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

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



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

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



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

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



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

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

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

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Will Omlor, Professional EOS Implementer

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WHAT IS EOS?

Provided by Will Omlor, Professional EOS Implementer® at EOS Worldwide

The Entrepreneurial Operating System (EOS) is designed to help owners, leaders, and managers of entrepreneurial companies address these common frustrations:

- Lack of control — over time, markets, or the company.
- People — who don't listen, understand, or follow through.
- Profit — there's not enough of it.
- Growth — they can't seem to break through to the next level.
- Nothing is working — multiple solutions have been tried and nothing seems to stick.

Who I Love to Work With

Business Type: Privately held businesses with 10-250 employees.

Industry: EOS is designed to work in a wide variety of industries including manufacturing, construction, technology, retail, food service, hospitality, marketing, and professional services.

Challenges: The leaders I typically work with are frustrated — by a lack of growth, ineffective people, and/or a lack of control. Many times, they feel like the business is running them, and they don't know how to fix it.

Leadership Mindset: I love to work with leadership teams that are open minded, respectful, appreciative, growth oriented. They're willing to be open, honest, and vulnerable in the pursuit of taking their company from good to great.



For more information contact:

Will Omlor

Professional

EOS Implementer®

at EOS Worldwide

(610) 425-2582

will.omlor@eosworldwide.com

or visit:

eosworldwide.com/will-omlor



THE EOS MODEL®

VISION: Strengthening this component means getting everyone in the organization 100% on the same page with where you're going and how you're going to get there.

PEOPLE: Simply put, we can't do it without great people. This means surrounding yourself with great people, top to bottom, because you can't achieve a great vision without a great team.

DATA: This means cutting through all the feelings, personalities, opinions, and egos and boiling your organization down to a handful of objective numbers that give you an absolute pulse on where things are.

With the Vision, People, and Data Components strong, you start to create a lucid, transparent, open and honest organization where everything becomes more visible and you start to "smoke out all the issues," which leads to...

ISSUES: Strengthening this component means becoming great at solving problems throughout the organization — setting them up, knocking them down, and making them go away forever.

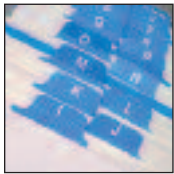
PROCESS: This is the secret ingredient in your organization. This means "systemizing" your business by identifying and documenting the core processes that define the way to run your business. You'll need to get everyone on the same page with what the essential procedural steps are, and then get everyone to follow them to create consistency and scalability in your organization.

Traction®: This means bringing discipline and accountