative services and personalized attention.

At Chapel Steel, we understand that our success is deeply intertwined with the communities we serve. That's why we take pride in not only providing top-notch products and services but also in being invested members of those communities. Whether it's through supporting local initiatives, like supporting the launch of Pottstown Discovery Children with custom designed steel logos, participating in charitable events, or creating job opportunities, we believe in giving back to the places where we operate. By acting as key members of these communities, we not only return value but also show our appreciation for the trust and support our customers have placed in us over the years.



When you choose Chapel Steel as your partner, you're not just getting a supplier – you're gaining a committed ally dedicated to helping your business thrive. With our blend of industry expertise, innovative solutions, and community engagement, we're here to support your growth every step of the way. Trust Chapel Steel for dynamic solutions, dependable service, and a partnership that goes beyond business.

For additional information, please call 800.570.7674 and visit www.chapelsteel.com.



CHAPEL STEEL

Dynamic Solutions. Dependable Service.

World Class Distribution and Processing of Steel Plate

Our eight North American locations have provided high-quality steel plate products and industry-leading services since 1972.

GRADES

- Structural, Carbon, & HSLA
- Alloy & Abrasion Resistant
- Marine & Offshore
- PVQ
- Armor & Ballistic



SERVICES

- Plasma & Oxy-Fuel Cutting
- Beveling
- Press Break (Up to 60')
- Drilling / Tapping
- Counter Boring
- Shot Blasting

Contact us: 800-570-7674 | www.chapelsteel.com



NEW YEAR NEW START

Make 2024 your year of efficiency with Office Technologies. Slash print costs and streamline workflows for your most successful year yet!

CALL TODAY TO SCHEDULE YOUR FREE PRINT
ANALYSIS! 610-326-4700

www.myofficetechnologies.com
or call 610-326-4700



BRAND PHOTOGRAPHY

THE CROSSROADS
GUITARS & ART

WELCOME TO THE INTERSECTION
OF CREATIVITY!

WE FOSTER A
UNIQUE CULTURAL EXPERIENCE FOR LOCAL AREA
PATRONS. RESULTING IN THE CREATION OF NEW
MUSIC-MAKERS AND ENJOYABLE ENCOUNTERS.
MUSICIANS AND ARTISTS FROM ALL WALKS OF
LIFE ARE WELCOME HERE!

MUSIC LESSONS • GROUP INSTRUCTION
INSTRUMENT SALES • ART & PHOTOGRAPHY
WORKSHOPS & EVENTS

TUNES FOR
TOTS

ART
GALLERY

CONTACT US
1- 833-696-8737
1041 E. PHILADELPHIA AVE.
GILBERTSVILLE, PA 19525

WWW.GUITARSANDART.COM
INFO@GUITARSANDART.COM

SPRING CLEAN SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

Spring is here, it's time to clean up your social media. Make a good impression for customers by keeping your profiles fresh and up to date.

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

- **Information** - All your information should be complete and accurate. Check your listed hours and contact information, include any relevant seasonal information as well.

- **Content** - Posting regularly will help you stay in peoples' feeds. Take some time to plan your content over the next month or more. Most platforms allow you to schedule your content directly or you can find a scheduler. Create content that is engaging, educational, and informative. You want to educate the consumer on the

importance of your services. Posting fun information can better engage the readers!

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

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

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

When done right, social media is an excellent way interact with your customer. The last few years have taught us is that customers need to find your business on the internet.

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

CHDC

Community Health & Dental Care

Your Health. Our Community.

ch-dc.org
610-326-9460
Located in Barto & Pottstown

CHDC offers affordable, quality healthcare for all!
We accept Medicare, Medicaid, and most insurances. Call today!
Covid-19 Vaccines & Education Available!

Healthcare Discounts
& Free Transportation
Available

List of Services / Locations may vary:

- Medical**
Adult & Pediatrics
- Dental**
Hygiene & Restorative
- Vision**
Exams & Lenses
- OB/GYN**
Annuals & Prenatal
- Podiatry**
Routine & Diabetic Care
- Physical Therapy**
Therapeutic, Manual Therapy
& Modalities
- Behavioral Health**
Healthy Inside & Out
- Dispensary**
Discount Medication
- MAT**
Medication Assisted Treatment
- Center of Excellence**
Opioid Use Disorder



We Work For You...

Call Toll Free 1-866-948-2255

Warehouse Space FOR LEASE

1177 Route 100

Approx 1600 sq ft of warehouse space.
3 overhead garage doors and 2 man doors. New Propane heating system. All freshly painted and powder room newly renovated.

\$3,000 per month plus heat and electric.



FOR SALE-

504-512 Chestnut St., Pottstown



Attention Real Estate Developers!

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

Reduced to \$750,000

LAND FOR SALE

Route 724 Commercial Land For Sale - Birdsboro, PA. Great opportunity for this Ideal Real Estate Location with plenty of traffic passing by.

Reduced to \$450,000



4.88 Acres

Water and Sewer available

FOR LEASE- (1001359872)

Town Plaza Shopping Center

301 N Lewis Rd, Royersford



LOOKING FOR SPACE TO LEASE IN ROYERSFORD
Several spaces available with multiple opportunities.

Call for more information and showings.

1900, 3756, 1120, 2300, 2012 and 5221 sq. feet to choose from.

FOR LEASE 355 Circle of Progress, Pottstown PRIME OFFICE SPACE



Main office, 3 smaller offices, Conference Room, Powder Room & Utility Room.
Approx 1,300 Sq ft **\$1750/mo**
plus electric, heat, water, sewer, trash, lawn care & snow removal.

LAND FOR SALE

81.81 ACRES (PABK100215)

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



ONDRA-HUYETT

ASSOCIATES, INC.

Managers & Builders




Commercial | Data Centers & Mission Critical Facilities

Industrial & Manufacturing | Mixed-Use

Healthcare | Hospitality & Resorts | Educational | Religious

Delivering Construction Services since 1995

1284 NORTH CANT, Suite 210 | Millersville, PA 17340

410-861-1000 | 410-861-1729

2024 GUIDE TO SOCIAL MEDIA CREATION



MARKETING TIPS

By Michael Ianniello,
Communications
Coordinator,
beMarketing

In the realm of social media, content reigns supreme, but not all content is created equal. Crafting compelling content is vital for any business, as it determines success or failure in the digital sphere. Today, social media content goes beyond mere captions; it's about creating immersive experiences, humanizing brands, and leveraging current trends.

A solid marketing strategy and appropriate tools are indispensable to excel in content creation. Here are some essential tips to elevate your social media content game:

- 1. Set Clear Goals:** Define specific objectives for your content, employing SMART goal-setting strategies to track progress effectively.
- 2. Brainstorm and Crowdsourcing Ideas:** Maintain consistency in voice, humor, and messaging across all platforms. Encourage creativity and acknowledge successful posts to foster a collaborative environment.
- 3. Stay On Top of Trends:** Keep abreast of the latest social media trends using listening tools

and analytics to understand what resonates with your audience.

- 4. Assign Roles and Responsibilities:** Delegate tasks within your team or establish clear responsibilities if working solo. Define approval processes to streamline content creation.
- 5. Develop a Content Calendar:** Organize your content mix and schedule posts at optimal times for audience engagement, ensuring a consistent posting schedule.
- 6. Schedule Content in Advance:** Utilize scheduling tools to automate content publishing, freeing up time for other tasks and maintaining a proactive social media presence.
- 7. Build a Content Library:** Create a repository of reusable assets to ensure platform consistency and streamline content creation.
- 8. Analyze and Iterate:** Monitor content performance using analytics tools to identify trends, patterns, and areas for improvement. Refine your strategy based on insights gained.

Social media content creation is pivotal for successful online marketing. While algorithms constantly evolve, focusing solely on quantity won't suffice. At beMarketing, we specialize in social media services, handling everything from strategy development to content creation and analysis. Contact us today at 484-246-8504 to elevate your social media presence with data-driven decisions that deliver tangible results.



Marketing

THE RISE OF Short-Form Video for Social Media Marketing



Contact us today to get your video marketing plan rolling!

484-497-0795 | beMarketing.com

www.helpathomewithpam.com



Help at Home WITH PAM

CLEANED.
ORGANIZED.
DONE.

Cleaning and Organizing to meet **YOUR** needs
*Weekly *Biweekly *Monthly * One time
Call or text now! **610-505-4777**

New Client Spring Cleaning Special
\$50 off initial clean • \$25 off 2nd clean • \$25 off 3rd clean
Special runs through April 30th, 2024

SPRING CLEANING AND ORGANIZING FOR THE ARTIST WITHIN

**By Pam Mann, Owner,
Help at Home with Pam**

Springtime shows promise of arriving as our days get longer and color peeks out from the ground. The robins start flitting around the lawn, and as the sun feels different from the short, cold days of winter, many of us have new ideas for homes and surrounding areas.

Spring Cleaning and Organizing produces a canvas for all our aspirations. Clean, organized spaces help reduce stress, promote efficiency, and enhance creativity for all family members. Who doesn't want more of that? Here are a few tips to help with the process while you tackle those areas that have turned into a "dumping area."

- **Tackle either cleaning or organizing a space.** Don't try to do both at the same time.

- **Pick the space that you look at and say, "Ugh, I can't even..." Approach this area first.** It's probably been there the longest, and surprisingly, may be easier to determine whether you have a need for these things anymore.

- **Allow it to look worse before it looks better.** Make three piles. Donate, keep, trash (have a trash can with a bag in it for easy disposal). Then work on each pile AFTER going through everything. Transitioning and

putting things away as you touch them takes unnecessary time.

- **When Cleaning, remember to hit the places you don't normally clean.** Baseboards, ceiling fans, windowsills and frames, doors and around doorknobs, light switches, handrails.

- **Change or move some of the areas that are "dumping areas."** Sometimes changing where a chair is positioned or changing areas that you may put things (i.e. shoes, bags, etc.), or making a decorative spot where keys and papers may get thrown randomly will change a habit that will remind us to put objects in their designated space.

- **If you feel overwhelmed, you are not alone.** Many times, there is an event or busy time where things get away from us.

Either make your organizing/cleaning area smaller for the time you have designated or call a cleaning or organizing professional.

With a few of these tips in mind and a clear vision of your new ideas, spring can set the stage for the upcoming summer months, offering growth, creativity and peace of mind. Happy Spring!

Pam Mann is the Owner of Help at Home with Pam, a cleaning and organizing company serving Montgomery and Chester Counties. For more information about services available call or text 610.505.4777 or visit helpathomewithpam.com.



The Victory Bank Foundation Annual Golf Outing

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



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

BROOKSIDE COUNTRY CLUB
850 N. Adams Street • Pottstown, PA 19464
Monday, May 6, 2024

 **THE VICTORY BANK FOUNDATION** VictoryBank.com



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

PRINTWORKS

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

610.385.7053
www.luckypw.com

Order Now for your 2024 graduate!

Meg's Quilted Memories

Customized
T-Shirt
Quilts

Save 20%

TURN YOUR TEES INTO A QUILT!

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

Business cell:
(810) 250-1825
meg@megsquiltedmemories.com
www.megsquiltedmemories.com

 **Like us on Facebook!**
facebook.com/customizedtshirtquilts

 **Follow us on Instagram!**
instagram.com/megsquiltedmemories




McArdle Helps Business People with their Real Estate Needs

Joseph Scott McArdle CCIM of Keller Williams Realty Group was enlisted by the Phoenixville Chamber of Commerce to find them a new location and then to sell their current properties. Shortly after being engaged, he found them a suitable property at 710 Main Street in the borough. It had multiple bids at the time and the strategies employed resulted in the winning bid by The Chamber. "The challenge in today's real estate world is finding a suitable property and once found winning what is often a competitive bid situation," according to the 40-year veteran of the real estate industry. The growth in popularity and resulting population growth of Phoenixville over the last two decades has dramatically increased the business activity in the town, precipitating the need for more space for The Chamber's ever-expanding programs.

Once settlement was finalized on the new property, The Chamber's existing properties along Bridge Street were offered through Joseph Scott McArdle, C.C.I.M. of Keller Williams Realty. He quickly generated significant interest and multiple offers. He was instrumental in marketing the Chamber's property on Bridge Street that resulted in not just multiple bids but concluded in an extremely quick settlement. McArdle was chosen because of his in-depth knowledge

of the real estate market, professionalism, education, experience, reputation, and his determination. According to one member he is just the right person for the job.

"The challenge in today's real estate market is winning with multiple bids on the purchase side as well as managing the multiple bids on the selling side," McArdle said, adding, "There is no question the chamber benefited from the two transactions as they purchased at the best time to buy and sold at the best time to sell, resulting in acquisition at a price lower than the properties they sold."

He was engaged after multiple years of the chamber's contemplating and evaluating what to do with their property. Both transactions, the purchase of the new location and the sale and settlement of the old location, all concluded within a relatively few short months. The new location at 710 Main Street has about 3,000 square feet while the old facility had about 1,200 square feet or so. McArdle concluded, "I am honored to be a part and help the Chamber acquire space where they can realize their programming dreams coming to fruition."

Joseph Scott McArdle, C.C.I.M., RS141715A can be reached at Keller Williams Realty, 400 Arcola Road, Suite A5, Collegeville, PA 19426. Office 610.792.5900 or pvilleguy@gmail.com.

BUILDING BERKS AWARDS '23 WINNERS

ADAPTIVE REUSE

PLACE MAKING

NEW CONSTRUCTION

EDUCATION

HOSPITALITY

MUHLBERG GREENE ARCHITECTS
Established 1920
ARCHITECTURE | DESIGN | PLANNING
MG-Architects.com | 610-376-4927



40th year

Certified Commercial
Investment Member
B.B.A. – Bachelors: Wharton
A.L.M. – Masters: Harvard

Keller Williams Realty
400 Arcola Road, Suite A5
Collegeville, PA 19426
RS141715A
Office (610) 792-5900
pvilleguy@gmail.com



Joseph Scott McArdle, C.C.I.M.

Ask SCORE

THE POTENTIAL POWER - AND PITFALLS - OF PARTNERSHIPS

The idea of a partnership may be appealing if you're considering launching a small business. Unlike solo ventures where the burdens fall on a single person, partners can share responsibilities and often bring different skills and knowledge to the business. One partner may be great with numbers and planning, while the other is a whiz at marketing and sales. Combining these elements can open more doors and help the business realize more opportunities more quickly than it could with only one person involved.

But partnerships have many potential downsides as well. Conflicts waste time and money, erode focus and strategic direction, cause emotional and financial pain and destroy businesses and reputations, says George Gage, a business mediator and partnership expert with BMC Associates in Washington, DC. Business schools rarely teach successful partnering techniques, and without proper preparation, partnerships are often doomed, says Gage, who has worked with many warring partners.

Gage, who is also author of *The Partnership Charter: How to Start Out Right with Your New Business Partnership (or fix The One You're In)*, lists seven cautions that would-be and existing partners should consider:

- 1) If you think you are not "partner material," don't take the partner path.
- 2) Use extreme caution when selecting a partner.

3) If you don't really need a partner, don't get one.

4) If it doesn't feel good before you start, follow your gut and don't do it.

5) Don't be fooled into thinking that legal agreements and documents will keep you out of trouble with one another.

6) If you currently have a partner, and it does not feel like a positive working relationship, don't just ignore it. Try to fix things.

7) If there are unanswered questions or vague boundaries and responsibilities with current partners, address these issues while you are still getting along.

Another valuable resource for prospective partnerships is Nolo.com, the nation's oldest and most respected provider of legal information for consumers and small businesses. Nolo's Web site has a wealth of free information about partnerships, including tips for crafting fair, reasonable partnership agreements. Nolo-published books and other references can also ensure that these agreements evolve as the business grows and diversifies.

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

Reppert's

Own Made Candies

Chocolates, Candies & Gifts for Easter and All Holidays!

Large Selection of New Products!

610-689-9200 • info@reppertscandy.com

www.reppertscandy.com

2708 W. Philadelphia Ave., Oley, PA 19547



MEMBERSHIP OFFERS GREAT BENEFITS

Expand your businesses' reach to Montgomery County's visitors by joining today to take advantage of these amazing member benefits:

- Exclusive landing page on valleyforge.org
- Event listings on our public consumer calendar
- Promotion of special offers and deals to county visitors
- Featured highlights in blog content
- Invitations to exclusive networking events
- Access to educational resources and support

Scan to learn more about Membership!

CONTACT OUR MEMBERSHIP
SALES MANAGER FOR INFO

Aja Cramer
cramer@valleyforge.org
(610) 834-7975



Connect



Engage



Grow



INNOVATION + COMMUNITY



INSPIRING STORIES FROM THE HEART OF BERKS COUNTY

The seniors behind this story are the ones who built the business we frequent, the hospitals we rely on, and the schools that educated us; learn how Berks Encore helps preserve the health and happiness of its special population.

GRCA
GROWTH RESILIENT COMMUNITY ACTION



Scan code to read the whole story.

Ask SCORE

CLOSING SALES STARTS WITH BUILDING TRUST

People do business with people they trust. Closing the sale is simply the end result of building relationships and earning the trust of your prospects and eventual customers.

If you're selling a product or service to a business where your sales cycle is long — 12 to 18 months or more — closing the sale means playing the long game. It means being thoughtful, not transactional. It also means investing the time and effort to lay a foundation of trust with your potential customers.

There are no short cuts to building trust, but there are key steps you can take. There's no scientific formula for earning trust in any relationship, including professional ones. Successfully earning the trust of a prospective customer is a culmination of a series of efforts that coalesce into a relationship based on respect.

As you find your own recipe for building trust with your prospects, here are some steps and suggestions to help you along the way.

Listen: Step one in building trust is to stop talking and simply listen to your prospective customers. Demonstrate

curiosity in what they do and show interest in helping them solve their challenges. Ask questions about them and their situation rather than jumping into a sales pitch.

Respect Their Time: Demonstrating respect for your customer's or prospect's time is a form of respect that should always be considered. Prepare for meetings in advance and focus your meetings on how you can best serve that customer.

Always Have Their Interests in Mind — Not Yours: Never offer solutions to problems your customers don't have or push them towards a product that doesn't add value to their business. Building trust and closing a sale will only happen if you put your customer's interests and needs above your own and find them the best solution for their business.

Keep Your Promises: When you tell a customer you'll do something, follow through and deliver on that promise. Finishing what you start, meeting deadlines and providing your customers with valuable solutions are some of the fastest ways to build trust.



**SERENITY
DENTAL SPA**

call or text **610.624.6166**
www.serenitydentalspaofpa.com

- Preventive Dental Care
- Restorative Dentistry
- Cosmetics and Smile Makeovers
- Clear Aligner Orthodontics
- Oral Sleep Appliances
- Botox Injectables



Located in the Suburbia Shopping Center, 4 Glocker Way, Pottstown, PA 19465



Modern up-to-date office where patients can receive all necessary dental care free from fear and anxiety with a comfortable seat in the dental chair, a lot of natural light, and all dental equipment behind the patient chair!

We participate with most PPO insurances and offer an in-house membership plan for those patients without insurance.

New patients are always welcome!



GET YOUR MESSAGE ACROSS!

with
OPTEC Message Centers

- Broadcasting graphics, photos, logos, and animations
- Greater visibility for your business
- Energy-efficient and low maintenance
- Can be used indoors or outdoors
- Come in a variety of sizes



Celebrating our



DESIGN · MANUFACTURING
INSTALLATION · SERVICE

COMMITTED TO EXCELLENCE
AND EQUIPPED TO SERVE.

Signature Sign Inc.

610.775.0851
FOLLOW US ON  



Respect Your Competition: When you're speaking with your prospective customers, focus on why your solutions are valuable rather than why your competitor's solutions are inferior. Disrespecting your competition can have the opposite effect and cause damage to your reputation. Take the high road and present your business professionally.

Go the Extra Mile: Fulfilling your obligations is a must when building trust. But, going above and beyond is a sure way to expedite the process. Make your customers feel special by investing in their business and their mission. You can take them to lunch just to check in, send them article links that you think will help them with a project or initiative, connect them with your contacts on LinkedIn, or any number of efforts that they may value.

When you boil it all down, closing the sale requires listening, respect and putting the prospective customer's needs first. As you build your client base, remember that sales is not about selling. It's about building trust. If you take these six trust-building actions, you'll provide incredible value to prospective customers and increase your chances of closing the sale.

Closing the sale is no easy feat. Whether you're just getting started or looking to expand your client base, use

every resource you have at your fingertips, including your local SCORE chapter. When you work with a SCORE mentor, you'll gain the advice and insight of a seasoned professional with experience in building a client base built on trust. Contact a SCORE mentor today.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 11 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 10,000 volunteer business mentors in over 250 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, call 1.800.634.0245 for the SCORE chapter nearest you. Visit SCORE at www.score.org.

For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricity.score.org/content/find-mentor-183>.

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

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

FIT LIFE

FITNESS

LIFE, LIBERTY, AND THE PURSUIT OF FITNESS

\$

10

BI-WEEKLY

FIT LIFE

FITNESS

PICKLEBALL COMING SOON

484.927.9081

351 W. Schuylkill Road, Pottstown, PA 19465

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

FAST SIGNS®

More than fast. More than signs.®



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

AUTO GRAPHICS / SIGNAGE / APPAREL

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

GRABER Lettering INC. SIGN CO.

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

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

BOOKEEPING / ACCOUNTING

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

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

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

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



DIGITAL PRINTING / MARKETING / ADVERTISING

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

Imagine it. Design it. Print it.



berks digital inc.
Creative Custom Graphics berksdigital.com

FITNESS STUDIO

AEROBIC RHYTHMICS



One Hour Total Body Workout. Aero-Flex, Aquasize & Zumba.
Multiple Locations in Montgomery and Bucks Counties.
TRY A WEEK FOR FREE!
www.aerobicrhythmics.com • 610.489.3180

GARDEN CENTER/NURSERY

PUGHTOWN AGWAY

819 Pughtown Road & Rt. 100, Spring City, PA 19475
Located 1/4 mile south of Routes 23 & 100
610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3
Garden Center (610-489-6888) open every day including Sunday

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



GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

EVERYTHING PRINTING



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

800.456.5111 • EverythingPrinting.com • 610.489.1111

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES



Lucky Squirrel PRINTWORKS

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

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

GRAPHIC DESIGN SERVICES

Client SPOTLIGHT:

TENNIS SUMMER CAMP
GAME SET, ADVANTAGE.
SUMMER CAMP REGISTRATION OPEN!

De[z]ign
484.363.7788
dave@dezdign.com

- Social Media Graphics
- Marketing Materials
- Brochures

ONLINE MARKETING

Interlace Communications

Helping businesses advance through tailored marketing solutions

DESIGN MARKETING SOLUTIONS
icconnect.com
alyso@icconnect.com
484-709-6564

SEO & Blog Solutions • Email & Social Media Marketing
Video Solutions • Ad Management • AI Prompt Consultant

HUMAN RESOURCES CONSULTANT

GLOBAL PRISM
HR | TALENT | DEVELOPMENT | TEAMS | EAL

Terry Usher
www.globalprism.net
info@globalprism.net

We are a small Human Resources (HR) consultancy firm that offers individuals and small and medium businesses access to best-in-class development and HR services tailored to their specific needs

HR Help you ensure that your people related activities add value to the organization.	Talent Assess current and prospective employees to build the best workforce.	Development Build your individual skills and competence for success within or out of the workforce.
Teams Promote individual development and healthy cultures in any organization aligning teams and fostering positive interactions.	Equine Assisted Leverage interactions with horses in profound and transforming experiences to grow individually and as teams and to develop important life skills.	

PHOTOGRAPHY PROFESSIONAL

KEVIN YORK

PORTRAITS
HEADSHOTS
BRAND IMAGERY

Headshots You'll Love

484-390-2820
www.kevinyorkheadshots.com

New Location:
364 E. Main Street, Collegeville, PA 19426

HVAC / PLUMBING

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

144 KING ST., POTTSTOWN, PA 19464

(610) 326-5011

Serving the area for Four Generations Since 1925!

www.a.jacksonecker.com

REAL ESTATE

PAGODA REALTY
AND PROPERTY MANAGEMENT
2307 Penn Avenue, West Lawn, PA 19609

Thanks for passing my name to your family and friends so they receive the same fantastic service!

LINDA GIORGIO, Realtor®
Office: 610-985-7700 ext 186 • Cell: 484-432-9950
L.Giorgio@pagodarp.com
www.pagodarp.com

SOLD is my favorite four-letter word!

JUNK REMOVAL / HAULING

Latshaw's Junk Removal
www.latshawsjunk-removal.com

Dumpster Rental Service
Household & Property Clean-outs

610-273-7490
info@latshawsjunk-removal.com

15, 20, 30 yard dumpsters @ Affordable Prices

1293 Reservoir Road
Honey Brook, PA 19344
Family Owned, Operated & Insured

TOBACCO & RELATED PRODUCTS

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

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

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

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

BUSINESS SPOTLIGHT



YOUR BUSINESS PRINTING PROFESSIONALS



Are you in need of high-quality printed materials? Look no further than Everything Printing in Gilbertsville. With state-of-the-art equipment and a team of skilled professionals, they are available to meet all your printing needs. Whether you require business cards, flyers, brochures, or any other printed materials, they have you covered.

The mission at Everything Printing is to provide excellent services that support the growth of local businesses, organizations, and businesspeople. Quality work, friendly and knowledgeable service, fast turnaround, and customer satisfaction are the foundation of Everything Printing.

Everything Printing was started in 2004 by Lee Levensgood, Boyertown graduate who has lived locally most of his life. Prior to starting the business, Lee was a service technician for Xerox and spent a few years in copy and printer sales. With much support from his family, the business was started in Bechtelsville as a pack and shipping store using the name "Everything Postal." Printing services were available at that time but were a small part of the business. Twice between 2006-2010 Everything Postal achieved top 100 of UPS independent shops in the United States.

As the retail shipping services were changing and squeezing out the independent shops, the decision was made in 2018 to discontinue shipping services and focus 100 percent on printing. Shortly thereafter, the opportunity arose to move into a larger facility in Gilbertsville where the business is currently located.



Left to right: Cady, Zach, Lee, Ben, and Jason. Not in photo, Karl (who works from home and has been with Everything Printing for 19 years)



Located in Gilbertsville



Not to bring up bad memories, but businesses were shuttered in March of 2020 due to Covid. Initially this situation was bleak, but after six months, a PPP loan and employees returning to work, printing took off. With so many people working from home, the direct mail products grew in effectiveness. What looked bad in 2020 was a turning point for Everything Printing.

After 20 years in business, printing services are now provided outside the area; as far as Canada, Maine, New Jersey, New York, Florida and others outside the 422 Corridor. Yet with all this growth, you will still find Lee and his long-time employees working hard to meet client deadlines and expectations.

In addition to printing, direct mailing solutions are also available. When your printing is complete, they can handle the entire mailing process for you. From addressing envelopes, bulk mailing to applying postage stamps, they can take care of all the tedious tasks so that you can focus on more important things. The mailing services are efficient and reliable, ensuring that your message reaches their destination in a timely manner.



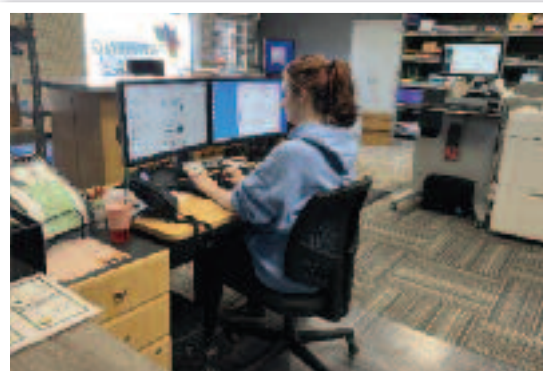
Scan this code to learn more about direct mail.

So why wait? Visit your local print shop today and experience the excitement of seeing your ideas come to life on paper and make a lasting impression. The dedicated team at Everything Printing is ready to assist you every step of the way, from selecting the right paper to finalizing your mailing options.



For additional information, please call 610.367.7444 and visit

www.EverythingPrinting.com.



New machine: Xante X-33 Flatbed UV Printer

Print on wide variety of flat and 3-dimensional substrates including; PVC plastic, styrene, wood, aluminum, metal, acrylics, coroplast, ceramics, fabric, leather, composites, paperboard, foam board, glass, tile, and more!

ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING		HUMAN RESOURCES CONSULTING	
BRESLOW'S BOOKKEEPING	26	GLOBAL PRISM HR	27
ACCOUNTING / TAX PREPARATION		WORKPLACE HARMONY	53
C. MALCOLM SMITH & CO., PC	11	HVAC CONTRACTOR	
RISK FREE TAX & ADVISORY	14	RHOADS ENERGY / COOL CREW	41
ARCHITECTS		INDUSTRIAL SUPPLY	
MUHLENBERG GREENE ARCHITECTS	22	CLARK INDUSTRIAL SUPPLY, INC.	43
ATTORNEYS		INSURANCE SERVICES	
WOLF BALDWIN & ASSOC. PC	44	CHESTER PERFETTO AGENCY / TRAVELSAFE INSURANCE	10
AUCTIONEERS		JAB INSURANCE BROKERS	51
GEYER AUCTION COMPANIES	12	ROTHENBERGER INSURANCE SERVICES, LLC	41
AUTO GRAPHICS / SIGNAGE / APPAREL		INTERIOR DECORATOR	
GRABER LETTERIN' INC. SIGN COMPANY	26	BONAE INTERIORS	45
AUTOMOTIVE / AUTO BODY SERVICE		JUNK REMOVAL / HAULING	
MERCER'S TRUCRAFT COLLISION	49	LATSHAW'S JUNK REMOVAL	27
AUTOMOTIVE / SERVICE		LANDSCAPING / PROPERTY MAINTENANCE	
RED KIEFFER'S AUTO REPAIR	49	L.A. VERRUNI LANDSCAPING	51
AUTOMOTIVE / TIRE SALES & SERVICE		NEWCASTLE LAWN & LANDSCAPE	15
CJ'S TIRE & AUTOMOTIVE SERVICE	49	TONY & JOE'S LANDSCAPE DESIGN	54
H & F TIRE SERVICE	49	WOLF RUN LANDSCAPES	53
AUTOMOTIVE MUSEUM		MAINTENANCE/JANITORIAL SERVICES	
LOUIS J. MASCARO AUTOMOTIVE MUSEUM	41	DEMEDIO'S BUILDING MAINTENANCE	16
BANKING / FINANCES		MANUFACTURER / CANDY	
JBT BANK	14	REPPERT'S CANDY	23
M&T BANK	14	MANUFACTURER / STEEL PLATES	
PHOENIXVILLE FEDERAL BANK & TRUST	38	CHAPEL STEEL	17
THE VICTORY BANK	21	MARKETING & SOCIAL MEDIA SERVICES	
TOMPKINS VIST BANK	40	INTERLACE COMMUNICATIONS	27
VISIONS FEDERAL CREDIT UNION	3	MARKETING SERVICES	
BUILDING MATERIALS CENTER		BEMARKETING	20
LEZZER LUMBER COMPANY	39	MEDICAL SPA	
BUSINESS BROKERS		YOUNG MEDICAL SPA	48
MARATHON CAPITAL ADVISORS / MARATHON BUSINESS BROKERS	11	MUSIC STORE / STUDIO & MUSIC LESSONS	
BUSINESS CONSULTANT		THE CROSSROADS GUITARS & ART	18
PISCANI CONSULTING SERVICES	30	OFFICE SUPPLIES AND EQUIPMENT	
CARPET CLEANING		OFFICE TECHNOLOGIES	17
BIO-CLEAN CARPET CLEANING	12	ORGANIZATION	
CLEANING & ORGANIZING SERVICES		POTTSTOWN ROTARY CLUB	50
HELP AT HOME WITH PAM	21	SMALL BUSINESS RESOURCE ASSOCIATION	30
CONSTRUCTION SERVICES		VALLEY FORGE TOURISM & CONVENTION BOARD	23
BLATT GROUP	42	ORGANIZATION / CHAMBER OF COMMERCE	
ONDRA-HUYETT ASSOCIATES, INC.	20	GREATER READING CHAMBER ALLIANCE	24
CONSTRUCTION SERVICES/BUILDING & REMODELING		PAINTING CONTRACTOR	
HOLLENBACH CONSTRUCTION, INC.	16	AGOSTINELLI BROS. PAINTING	47
HOMEWERKS	42	CHRIS GAMBER PAINTING	11
CONTRACTOR / RESTORATION		PAYROLL SERVICES / BOOKKEEPING SERVICES	
18TH CENTURY RESTORATIONS	54	EXPRESS DATA SYSTEMS, INC.	16
CONTRACTORS' EQUIPMENT / LIFTS		PAYROLL SERVICES / HR SUPPORT	
MOBILE LIFTS, LLC	39	PREMIER PAYROLL SERVICES	56
CUSTOMIZED T-SHIRT QUILTS		PERSONNEL / STAFFING AGENCY	
MEG'S QUILTED MEMORIES	22	THE JOB EXCHANGE / A DIVISION OF EMERSON GROUP	42
DENTAL SERVICES		PEST CONTROL / WILDLIFE REMOVAL SERVICES	
SERENITY DENTAL SPA	24	PATRIOT PEST SOLUTIONS	55
DIGITAL PRINTING / MARKETING / ADVERTISING		PHOTOGRAPHY PROFESSIONAL	
BERKS DIGITAL, INC.	26, 47	KEVIN YORK PHOTOGRAPHY	27
EDITORIAL, DESIGN & CONTENT MARKETING SERVICES		STEVE LADNER PHOTOGRAPHY	54
ATC "AROUND THE CLOCK" COMMUNICATIONS	50	STYLISH IMAGES PHOTOGRAPHY	48
EDUCATION / TECHNICAL SCHOOL		PLUMBING CONTRACTOR	
NORTH MONTCO TECHNICAL CAREER CENTER	54	A. JACKSON ECKER, INC.	27
ENGINEERING SERVICES		PRINTING SERVICES	
EARTH ENGINEERING	40	EVERYTHING PRINTING	13, 26
LUDGATE ENGINEERING	47	REAL ESTATE	
FITNESS STUDIO		BERKSHIRE HATHAWAY HOMESERVICES NELSON OSWALD	38
AEROBIC RHYTHMICS	26	KELLER WILLIAMS JOSEPH SCOTT MCARDLE	22
FLOORING		PAGODA REALTY LINDA GIORGIO, REALTOR®	27
CHESMONT CARPET ONE	52	REAL ESTATE / COMMERCIAL & INDUSTRIAL	
GARDEN CENTER / NURSERY		BRODE & BROOKS REALTORS	41
PUGHTOWN AGWAY	26	ZUBER COMMERCIAL REALTORS	19
GRAPHIC DESIGN SERVICES		RECREATION / GOLF COURSE	
DOWNTOWN DEZIGN	27	ARROWHEAD GOLF COURSE	16
GRAPHIC DESIGN, SIGNS & PRINTING SERVICES		RESTAURANTS	
FASTSIGNS	26	GRACIE'S 21ST CENTURY CAFE	43
LUCKY SQUIRREL PRINTWORKS	21, 26	HARES HILL BREWING COMPANY	43
SIGNATURE SIGN, INC.	25	SPECK'S DRIVE-IN	43
HEALTH / HEALTHCARE		YE OLD COVENTRY PUB	43
COMMUNITY HEALTH & DENTAL CARE	18	RETAIL / TOBACCO & RELATED PRODUCTS	
ENCOMPASS HEALTH REHABILITATION HOSPITAL	15	COLE TOBACCO	27
PHYSICIANS CARE SURGICAL HOSPITAL	13	SECURITY SERVICES	
HEALTH / HEALTHCARE / OCCUPATIONAL HEALTH		SECURITY SERVICE COMPANY	12
OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL - TOWER HEALTH	2	SENIOR LIVING / PERSONAL CARE COMMUNITY	
HEALTH & FITNESS / GYM		BERKS LEISURE LIVING	44
FIT LIFE FITNESS	25	TECHNOLOGY / IT	
HEALTH & FITNESS / PERSONAL TRAINING		INTERMEDIA GROUP	14
GYMGUYZ KING OF PRUSSIA & MONTGOMERY COUNTY	46	VETERINARY SERVICES	
		SANATOGA ANIMAL HOSPITAL	12
		VIDEO PRODUCTION/TELEVISION	
		PCTV NETWORK	52

BE BETTER. GROW FASTER.

See How SBRA Member Benefits can help at: sbrassociation.com/membership-benefits

Small Business Resource Association

P.C.S. PISCANI CONSULTING SERVICES

The Greater Philadelphia Area's Premier Consulting and Advisory Service for SMEs!

How We Help Clients

Business Strategy & Planning

Financial Planning & Analysis

Sales Growth & Optimization

Using our extensive corporate strategy and finance expertise, we help clients conquer challenges and discover the path to quick, efficient growth.

Scan for Your Complimentary Discovery Session!

Nick Piscani Managing Partner

(845) 760-0925

www.piscaniconsultingservices.com

nick.piscani@piscaniconsultingservices.com

CONTACT US TODAY!

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2024 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.

REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



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

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

UPCOMING EVENTS

LEAD WORKER CERTIFICATE PROGRAM AM - SPRING 2024

12 weeks on Mondays: April 1, 8, 15, 22, 29, May 6, 13, 20, June 3, 10, 17, 24
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: Mark Dolinski, Vice President Training & Professional Development 610-898-8386

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11656>

INTRO TO EXCEL - APRIL 2024

Four weeks on Tuesdays: April 2, 9, 16, and 23

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

Shearer Technical

727 Penn Ave., West Reading, PA 19611

\$300/person - GRCA Members;

\$375/person - Future Chamber Members

<http://www.greaterreading.org>

Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11681>

INTERMEDIATE EXCEL PM SESSION - APRIL 2024

Four weeks on Tuesdays: April 2, 9, 16, and 23

Time: 2:30 p.m. - 5:00 p.m.

Please remember to bring your laptop!

Center for Business Excellence

49 Commerce Drive, Wyomissing PA 19610

\$300/person - GRCA Members;

\$375/person - Future Chamber Members

<http://GreaterReading.org>

Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11684>

COFFEE&CONVOS: EMPLOYEE ATTRACTION - APR 2024

Wednesday Apr 3, 2024

7:30 AM - 9:00 AM EDT

Center for Business Excellence

49 Commerce Dr., Reading

Free for GRCA Members & NEBerks Chamber Members

Contact: Katie Johnsen kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11596>

INTERMEDIATE EXCEL - APRIL 2024

Four weeks on Wednesday: April 3, 10, 17, and 24

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

Shearer Technical Computer Consultants

727 Penn Ave., West Reading, PA 19611

\$300/person - GRCA Members;

\$375/person - Future Chamber Members

<http://GreaterReading.org>

Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11682>

ESSENTIALS OF EFFECTIVE MANAGEMENT: DRIVING ORGANIZATIONAL RESULTS - SPRING 2024

Five weeks on Wednesdays:

April 3, 10, 17, 24, May 1

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

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

\$695/person for GRCA Members

\$895/person for Future Chamber members

Program is WEDnet eligible

<http://GreaterReading.org>

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11666>

SUPERVISOR TRAINING MODULE 1: PRINCIPLES OF SUPERVISION - SPRING 2024

6 weeks on Wednesdays: April 3, 10, 17, 24, May 1, May 8 Time: 8:30 a.m. - 11:30 a.m.

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

\$625/person for GRCA Members;

\$780/person for Future Chamber Members

WEDnet eligible

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11688>

BUILDING EFFECTIVE DEI PROGRAMS FOR ORGANIZATIONAL SUCCESS

Wednesday Apr 3, 2024

3:00 PM - 4:30 PM EDT

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

This session is free of charge and open to GRCA members and future members.

Contact: Keith Stamm

kstamm@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11679>

SUPERVISOR TRAINING MODULE 3 - WINTER 2024

6 weeks on Tuesdays: April 9, 16, 23, 30, May 7, 14

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

Center for Business Excellence

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

\$625/person for GRCA Members

\$780/person for Future Chamber Members

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11654>

ESL FOR RISING LEADERS - SPRING 2024

Class is Tuesday/Thursday 2:30 p.m. - 4:30 p.m..

Starts: April 9 Ends: May 30

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

\$750/person for Chamber Members;

\$935/person for Future Chamber Members

WEDnet eligible

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11668>

ADVANCED EXCEL PM SESSION - APRIL 2024

Four weeks on Thursdays:

April 11, 18, 25, and May 2

Time: 2:30 p.m. - 5:00 p.m.

Please remember to bring your laptop!

Shearer Technical, 727 Penn Ave.

West Reading, PA 19611

\$300/person - GRCA Members;

\$375/person - Future Chamber Members

<http://GreaterReading.org>

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11683>

GRCA EXECUTIVE LEADERSHIP ACADEMY: Dynamic Strategic Planning For High Performance & Competitive Advantage: Instilling Innovation And Continuous Improvement

5 weeks on Thursdays: April 11, 18, 25, May 2, 9

Time: 1 p.m. - 4 p.m.

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

\$1,495/person for Chamber Members;

\$1,895/person for Future Chamber Members

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11659>

WOMEN2WOMEN CONFERENCE & EXPO 2024- KEYNOTE ONLY

Tuesday Apr 16, 2024

7:30 AM - 3:30 PM EDT

Santander Performing Arts Center

136 N 6th St., Reading, PA 19602

\$100 / All Day GRCA Member

\$125 / All Day Future GRCA Member

\$40 / Breakfast & Keynote Only

\$40 / Afternoon ATHENA Celebration Only

Ask about our student pricing!

\$175 / GRCA Member Expo Vendor

\$250 / Future GRCA Member Expo Vendor

****contact Katie Johnsen to register**

Contact: Rachael Romig 610-898-7775

rromig@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11582>

WOMEN2WOMEN CONFERENCE & EXPO 2024 - ATHENA CELEBRATION ONLY

Tuesday Apr 16, 2024

1:30 PM - 3:00 PM EDT

Santander Performing Arts Center Theatre

136 N 6th St., Reading, PA 19602

\$100 / All Day GRCA Member

\$125 / All Day Future GRCA Member

\$40 / Breakfast & Keynote Only

\$40 / Afternoon ATHENA Celebration Only

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

Contact: Rachael Romig 610-898-7775

rromig@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11690>

MFG TOUR & NETWORKING - SWEET STREET DESSERTS

Wednesday Apr 17, 2024

11:00 AM - 12:30 PM EDT

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

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

Contact: Keith Stamm

kstamm@greaterreading.org

A.D. MOYER RIBBON-CUTTING & GRAND OPENING EVENT

Saturday Apr 20, 2024

9:00 AM - 3:00 PM EDT

cutting at noon

80 Willow St., Kutztown, Pa 19530

SUPERVISOR TRAINING MODULE 2: MANAGING PERFORMANCE & DEVELOPING EMPLOYEES - SPRING 2024

6 weeks on Thursdays:

April 25, May 2, 16, 23, 30 June 6

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

Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

\$625/person for GRCA Members

\$780/person for Future Chamber Members

WEDnet eligible

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

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11653>



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

Celebrating 25 years at The Chamber



**By Eileen Dautrich,
TCACC President**

Hard to believe that it is already a month into year 26! In March I celebrated 25 years with the TriCounty Area Chamber of Commerce. The Chamber of 1999 does not look like the 2024 TriCounty Chamber. I can faithfully state that if that were the case, the organization would not be here today.

So much changes in 25 years, right? I literally have spent 1/2 of my life with this organization (my time at the Chamber goes beyond these past 25 – my 1st introduction and job at the Chamber was as an intern in college). Great nieces and nephews have been born and loved ones have passed. My daughter has gone from being born in my 2nd year back at the Chamber and she turns 24 this year – living on her own and studying for her doctorate degree. The staff of the Chamber has changed several times over in the last 25 years – except for yours truly obviously 🥳.

The programs and Member benefits - some have stayed but some have changed. At the heart of everything we do is our Membership. This is your Chamber; the team just work here but I use “just” lightly because they don’t just work here, they bring their passion and their dedication to

our Members every day they walk through our office door. We also want to bring our organization to our Members’ doorsteps. With our 2023-2024 program year we changed from hosting Membership Orientations in our office and instead have been coming out into the communities that we serve. Check our calendar to see where we are going next and come out and join us. Starting in June we will be customizing the content of each “Coming to You” location, providing more in-depth information and instruction in the individual sessions on getting the most out of the variety of Member benefits accessible to you. April 16 join us in Sanatoga and May 7 in Boyertown!

Members 1st is one of our core values as a Team! Relationships are at the heart of that value. Those relationships include our team’s relationships with our Members. Our goal is to see all of our Members succeed so we want to know you by name, we want to know what successes you have had and celebrate you and we want to know what keeps you up at night and work to have your Chamber help find a solution for you. The building, strengthening, and importance of relationships between our Members, compared to just networking, are the opportunities that we try and create with each program, event,



roundtable luncheon and conversation we facilitate.

Relationships are the reason I am here today and how I got back to the Chamber and rehired in 1999. The most incredible opportunity that I have had, and one of the most important things that I am thankful for while working in this organization are the relationships that I am fortunate to have made. I recently read an article “5 Key Connections Every Leader Must

Have in Their Professional Network.” - The Industry Insider, The Mentor, The Innovator, The Connector, and the Challenger. It gave me time to reflect on the various connections that I have made during the 25+ years in this community and with this organization. Every person that I meet has something to offer. I consider myself fortunate to have individuals that have over the years served in these various roles for me. I know most of them may never see this article, but I need to say thank you.

Thank you – to the Members, Board Members, community connections, Leadership TriCounty classes, and TriCounty Chamber Staff that I have fond memories of throughout these 25 years and who still support me today in the various roles listed above. THANK YOU ALL!

WELCOME NEW MEMBERS!

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

Avanti Plumbing and Drains Inc
(610) 489-2717
<http://paplumbinganddrains.com/>
Plumbing Contractors

Bank of America
(610) 941-4854
<http://bankofamerica.com/>
Banks / Credit Unions, Financial Services

Goosehead Insurance
(610) 427-2551
<http://goosehead.com/Diane-Butcher>
Insurance Companies

The IM Able Foundation
877-595-3505
<http://www.imablefoundation.org/>
Health & Wellness, Nonprofit Organizations

LCBC Church
(484) 946-4246
<http://lcbcchurch.com/>
Churches / Synagogues,
Nonprofit Organizations

P.F. Chang's
(610) 489-0110
<http://pfchangs.com/>
Restaurants

Pottstown YMCA
(610) 323-7300
<http://philaymca.org/>
Nonprofit Organizations

The Reliable Companies
(610) 631-5600
<http://www.reliable-co.com/>
Printer Service / Supplies / Consulting

**Will Omlor, Professional EOS
Implementer**
(610) 425-2582
<http://www.eosworldwide.com/will-omlor>
Coaching - Business / Life

MEMBER ANNIVERSARIES

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

46+ Years
AAA East Central

34 Years
Richard A. Zuber Realty

15 Years
Frederick Living

9 Years
Artemis Design, Inc.

5 Years
**General Carl Spaatz
Army Air Force Museum**

LAST CALL TO REGISTER!

Annual Dinner

The 'Be in the Room' event of the year!

WEDNESDAY, APRIL 24TH | 5 PM - 8:30 PM

RIVERCREST GOLF CLUB & PRESERVE

The Games We Play at Work & In Life

KEYNOTE SPEAKER:

Steve McClatchy



NY Times Best-Selling Author, and President of Allier Coaching & Training

Our Members are Aces!

We're expecting a Full House - reserve your spot!



MEMBER: \$110 | MEMBER TABLE OF 10: \$1,000

YOU'RE INVITED TO OUR FIRST EVER

2024 YOUNG PROFESSIONALS SUMMIT

Wednesday, May 22nd | 8:00AM - 12:00PM

Cost: \$75 per young professional (ages 21-40)

Spring Hollow Golf Club



Jenna Armato
Coach & Business Coach



Rich Newell
President & CEO, Pottstown Hospital & Pottsville Hospital Tower Health



Stephen Rodriguez
Superintendent of Schools, Pottstown School District



Annalisa Smithson
Founder / Director, Unleashed Counseling

We'll cover:

- Effective workplace communication
- Leadership journey & what it looked like, the importance of mentors
- Mental health, self-care, & resiliency techniques
- Self-awareness, listening to diverse views, accepting feedback, and finding a mentor

Sponsorships Available!

You won't want to miss this!



For registration & more information scan the QR code.



SCAN ME

MEMBERSHIP

Breakfast

BRIDGING THE MULTIGENERATIONAL GAP



Join us for breakfast and to learn from Jenna Armato, Leadership TriCounty Director and Growth & Success Coach, as she explores each generation and explains how you can take steps toward creating a generational synergy.

Learning about the perspectives and drives of each generation and applying that understanding in the workplace can positively impact communication, collaboration, and productivity.

Wednesday, May 8th

8:00 AM - 9:30 AM

Spring Hollow Golf Club

3350 Schuylkill Rd., Spring City, PA 19475

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



Sponsorship Opportunities Are Available

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

THANK YOU 2024 TIERS INVESTORS STAKEHOLDER



Constellation



Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.



Precision Polymer/Products, Inc.



BUILDING COMMUNITIES

CHDC
Your Health. Our Community.

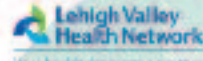
Herbein
FAMILY & ADVISOR

Maillie
TECHNICAL SERVICES

CREATING CONNECTIONS



SUPPORTING COMMERCE



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

BUILD CONNECTIONS

– visit our events page to find events for networking and getting to know local businesses!



INTERESTED IN MEMBERSHIP? LEARN MORE:



UPCOMING EVENTS



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.

UPCOMING EVENTS

PVCC Annual Membership Meeting

April 3, 2024 @ 11:30am

RiverCrest Golf Club & Preserve

The Annual Meeting is one of the Chamber's largest gatherings of our business and community leaders. Chair **Susan Graham, Phoenixville Hospital**, will share what's ahead in the Chairman's Presentation, including appointment of **Steven Earhart, National Financial Network**, as Chair of Board 2024-2025.

- Participate in the general election of the Board of Directors (3-year terms)
 - Matthew Wright-Conti, Community Music School
 - Melissa Dell-Renner, KW Jersey Shore
- Recognition of outgoing board directors
 - Phil White, Signarama
- Brian Dubas, Pine Run Construction
- Chairman's Award presented to Dr. Joseph Bergquist, Harleysville Bank
- New PVCC Members (2023-2024) recognition
- Sponsorship Opportunities

Visit www.PVchamber.net for details.

POST-EVENT SPOTLIGHT

Healthy Women's Conference and Expo

The Inaugural Healthy Women's Conference and Expo was a huge success! With a sell-out crowd, swag bags for all attendees, vendor fair, delicious lunch and incredible line-up of expert panelists representing the 7 dimensions of healthy and wellness, the event exceeded all expectations. The committee is thrilled with the success of this new program and has already begun planning next year's conference! Be sure to visit our Facebook page for event photos and sign up for newsletter to stay informed about other upcoming PV Win (Women in Networking) events.

SAVE THE DATES...

- May 4 – Annual Community & Business Shredding Event
- June 10, 2024 – Annual PV Chamber Golf Outing at Spring Ford Country Club
- July 10, 2024 – Annual Night Out at Reading Phils



WELCOME NEW MEMBERS

Amerex Corporation
Manufacturer of firefighting products
Chris Bullock, (610) 304-1203

NAKD Aesthetics, Medical Spa
Brittany Beck, (484) 267-9997

Merrill Lynch, Financial Advisor
Anthony Firrantello, (484) 530-5325

General Recreation
Wholesale recreation equipment sales
Amy Miller-Cush, (610) 353-3332

GYMGUYZ
Greater Montgomery County
Mobile fitness solutions
Shannon Rizzo, (484) 214-2162

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

Visit our website for details, updates or to register!
montgomerycountychamber.org

April 30 - ChamberFest 2024!

Come celebrate our members and friends at our annual dinner. The event this year will be held at William Penn Inn at 5:30pm and will feature a very special guest, Dr. Lori as seen on the History Channel, Netflix and Comedy Central!

Visit our website to register: montgomerycountychamber.org

SAVE THE DATES!

May 15 - Leadership Conference

Join us for our new conference featuring guest speakers and breakout rooms! More information to come soon! Check our website for updated details: montgomerycountychamber.org

June 17 - Annual Golf Outing

Join us for a great day of golf at the 1912 Club in Plymouth Meeting!
Check our website for updated details soon: montgomerycountychamber.org

POST-EVENT RECAP



Ethosource Furniture Hosts an Incredible Business Builders

March 7, 2024

Ethosource Furniture in King of Prussia has an amazing, working showroom on Moore Road. Their space is clean and contemporary and their team is wonderful! Thank you, Ethosource, for hosting our February Business Builders! While they all have many talents, their own Marketing team member put together an incredible charcuterie table! We enjoyed visiting and networking within this great location. Stop by their showroom to be truly impressed!



REGIONAL CHAMBER ROUNDUP

SPRING-FORD 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!

BECOME A MEMBER

Join the Spring-Ford Chamber of Commerce and become part of our thriving business community!

Are you looking to drive economic growth, connect with local businesses, and enhance your community impact? Look no further! The Spring-Ford Chamber is dedicated to supporting and fostering the success of businesses like yours.

As a member, you'll enjoy: Networking opportunities with fellow entrepreneurs and professionals; Access to valuable resources and tools for business growth; Participation in exclusive events and workshops; Promotion of your business through our channels; And much more!

Join us in our mission to drive progress and prosperity in our community. Reach out to info@springfordchamber.com for more information on membership benefits and how to join. Let's grow together!



The Spring-Ford Chamber of Commerce is committed to driving economic growth, retaining and growing local businesses, and fostering relationships that will continue to enhance the progress and prosperity of our members and the community we serve. We are excited to share upcoming events!

The Spring-Ford Chamber of Commerce is thrilled to announce our brand-new initiative - Spring-Ford Chamber Business Connect! This event will be held the 1st and 3rd Tuesday of each month at the Sunshine Café.

Event Logistics: 8:00-8:30am- Networking; 8:30-8:45am- Introductions; 8:45-9:00am- Presentation; 9:00-9:15am- Wrap up

12th Annual Charity Fashion SHOW

Join us for an afternoon of fun with Basket Raffle, 50/50, & Shopping Galore

Sponsorships Available!!

April 25th, 2024
11:30- 1:30 PM

Brookside Country Club
850 N. Adams Street
Pottstown, PA 19464

Early Bird Special until March 21st:
\$40.00
Full Price after March 21st: \$45.00

Our Annual Fashion Show and Basket Raffle is quickly approaching! We hope you will not only join us but consider sponsoring this amazing event! You will not want to miss it! You can register and/or sponsor here <https://springfordchamber.com/our-events/spring-ford-chamber-annual-fashion-show-basket-raffle-1?fbclid=IwAR0pu590VjzquReV8EXBbqu-58MB3eUI6dHIV4t6pHumROYikVrzTNIgfI>.

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com



THE SBRA COMMUNITY

Protecting Your ASSets



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

During the first three months of every year, most Americans are preparing documents that must be submitted to Uncle Sam before April 15th, that will disclose how well you have managed your financial life personally, and in many cases, in your business. Your income and expenses will be detailed, deductions will be applied, assets will be accounted for and, at the end of the day, you will have a pretty good insight as to your net worth. This article is being written to introduce you to 6 areas that are critical in the overall success and profitability of your business. By focusing on these 6 areas, you are guaranteed to increase your business performance and profitability and give your company a greater competitive advantage.

A good friend of mine, Larry Bonino who founded Excellence-In..., a business consulting firm, and is now the Co-Managing Principal of Marathon Business Advisory Services, created a program called SAVE – which stands for Strategic Asset Value Enhancement. The reason behind Larry creating his SAVE program was the fact that so many of his clients were making good money in many parts of their business but bleeding profusely in other parts. In other words, they were not paying attention to all the components of their business and how each one played a part in the overall success of the business. Larry's concept was that *"By strengthening all the valuable assets under your control, your business can proactively engage in a self-sustaining process to eliminate challenges, optimize growth, increase profits, and create growth opportunities"*.

Let's take a close look at these 6 assets that you **MUST** pay attention to in order to Protect Your ASSets.

1. FINANCIAL—No matter how big or small your business might be, you need to know at all times where you are financially. Income, expenses, loans and investments all play a role in your financial well-being. Your best friend should be your financial advisor and you must constantly be looking at your monthly P&L to see if there are any red flags. Keep your emotions out of making financial decisions as a minor bad decision early in the year may cause a major loss by the end of the year.

2. PEOPLE—No matter whether you are a single entrepreneur or have 100 employees, your employees are your single most important asset. They are what makes you successful and together you will be able to weather almost any storm. Take good care of your employees and they will take care of your business. In addition to your employees, make sure you pay attention to your customers and vendors as well as all your channel partners.

3. PHYSICAL—No business can function well without their physical assets functioning well. Run down facilities, mal-functioning equipment, un-reliable vehicles and a distribution network that is less than adequate will prohibit success and growth.

4. BRAND EQUITY—You are only as good as your **BRAND** which includes customer loyalty, reputation, products and services. Your clients/customers have many options when it comes down to making a choice who they do business with. Your **BRAND** speaks for itself, good, bad or possibly not at all. Building a great **BRAND** will keep customers coming to you.

5. TECHNOLOGY—The fastest moving part of your business is the technology you use to maintain and grow your business including system networks, applications, data collection, data security communication and social media. Most of us have skills related to what we do but are somewhat clueless as to the skills and technology we need to

manage what we do. This asset contains valuable information and methods that may set you apart from your competitors.

6. INTELLECTUAL—Your business may be made up of proprietary knowledge, processes, trademarks, logos, trade names and a customer database that has value that you need to protect and enhance. Don't ignore their short term and long-term value. This asset is a hidden nugget that can and will add great value to business worth.

One day an unexpected negative event may happen that could be detrimental to your business—unless you take steps today to prevent it.

Every business has six distinct assets to build upon. That's why it's important to define and keep evaluating your assets regularly—especially as circumstances change and new opportunities arise.

You need to implement a systematic process that helps you anticipate negative events, develops workable solutions and creates new opportunities for growth by assessing and improving these six

controllable assets. You can do this by identifying and correcting threats and risks that devalue your assets—**PREVENTION**. Then evaluate and create new opportunities to increase profits, product/service quality, employee engagement and customer satisfaction—**INNOVATION**.

By **PROTECTING YOUR ASSETS** you are protecting your future and increasing the value of your business.

For more information about Larry Bonino's SAVE Program, you can contact him directly at 610.930.3819 (mobile) or email at Lbonino@vrmarathon.com.



SBRA BUSINESS SPOTLIGHT



Service 360 Group

Address: PO Box 13025, Reading PA 19612 Phone: 610-370-9907

Website: www.service360group.com



Service 360 Group provides Heating, Air Conditioning, Plumbing, and Electrical commercial and residential services in Berks County and surrounding areas. We offer 24 hour emergency service, as well as financing option for repairs & replacements. In addition, we provide Total Home Care Memberships which include electrical, plumbing, heating & air conditioning annual inspections, and customized Commercial Preventative Maintenance plans.

GROW YOUR BUSINESS WITH EMPLOYEE BENEFITS



By Cody Burk, R&B Insurance Services

When working with small businesses, I am constantly hearing the struggles of attracting and retaining employees in today's market. Offering a quality benefits package is a major tool used to stand out from the competition. However, small business owners often fear that they do not have the means to offer a quality benefit package, especially when competing with larger companies. The company's budget is often the primary concern.

Small business owners commonly believe that their only options for providing health insurance are to have high premiums or a high deductible plan. Recent advances in the employee benefits industry have provided several alternatives that enable small businesses to offer health insurance without breaking the bank or sticking their employees with unaffordable deductibles. When offering health coverage, it is essential to consider cost, employee's needs, and plan options. Minimal Essential Coverage (MEC) plans, level-funded plans, GAP insurance, Reference-based Pricing, Health Reimbursement Accounts (HRA's), Health Savings Accounts (HSA's), and Flexible Spending Accounts (FSA's) are all examples of how employers can utilize a "think outside the box" approach to provide their employees access to more affordable healthcare. Aside from health insurance; life insurance, disability, dental, and vision are a few of many other top benefits that employees desire.

There are numerous options to empower any small business to create its own custom benefits package tailored to fit the needs of its employee demographics. For example, most companies offer a

yearly raise to their employees. According to an article written in HR magazine, 80% of workers would choose a job with more benefits over a 30% raise without benefits. Providing employees with employer-paid life insurance and short-term and long-term disability is one option that costs most companies less than \$0.25 per hour per employee. Although employer-paid benefits provide an advantage for small businesses, voluntary benefits are also an asset to employee benefits packages.

According to voluntary benefits statistics in an article written in BenefitsPro, 83% of employees with healthcare benefits would enroll in voluntary benefits even if their employer doesn't cover them. Voluntary benefits such as life insurance, disability, accident, critical illness, hospital indemnity, and telemedicine plans make employees feel more valued and cared for. Benefits packages that include wellness programs or counseling services alleviate stress among employees. Reduced stress leads to increased focus and better health, leading many employers to see an increase in job satisfaction and enhanced performance among employees enrolled in quality benefits that meet their needs.

When implementing a new benefits package or updating current benefits, it is ideal to have a 3-to-5-year customized benefit plan. A multi-year plan allows a company to roll out the most paramount benefits in the first year and add additional supplemental benefits over the following years. It is also beneficial to have a yearly benefit review due to the constant changes in the benefits market and new product offerings that have the potential to save money for both the company and its employees.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



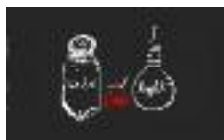
www.antanavagfarbiarz.com



www.TeamHitchcock.com



www.rbinsuranceservice.com



www.sl-cafe.com

WELCOME NEW SBRA MEMBERS

Finders Keepers Thrift Boutique

Bachman Roofing,
Building and Remodeling

Café Folino

Diamond Credit Union

Just B Whole Body and
Wellness Coaching

J4 Travel, LLC

LMG Marketing Solutions

Service 360 Group

Precision Real Estate

Mangia Italian Restaurant

WindowHero Northeast Reading

Revitalized Massage
and Wellness LLC

SBRA EVENTS - BE BETTER. GROW FASTER.

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

Members Referral Breakfast –
Friday, April 5th, 7:30-9:00 am
at B2 Bistro in West Reading

Tune-Up Tuesday Workshop –
Tuesday, April 9th, 9:30-10:30 am
by Russell E. Farbiarz Esq. of
Antanavage Farbiarz PLLC

Members Referral Breakfast –
Friday, April 19th, 7:30-9:00 am
at B2 Bistro in West Reading

Tune-Up Tuesday Workshop –
Tuesday, April 23rd,
9:30-10:30 am

New Member Orientation –
Wednesday, April 24th,
9:00-9:30 am via Zoom

Member Networking Mingle –
Wednesday April 24th,
5:30-7:00 pm

**BERKSHIRE
HATHAWAY**
HOMESERVICES

**HOMESALE
REALTY**

Homesale.com
2213 Quarry Drive,
Suite 201,
West Lawn, PA 19609
610-372-3200



210 OBERHOLTZER ROAD, GILBERTSVILLE

1880 FARM HOUSE ON 95 ACRES 4 Bedrooms / 2 Baths

Currently Operates as a Horse Facility that Boards 20+ Horses. Main Barn has: Large Indoor Rink; 16 (12' x 12') Stalls w/room to add 16; Feed Room; Tack Room; Wash Room; Utility Room; Office; Bathroom; Viewing Room and Hay Loft. There are 6 Newly Fenced Pastures (5 with Automatic Water Systems). **\$1,590,000.**



Nelson Oswald
610-858-5040
noswald@homesale.com

BUILDING TRADES SAY CARBON TAX PLAN 'SETS THE THANKSGIVING TABLE'



**By Christen Smith,
The Center Square**

Gov. Josh Shapiro's new carbon tax plan won over some unlikely allies – Pennsylvania's building and construction trades.

And they say they want lawmakers to get on the same page, too.

"The governor acknowledged that we need the Legislature to act," said Robert Bair, president of the Pennsylvania State Building and Construction Trades. "And as I told a couple of them yesterday: Equate this to the governor has set the Thanksgiving table, now it's time to sit down and eat."

Bair's support comes after a years-long alignment with Republican and Democratic lawmakers opposed to joining a regional pact that places the onus on energy plants to lower air pollution. Critics say Pennsylvania's role as one of the nation's largest power suppliers makes its participation economically untenable.

Active in 11 states, the pact – called the Regional Greenhouse Gas Initiative, or RGGI – tightens the cap on allowable emissions every year until reaching zero in 2040. The

money made from selling and trading of these caps supports green energy programs across the member states.

In 2019, former Gov. Tom Wolf signed Pennsylvania up to become the pact's 12th member without permission from lawmakers. In November, the Commonwealth Court ruled that doing so was unconstitutional because RGGI would impose a tax on energy plants that were not legislatively approved.

Shapiro appealed that decision, though he promised to drop the issue if his Pennsylvania-specific carbon tax plan becomes law instead.

That plan, announced last month, comes in two parts: the Pennsylvania Climate Emissions Reduction Act and the Pennsylvania Reliable Energy Sustainability Standard. The administration calls them PACER and PRESS, for short.

The former would cap carbon emissions from power plants and require companies to buy carbon offsets, much like RGGI does but in Pennsylvania alone. The latter would require 35 percent of the state's electricity to come from clean sources. Together, Shapiro said his proposal would save residents \$252 million over five years and create 14,500 jobs.



Small Business, BIG Dreams

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

**Mortgages | Construction Loans
Business Loans / Lines of Credit**

Questions about your business lending needs?

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



PhoenixFed.com





Courtesy of Commonwealth Media Services.

Robert Bair, president of the Pennsylvania State Building and Construction Trades, speaks in support of Gov. Josh Shapiro's carbon tax plan during a news conference on March 6, 2024, in Scranton.

"I want to maintain Pennsylvania's status as the number one energy exporter in the country," Bair said. "Pennsylvania is built on natural gas. The governor, to his credit, acknowledged that – and we're not going to let that go. But doing nothing is not an option."

Laborers, lawmakers and residents alike have long feared the spike in utility rates that could come from the uniform emissions cap set in RGGI.

For building trade workers, in particular, the unintended consequences of a regional carbon tax could mean unemployment.

"Energy is something that's so important to the building trades because not only do we build and maintain our plants – such as the Susquehanna generating plant – but we

do upgrades in these places to keep peak efficiency," said Pat Dolan, business manager for the United Association Local Union 524. "Another thing that we do is energy upgrades throughout our buildings, our schools in the area. That's job creation that is so key to everything that we do."

Leaders from the Laborers District Councils of Western Pennsylvania and Philadelphia, as well as the Steamfitters Local 420, also threw support behind Shapiro's plan.

"Everybody that's been involved in this is committed to making this work – and we may not all agree right now on how to get there, but we all agree we have to get there," Bair said. "It's really easy to be part of a problem. It's really hard to be part of the solution."



Bucket Truck and Towing Equipment Sales, Services, Accessories, and Rentals.

Our rental fleet is comprised of material handlers, bucket trucks, track-mounted digger derricks, and vans.

Mobile Lifts, LLC has specialized in the Sales, Service, Parts, and Rentals of new and used aerial lifting equipment for Industrial, Utility, Municipal, Contractor, and Service applications since 1969. We offer equipment for rent on a daily, weekly, or monthly basis.

610.489.1900

www.mobilelifts.com

104 G.P. Clement Drive, Collogville, PA 19426

FINANCING AVAILABLE

NO INTEREST

IF PAID IN FULL IN 12 MONTHS

SCAN TO VIEW OUR WEBSITE

COME SEE OUR NEWLY REMODELED SHOWROOM!

3171 Morgantown Road, Mohnton, PA
 Mon - Fri 6:30am - 4:30pm | Sat 8am - Noon
lezzerlumber.com

EARTH ENGINEERING INCORPORATED *Geotechnical Engineers & Geologists*



Subsurface Investigations
Geotechnical Design
Stormwater Infiltration Testing
Carbonate Site Assessments
Environmental Site Assessments and Remediation

Construction Inspection & Testing
Clean Fill Testing
Laboratory Soils Testing

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-967-4540

South Jersey: 856-268-1001

QUALITY • COMMITMENT • PERFORMANCE



EMPLOYER CHILDCARE TAX CREDIT UP FOR DISCUSSION

By Christina Lengyel,
The Center Square Contributor

Pennsylvania families left in the difficult position of securing affordable childcare may see some relief through employer contributions.

The House Finance Committee met this week to discuss a bill to create a tax incentive for participating employers.

"We have an industry that's not sufficiently supported, but we also have families who can't afford childcare," said Rep. Liz Hanbridge, D-Blue Bell, one of the bill's co-sponsors. Hanbridge noted the

irony as she spoke remotely from her home, where she was addressing her own childcare needs.

For many women, work outside the home becomes untenable due to the cost and availability of childcare, forcing them to postpone, pause or end careers. Hanbridge stated that in the United States, the percentage of women in the workforce hangs in the low 70s relative to much higher percentiles among European counterparts.

Chester County Chamber of Business and Industry President and CEO Laura Manion, who addressed the hearing



ELAINE SCHAEFER
SCHUYLKILL RIVER
GREENWAYS

When Schuylkill River Greenways
 wanted help with the preservation and
 revitalization of the river and a 120-mile
 trail alongside it, they looked to Tompkins
 because of our shared commitment
 to traditional values and economic
 innovation. | **tompkinsbank.com**

I chose both

TOMPKINS 
 BANKING | INSURANCE | WEALTH
your bank of choice

Deposit and loan products are offered through Tompkins Community Bank,
 Member FDIC. Investments and insurance products are not FDIC insured,
 are not bank guaranteed, and may lose value. Tompkins Insurance is
 licensed to conduct insurance business in all 50 states. 4/23



WE HAVE YOUR BUSINESS COVERED

- General Liability Insurance
- Workers Compensation
- Truck Fleet Insurance
- Professional Liability

ROTHENBERGER INSURANCE SERVICES, LLC
Spring Ridge Branch

ROTHENBERGER INSURANCE SERVICES, LLC
1290 Broadcasting Road, Wyomissing, PA
610-685-2804 | www.risquote.com

DON'T RISK IT, TRUST RIS
We'll Protect What Matters Most
Your Auto, Home, Family, Business and YOU

remotely while on maternity leave herself, emphasized that the bill will "not only help employers retract and retain quality candidates who might otherwise not be able to enter the workforce but to also ease the financial burdens on parents who genuinely want to get back to work."

Manion explained that employers want to help their employees with childcare, but they "just don't know how."

The bill as currently written would allow employers to deduct up to 110 percent of their aggregate contributions to an employee's childcare costs.

Rep. Steve Samuelson, D-Bethlehem, said that an amendment would soon be proposed vote to change the incentive to a tax credit. The credit would be available to employers whose workers receive childcare from providers regulated by the state.

Dr. Lesley Spina, executive director of Kinder Academy, testified about the benefits of investing in early childhood education.

"For every dollar spent on childhood education, we save between seven and 13 dollars over the child's lifetime," she said.

In order to make that impact, however, families need to be able to place their children in centers, and centers need to be able to attract and retain staff. Childcare

providers are currently carrying over 4,000 vacancies across the commonwealth with many centers shutting down under the pressure.

"We always need to remember that while we do this really amazing work, it is a business," said Spina, who noted that the childcare industry has the "lowest pay scale of all professional industries" with the average wage falling under \$13 per hour.

Incentivizing employers to contribute to childcare, she believes, could help to get early childhood educators closer to parity with their counterparts teaching in K-12.

Spina cited additional strains to the early childhood education system including increased insurance rates, increased numbers of children with behavioral challenges, increased threats of violence in the community, and increased levels of poverty.

Diane Barber, Executive Director of PA Childcare Association made it clear that while the bill would be welcomed, it would not be enough to solve the current crisis. For thousands of families, the issue of affordability is secondary to the issue of availability with most centers forced to put eager parents on waitlists.

"We need investment that is substantial and sustainable," said Barber.

325 EAST MAIN STREET, BIRDSBORO

Louis J. Mascaro AUTOMOTIVE MUSEUM

★★★★ HOST YOUR PRIVATE EVENTS HERE ★★★★★

- Corporate Events
- Family Gatherings
- Ideal for Car Enthusiasts
- A Unique Experience
- High-Performance Cars
- Limited-Production Cars

CALL TO BOOK YOUR PARTY! RESERVATIONS ONLY!

484-298-4000

OPEN TO THE PUBLIC: SUN 10 AM - 2 PM louismascaroautomuseum.org

INDUSTRIAL / FLEX BUILDINGS — BOYERTOWN AREA

10,900 SF Industrial Building —

Fully Air Conditioned, Gas Hot Water Heating System, Large Drive In Door, Dock for Box Trucks and Fully Sprinklered.

1,200 SF of Offices, Employee Break Room, Heavy 3 Phase Power, 14 Foot Ceiling Heights and Clear Span Layout.

SALE \$990,000. Owner willing to hold a mortgage for a qualified Buyer at 8%. LEASE at \$7.00 SF "net"

5,400 SF Flex Building —

Fully Air Conditioned, Heavy 3 Phase Power, Gas FWA Heat, Drive In Door, Six Offices, Employee Break Room and 1,000 Additional Square Feet in Basement with Outside Access.

An Excellent Building for Light Manufacturing, Assemblage, or Engineering / Architects.

SALE \$459,000 LEASE at \$7.00 SF "net"

FOR FURTHER INFORMATION, CALL Ed Brooks
215-679-4200

BRODE & BROOKS REALTORS
www.brodeandbrooks.com

COMFORT SHOULDN'T WAIT

RHODAS AIR HEATING AND COOLING

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

MARCH 11th through JUNE 14th

★ GET UP TO **\$1,700** IN REBATES

★ NO PAYMENTS FOR 12 MONTHS

Qualified buyers make no payments, incur no interest for 12 months when financing a new Lennox system AND receive up to \$1,500 in rebates when you purchase the Ultimate Comfort System!

LENNOX

www.CoolCrew.com 800.673.2423

**TRUSTED BY MORE THAN 500
LOCAL COMPANIES IN THE
TRI-COUNTY AREA
SINCE 1998**

The Job Exchange, a full-service staffing agency, has decades of experience delivering effective, personalized, and consistent service to help companies find the talent they need.

TheJOB EXCHANGE
a Division of Emerson Group

thejobexchange.com
484.854.0076



BLATT GROUP

General Contractor
Commercial/Industrial/Healthcare/Retail

- General Contracting
- Facility Maintenance Services
- Remodeling
- Welding & Fabrication
- Excavation/Demolition
- & Much More!

8 Tube Drive | Reading, PA 19605 | 610.916.9828 | blattgroup.com

INTENTIONAL INTERFERENCE WITH AT-WILL EMPLOYMENT



LEGAL PERSPECTIVES

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

Most people are aware that Pennsylvania is a so-called “at-will” employment state. This means that unless a worker is subject to a collective bargaining agreement (i.e. a union contract) or has a written employment contract, the worker’s employment is said to be “at-will” and either party can end the relationship at any time and for any reason. Our office receives requests for consultations on wrongful termination cases frequently, but most situations do not give rise to a wrongful termination case.

Generally speaking, absent an employment contract or union collective bargaining agreement, in order to make out a potentially viable claim for wrongful discharge, an aggrieved worker would have to prove that the worker was discriminated against on the basis of a suspect classification protected by the Constitution or statute (race, religion, age, national origin, gender, etc.) or on the basis of a protected activity (whistleblowing, filing a workers’ comp claim, taking FMLA leave, etc.), or under circumstances in which a strong public policy is implicated (like taking off for jury duty). Unfortunately, under the Pennsylvania law of “at will” employment, it is not enough to show merely that the reason for firing an employee was unfair or erroneous. Your employer does not need a “good” reason to fire you, or any reason at all.

So, it stands to reason that if you have no right to keep a job, if some outside person interferes with your employment



IMAGE BY GEMINI

relationship, you would not be able to maintain a claim against that person for interfering with your job, because you had no right to the job in the first place. This legal quandary has been rolling in and out of Pennsylvania’s court system for many years, but the Pennsylvania Supreme Court recently settled the state of the law.

On February 21, 2024, in the case of *Salsberg v. Mann and Drexel University*,

Love Your Home Indoors and Out

HomeWerks LLC

610-369-1457

Home Remodeling Specialists
Over 25 Years' Experience
PA Licensed and Insured

Big or Small — We do it all!

www.Homewerks-pa.com
Check us out on Google and Facebook

the PA Supreme Court made it clear that one can maintain a lawsuit if an outside person intentionally interferes with an at-will employment relationship. The Court laid out the factual underpinnings of the case as follows:

Salsberg worked as an at-will employee for Drexel under Mann's supervision from October 2011 until June 2017, when she was fired for unsatisfactory job performance based on Mann's recommendation and representations. Pertinently, Salsberg began her employment with Drexel as a senior tax accountant in the Office of Tax Compliance (Tax Office). Salsberg received consistently positive annual performance reviews from Mann through 2016. In the interim, in March 2015, Salsberg was promoted to manager of tax/compliance. Then, beginning sometime in late 2016 or early 2017, the relationship between Salsberg and Mann began to deteriorate. The parties dispute the reasons for this decline in their relationship and the circumstances of Salsberg's termination. Generally, according to Salsberg, Mann started exhibiting erratic workplace behavior and imposing increased work demands on Salsberg, which prompted Salsberg to meet with Mann's supervisor, David Rusenko (Rusenko), about these concerns. Salsberg further claims

that, in response, Mann manufactured performance issues — specifically placing Salsberg on a "performance improvement plan" (PIP) — and then used the performance issues as a pretext for effectuating Salsberg's firing in retaliation for Salsberg's meeting with Rusenko and based upon Mann's personal animus toward Salsberg. In retort, Mann attributes the relationship's breakdown and Salsberg's firing to a legitimate decline in Salsberg's work product and attitude in response to increased job demands.

Following her termination, Salsberg filed suit against Mann and Drexel, asserting, *inter alia*, a claim against Mann for intentional interference with Salsberg's contractual relationship with Drexel.

The trial court had dismissed Salsberg's claims, and Salsberg appealed to the Superior Court. The Superior Court affirmed the dismissal in a divided ruling. The majority reasoned, as one might expect, that "Salsberg did not have any reasonable expectation of continued employment guaranteed by contract" but rather, "any expectation of continued at-will employment is nothing more than a mere hope."

(Continued on page 44)

ROUTE 422 BUSINESS ADVISOR

DINING

GUIDE

Gracie's 21st Century Cafe' & Catering
CIVILIZED DINING in the Country
"A Restaurant Like No Other"

Find us on **facebook** at Gracie's 21 Century Cafe and Catering

1534 Manatoway Road, Pine Forge, PA 19548
610-323-4004
www.gracies21stcentury.com

FOOD · BEER · FUN

HARES HILL
BREWING CO.

Proudly serving craft beer and locally sourced food

NOW OPEN!

1161 Ridge Road
Pottstown, PA 19465
(610) 469-6419
harethillbrewingco.com
@harethillbrewing
@harethillbrewing

Luncheons Dinners Beer Cocktails
Serving the area since 1960, Route 106 South, Pottstown

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

The Old Coventry Pub

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

The Old Coventry Pub
LUNCHEONS · DINNERS
BEER · COCKTAILS

Speck's
Fast ~ Affordable ~ Delicious

* Broasted Chicken
* Burgers ~ Steaks ~ Hoagies
* Soups ~ Salads ~ Sides
* Kid's Meals
* Milkshakes
* Party Orders

BROASTER CHICKEN
Eat in, Take Out or Delivery

3969 Ridge Pike, Collegeville, PA 19426
(610) 489-2110
www.speckschicken.com

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE

CLARK INDUSTRIAL SUPPLY INC.
301 West High Street • Pottstown, PA 19464
610.705.3333
www.clarkindustrialsupply.com

AEROQUIP

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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

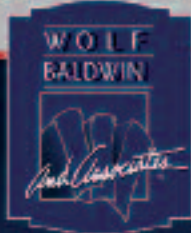
We make it EASY to talk with a lawyer



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



Pottstown • Pennsburg • Reading • West Chester
610-323-7436 215-679-5912 610-374-2400 610-436-8300
800 East High Street 570 Main Street 606 Court Street, Suite 203 13 West Miner Street
Pottstown, PA 19454 Pennsburg, PA 18073 Reading, PA 19601 West Chester, PA 19382



ATTORNEYS-AT-LAW

www.wolfbaldwin.com • Your Local Lawyers Since 1973

LEGAL PERSPECTIVES

(Continued from page 43)

The parties presented a number of arguments on appeal to the Supreme Court. Salsberg argued that people can be held liable for intentional interference with contractual relations as a third party to the employment relationship by engaging in conduct that is intentional, improper, without privilege, and outside the scope of their authority. Mann argued that as an at-will employee, Salsberg had no contract with which she could interfere, and even if she did, she was Salsberg's supervisor and thus had a privilege or justification for firing Salsberg as Mann effectively stood in the shoes of the employer Drexel.

In its 41-page decision, the Supreme Court pronounced that yes, an at-will employment relationship is still a contract with which someone can interfere – even though the parties control the relationship, they should be free to do so without the interference of outsiders. So, the Court explicitly recognized the claim for intentional interference with an existing at-will employment relationship by a third party.

The Court went on to find that, since the supervisor was an agent of the employer, and since a party to a contract

cannot interfere with its own contract, a plaintiff cannot sue a coworker for the tort of intentional interference with contractual relations between the plaintiff and her employer unless the alleged misconduct of the coworker falls outside of the scope of the coworker's employment or authority. The co-worker would have to be a "true stranger" to the contractual relationship to be sued. The Court held that Mann was not outside of the scope of her employment so as to be considered an outside third party.

While this case settles some long-standing debates, the full effects of the Salsberg decision will not be felt until years down the road. Someone who, without authority, tries to get an at-will employee fired from her employer, will certainly have to answer for such actions in court. Be careful whose employment you mess with, even if the employment is at-will.

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

**Berks
Leisure Living**
"WE'RE FROM THE OLD SCHOOL"

1399 Fairview Dr, Leesport
(The Former Bern Elementary School)



Affordable Personal Care
Studio • Private • Semi-Private
Room Prices Starting at
\$2,250/Month



**PLEASE CALL TODAY
for the Best Choice
in Personal Care!**

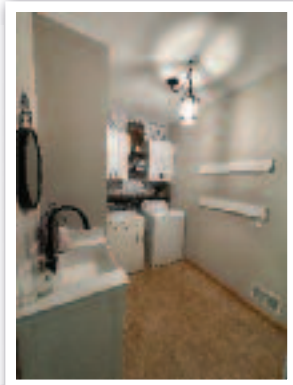
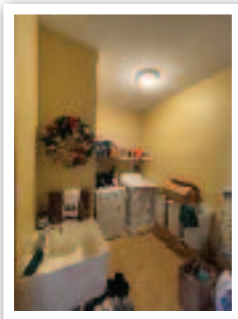
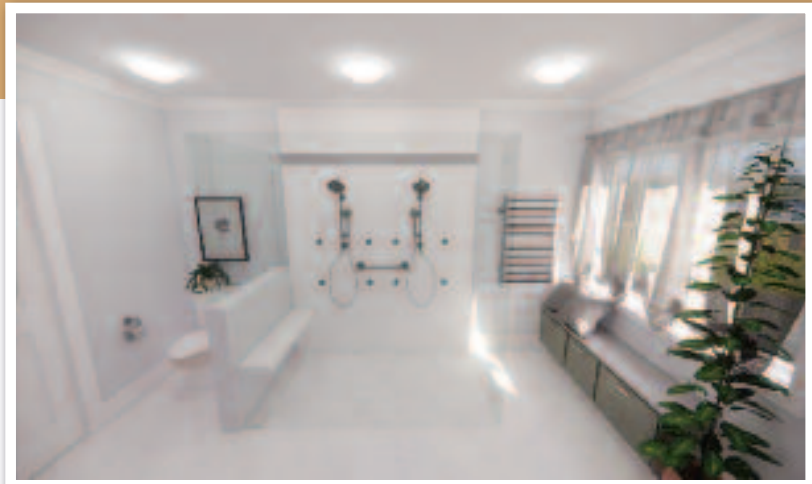
610-916-8833

www.BerksLeisure.com



**Our Personal Care
Home Features:**

- Nice Size Individual Rooms.
- Home Style Atmosphere with Daily Home Cooked Meals
- Courteous Resident-Friendly & Professional Staff.
- Respite Care Available.



Transforming Spaces, Enriching Lives: The Vision of Bonae Interiors

At Bonae Interiors, we believe that your living and working spaces should not only be aesthetically pleasing but also foster a sense of happiness and well-being. As a woman-owned interior design business, servicing residential and commercial interiors, our mission is clear: to connect with each client on a personal level, forming a trusting relationship that allows us to craft outstanding interiors tailored to their needs.

We're not just about creating beautiful spaces; we're focused on enriching lives. Through thoughtful design solutions and a commitment to your emotional experience, we strive to make every interaction stress-free and enjoyable.

The dynamic duo of Alexis Bonae Haas and her mother, Lisa Haas, brings together a wealth of experience and passion for design. Alexis, equipped with collegiate and intern experience and driven by her lifelong dream, infuses every project with open communication, meticulous time management, and a deep-seated belief in the transformative power of interior spaces while Lisa provides a wealth of expertise in organizational management and administrative support.

We provide an array of services tailored to suit various needs encompassing Full Service Design solutions focusing on

Remodels, Color Consultations, Home Staging and DIY Transformative Packages. Specializing in Full Service Design and Renovations we provide extensive floor plans, realistic 3-D visuals, organized product selection sheets and much more. We are with you every step of the way from design development to implementation.

Our services cater to a diverse range of needs and preferences. From traditional to modern, rustic to classical, we work closely with clients to deliver their unique dream designs. Whether it's through in-person or virtual consultations, our goal remains the same: to support and meet your needs throughout the design process.

Connect with us today to discuss the potential of your spaces!



Alexis B. Haas & Lisa A. Haas **610-310-0881**
bonaeinteriors@gmail.com www.bonaeinteriors.com

SPRING INTO FITNESS: EMBRACE THE OUTDOORS WITH GYMGUYZ

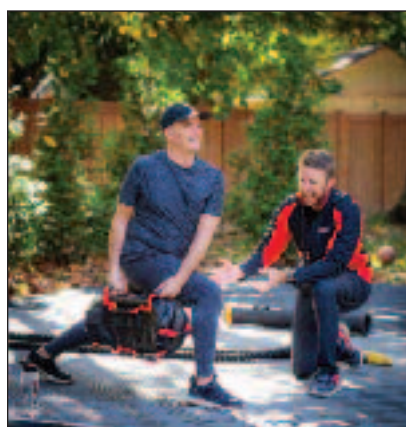
As the frost of winter melts away, the vibrant hues of spring beckon us to rejuvenate and embrace new beginnings. At GYMGUYZ King of Prussia & Greater Montgomery County, we believe that the arrival of spring is the perfect opportunity to take your fitness journey outdoors and connect with nature.

Spring symbolizes growth and renewal, making it an ideal time to set fresh fitness goals or rekindle your commitment to existing ones. The warmer weather and longer days provide a natural boost to your motivation, inviting you to explore outdoor workouts that can invigorate both your body and mind.

Here are some tips to help you spring into fitness with GYMGUYZ:

Take It Outside: Swap the gym for the great outdoors. Whether it's a park, your backyard, or a quiet street, outdoor workouts can provide a refreshing change of scenery and a dose of vitamin D.

Embrace Variety: Spring is about new beginnings, so why not try a new workout routine? Our GYMGUYZ Certified Personal Trainers can design customized outdoor workouts that keep you engaged and challenged.



Set Seasonal Goals: Use the energy of spring to set new fitness goals. Whether it's running a certain distance, mastering a new exercise, or simply committing to regular outdoor workouts, having clear objectives can keep you focused.

Buddy Up: Fitness is more fun with friends. Partner up with a neighbor or a friend for outdoor workouts. Accountability and camaraderie can make your fitness journey more enjoyable and sustainable.

Mindful Movement: Take a moment to appreciate the beauty of spring during your workouts. Practice mindfulness by focusing on your breath,



the sounds of nature, and the feeling of the sun on your skin.

At GYMGUYZ King of Prussia & Greater Montgomery County, we're here to support you in achieving your fitness goals this spring. Our team of Certified Personal Trainers is ready to bring customized, fun, and effective

workouts right to your doorstep. Let's embrace the season of renewal together and make this spring your fittest yet! For additional information, contact Jesse Levan, Co-Owner & Chief Fitness Officer at 855.GYMGUYZ (office) or 484.214.2162 (direct), and visit www.gymguyz.com.



WE BRING THE
WORKOUT TO YOU.

GYMGUYZ®

#1 IN HOME PERSONAL TRAINING®

1-855-GYM-GUYZ



www.gymguyz.com/king-of-prussia | f i y

Elevate Your Business with GYMGUYZ Corporate Wellness

- Group Stretch
- Lunch & Wellness Workshops
- Circuit Training
- Nutritional Education



PROVEN RESULTS

- **Boost Business Efficiency**
Well employees lead to less absenteeism and **optimal** business operations.
- **Lower Turnover, Stronger Teamwork**
Foster a stable, motivated team for sustained **success**.
- **Healthier Workplace, Healthier Bottom Line**
Cultivating a health-focused culture cuts healthcare costs, boosting **profitability**.

DOWNTOWN PROPERTY OWNERS AND RESIDENTS TO ADDRESS FLOODING



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

As a property owner in DOWNTOWN for the last twenty years or so, I have experienced three floods that have affected the community. They all caused a lot of damage, and it took a long time to recover. The flooding during Hurricane IDA was particularly devastating.

The thing about DOWNTOWN is that, in many cases, if it is not raining, there is no problem, and it is time to move on. I tried to work through the process to address flooding issues and found the process onerous locally.

Sometimes it is hard to move from one agenda item to the next . . . "Okay, we voted; next on the agenda is . . ." Then, halfway through the next agenda item, you will end up talking again about the previous agenda item. I tried being a member of committees, but it just never seemed like there was a will to proceed.

FEMA asked if I would like to Chair the County's Long-term recovery, and I did for about four months. Then, the County contacted the Chester County Foundation and said they did not want to work with the committee. A motion to disband was offered, and the group was disbanded. I voted for it because I would not want to be part of an organization that would not have me as a member.

So many committees later, I decided to form my own C-3 called the DOWNTOWN Resilience Fund. Everything went

well for two meetings, and then I saw the dysfunction again in the committee I chaired. I was hurt at first and thought I can't believe this is happening.

I came home and talked with my wife about the incidents, and she told me to move on. Typically, I heed her advice, but a voice in my head said, "Nah . . . not this time." I had to become the work Barry and not the volunteer Barry.

The Resilience Fund had some board resignations and some hard feelings from those leaving the board. Of course, I was bad-mouthed locally, but because I was the work Barry, I was used to the undercurrent of decent and personal attacks.

The DOWNTOWN Resilience Fund will hold its first public stakeholder meeting on April 18th to offer a plan to become a resilient community. In a change of approach, our efforts will not be centered on government action on the local level but exclusively represent the interests of the people.

It is a meeting to develop a property owner and resident flood response. The 501 C-3 non-profit was created to recruit volunteer case workers to be trained to help organize for future disasters in Caln, DOWNTOWN, and East Caln.

The Resilience Fund will actively seek funding to help mitigate residential and commercial flooding by providing grants for private property improvements that could potentially limit future damage to homes and work to create flood map revisions to eliminate the need for mandatory flood insurance.

(Continued on page 48)

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



Imagine it.
Design it.
Print it.



610.929.1200 • BerksDigital.com



Blending Quality, Craftsmanship
& Customer Care

Interior Painting	Drywall & Concrete Repairs
Exterior Painting	Historical Restoration
Pressure Washing	Epoxy Coatings
Deck Staining	Cabinet Painting
Wallpaper Installation	Color Consults

610-246-9820 | AgostinelliBrosPainting.com



Established 1975

LUDGATE
ENGINEERING
CORPORATION

ENGINEERS • SURVEYORS • LAND PLANNERS

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

10 Vanguard Drive, Suite 100, Reading, PA 19606

9.50 /unit
BOTOX
 For new patients

Weight Loss
 Injections
SEMAGLUTIDE
 & **TIRZEPATIDE**

NOW OFFERING
IV THERAPY
 REFRESH, RENEW, & HYDRATE




SCHEDULE NOW
 at YoungMedicalSpa.com

Center Valley Lansdale
 610-798-7546 215-362-7546

YOUNG
 Medical Spa

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 47)

The Resilience Fund will act as a depository for relief funding during an emergency and award cash grants to owners of commercial and residential properties. The second part of the program will be to create a mitigation effort to address map revisions.

Grant programs will soon be available, and it is imperative that residents, business owners, and property owners organize to secure their share of the dollars available as direct grants for mitigation.

On the relief side, volunteer case managers will be the primary point of contact for survivors, assisting individuals in coordinating necessary services and disaster funding.

1. Develop a survivor list from intake forms.
2. Secure Privacy Release to act as Case Manager.
3. Determine eligibility for cash grants and other Fund services.
4. Utilize the FEMA – GO Downingtown Resilience portal as a point of application for survivors.
5. Determine the recovery path from the National Referral list of resources.
6. Provide and explain information to survivors to enable them to access the resources.
7. Avoid duplication of benefits or services.

8. Advocate with and for clients by activities including but not limited to:
 - a. Provide continuity of approach.
 - b. Preparing applications.
 - c. Develop a path for rehabilitation of the property.
 - d. Problem-solving through completion of the claim.

I am going to “play through” and attempt to make a difference. We have secured a corporate partner in the Exton-based BELFOR. BELFOR has cleanup and restoration teams across the country that respond to flooding and water damage caused by severe storms with excessive rainfall and heavy snowfall. We picked up a big-league player that wants to help us.

BELFOR offered to host our meeting on April 18th at 7:00 PM at their headquarters, 410 Clover Mill Road, in Exton. We are direct mailing the 19335 zip code with a notice of the meeting. This is an action committee that will serve the interests of the people. This will not be easy as there is entrenched apathy among official bodies.

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

Stylish Images
 photography

Are you trusting Your Business' image to poor snapshots?

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

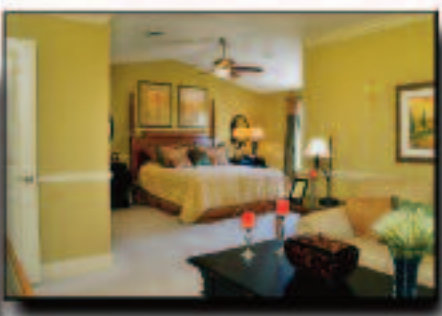
Business Discounts available for multiple sessions

An **XLIV** Studio session includes:
 20-40 exposures taken (2-4 poses),
 2 - backgrounds
 Upload to our website for your review within an hour of your session.
 - Retouched High resolution digital file emailed to you within 24 hours, additional files available for a small fee
 Can you really afford to look bad with a price this good?

Drone Aerial Real Estate




Certified FAA Drone Pilot
 Real Estate Interiors and Exteriors
 Location Portraits


610-792-9956



Mercer's TruCraft Collision

Turn your Collision into Compassion

Mercer's TruCraft Collision

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

All insurance claims welcome.

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

Red Kieffer's Auto Repairs, Inc.



Specializing in Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com

H & F Tire Service

With rainy weather around the corner, it's probably time to prepare for driving in difficult conditions. H & F Tire Service can help make sure your vehicle and its tires are ready for the challenges. A car tire has to carry more than 50 times its own weight and steer the vehicle in a straight path regardless of road and weather conditions. It also must absorb bumps on uneven road surfaces and provide a stable ride for you and your passengers. Tires transmit the engine's power to accelerate and the braking force to stop. How well your tires perform these functions depends in part on the quality of the tires and how well they are maintained.

Let H&F Tire Service check your tires' inflation, alignment and determine if any need to be replaced. In the long run, cheap tires won't save you money. They don't last as long as higher quality tires, and may result in a rougher ride and inferior handling. Your goal in tire shopping should be to find the highest quality tire that meets your specific need and budget. H&F Tire Service carries 13 brands including Bridgestone, Firestone, Goodyear, Michelin, B.F. Goodrich. Let our tire professionals help you maintain your tires and choose the right tire for your vehicle. Check us out at any of our four locations: Pottstown, Lancaster Ephrata, and Reading or on the web at www.hftire.com.

FAMILY OWNED & OPERATED SINCE 1947

H&F TIRE SERVICE

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

Performance Touring All Season Radial Tires

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

SAME DAY SERVICE

POTTSTOWN

610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465

MON-FRI 8-5 • SAT 8-12

Visit Us At www.hftire.com

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

Built for April Showers




ROADIAN HTX RH5

NEXEN NEXEN TIRE

17 Convenient Locations | Tires NOW, Pay LATER | cjtire.com

Be Part of the Bigger Picture!

*The Pottstown Rotary Club
Wants You!*



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

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



www.pottstownrotary.org



Richard A. Zuber agent Gary Pace feels confident about the education that his alma mater offers Pottstown students today.

REALTORS LUNCHEON HOSTED BY POTTSTOWN SCHOOL DISTRICT

Richard A. Zuber Realty agent Gary Pace wants the community to feel confident about Pottstown School District. "I had a great time at the Pottstown Senior High School Real Estate Luncheon recently, notes Pace. "We first had an amazing lunch prepared by the culinary arts students and then learned about the many great programs the district offers.

"As an alumni, I was pleased at the district's mission to equip students for the workplace and beyond. I left the luncheon 'Pottstown Proud' and want to thank superintendent Stephen Rodriguez; Dr.

Christian D'Annibale; Mr. Amato, director of community relations; and staff for inviting realtors to see for ourselves what great things are happening in our schools."

Rodriguez expresses pride that graduates repeatedly return to affirm how they were prepared to work and live in the world because of their experiences in the district. In 2022, Rodriguez was named among three top superintendents in a field of 500 by the Pennsylvania Association of School Administrators, serves as President of the Pennsylvania League of Urban Schools, and named "Educator of the

Around The Clock Communications



Design Services

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

Editorial Services

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

\$25.00 off
first time clients!
Mention this ad

610.324.0658



Superintendent Stephen Rodriguez is proud to share what culinary students prepared for the luncheon for area realtors.

Year" by the TriCounty Chamber of Commerce in recognition of his advocacy efforts for fair and equitable school funding for all of the state's public school children.

Pace offers, "Folks looking to purchase homes in the Pottstown School District area will feel confident knowing their children will receive a quality education. Realtors know how important that knowledge is to families," he concludes.

The district, established in 1881 with a current enrollment of 3300 students and boasting over 20,000 graduates, names as its mission: "Prepare each student by name for success at every level."

About Richard A. Zuber Realty:

Richard A. Zuber Realty features a management style that offers training, professional development and support for all agents, freedom from a fee-based arrangement, flexibility offered through a trained and experienced office support staff, and opportunities to utilize assorted creative marketing services.

More than just a real estate company, Zuber Realty offers real estate specialties including seller and buyer brokerage for both residential and commercial real estate, property management, appraisal services, title services, and a full line of insurance services.

With a team of full-time real estate agents and a support staff dedicated to the real estate industry, Richard A. Zuber Realty is unsurpassed in service by any organization in the Tri-County Area. The firm's motto "We work for you!" underscores the company's dedication to full service from dedicated, experienced professional.

JAB
Insurance Brokers™

Stop accepting the status quo of your current insurance plan.

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

Our number one priority is YOU and YOUR needs!



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

484-366-1281

info@jabins.com • www.jabins.com

verrunlandscaping.com

1357 Farmington Ave. Pottstown PA

610.327.2622



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

Christmas Decor

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





THE PCTV NETWORK

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

NOW OFFERING:

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

Powered By: TellisVision

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

Ask SCORE

EIGHT WAYS TO MANAGE YOUR TIME AND MULTIPLE PROJECTS

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

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

We get so preoccupied while working on multiple tasks, that we usually tend to undervalue the importance of a to-do list. Although most things in the business world are highly unpredictable in nature, and things can change every second, developing a to-do list can help you clearly define your ideas, visualize your thoughts and work towards your ultimate goal.

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

2. Determine urgent VS. important

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

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

Also, don't try to avoid dealing with



CORE ELEMENTS

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

STEP 1 **SELECT YOUR SPACE**
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.

STEP 2 **CHOOSE YOUR COLOR STORY**
Professionally-designed, mix and match color schemes suit your space, your style and the another!

STEP 3 **HOW YOUR PRODUCTS**
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

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

CHES-MONT CARPET ONE FLOOR & HOME

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

610-495-6211
www.chesmontcarpetone.com
LIC# PA0081672

urgent problems because you want to run from an uncomfortable situation. For example, if one of your clients is complaining about your service because he has an issue with the application, you need to deal with the problem immediately and suggest a possible satisfying solution. You don't want to keep your client waiting as they will easily become upset and maybe even decide to stop using your services. These kinds of issues aren't going to solve themselves and will often eat at you. Then, you won't be able to concentrate on critical tasks.

3. Schedule time for interruptions

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

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

4. Create an email-free time of the day

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

5. Time-box your tasks

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

6. Upgrade your skillset

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

(Continued on page 54)

wolfrun landscapes

610-779-5717
wolfrunlandscapes.com

Your beautiful new landscape awaits. Call today!

Landscape design and installation using mostly native plants to help stabilize the loss of our biodiversity and sustain green naturalized areas.



- Natural lawn care services from new to renovation.
- Proper pruning and removal of trees and shrubs.
- Hardscapes - natural stone walls and walks, gravel paths, paver patios.
- Water gardens and ponds.

email: wolfrun@ptd.net
29 Klapperthal Road, Reading PA 19606

Want to reboot your HR?

We provide:

- Fractional HR support
- HR Outsourcing
- Merger & Acquisitions
- Organizational Development
- Project Support

You deserve to roll into a workplace you love.

SCHEDULE A FREE CONSULTATION TODAY.

workplacehermiontyllc.com



Training That Works!

Career Training for Adults



Career Training for Adults

Over 20 Short-Term Workforce-Ready Programs



CDL Training and Testing

PennDot Certified Testing Site

Classes start soon. Register today!



Technical Career Center
Continuing Education

1255 Sunnington Pike
Lansdale, PA 19446
215-855-3931
www.tcc.org

CAR SHOW **SATURDAY, APRIL 13, 2024**
11AM - 2PM

Food Trucks • Awards • Music

120 fee for each car registered.

NORTH MONTCO
ORIGINAL FOUNDER

No Registration on the event day of the Car Show. All vehicles must be pre-registered to qualify for awards.

STEVE LADNER PHOTOGRAPHY

Published in GQ, Harpers Bazaar, French Vogue,
I live and work in the Chester Springs area.

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












My sessions are fun and relaxed. I will coach you to feel good and look good. The result is a headshot or portrait that is authentic and engaging. And realtors will love the beautiful, high dynamic images that put the best possible light on their properties.

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




18th Century Restorations, Inc.

Our skilled craftsmen preserve and restore historic architecture including houses, barns and outbuildings. We welcome small projects, for example interior and exterior woodwork, plaster, masonry and pointing, as well as general contracting.



**PERIOD RESTORATION
PRESERVATION MAINTENANCE
CONSULTATION SERVICES**

18th Century Restorations, Inc. provides skilled restoration services to clients who exercise stewardship for historic properties. The primary business of our company is preservation and restoration, adaptive re-use of and sympathetic additions to structures built in the 18th and early 19th centuries.

3380 Coventryville Road, Pottstown, PA 19465 | 610.469.6649
info@18thcent.com | 18thcenturyrestoration.com

Ask SCORE

(Continued from page 53)

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

7. Invest in time management tools

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

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

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

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

8. Be realistic

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



Tony & Joe's
Landscaping Service




Our Services are Always in Season.

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

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

FREE ESTIMATE

MOSQUITOES RUINING YOUR OUTDOOR FUN?

MOSQUITOES GETTING BIT!



Poolside



Patio

**WE HAVE A SOLUTION.
GUARANTEED.**

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

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



PATRIOT PEST SOLUTIONS, LLC

Eliminating Pests is Our Patriotic Duty!



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

610.489.5136 | PatriotPestSolutions.net





PREMIER PAYROLL SERVICES

You have enough to think about.

Leave the payroll to us.

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



Payroll



Time & Attendance



HRIS



Benefits



Stress-free Payroll
& HR starts here.



Award winning software with local support from your neighbors in Royersford



610-917-2281



sales@premiernow.com

premiernow.com



290 Main Street
Royersford, PA 19468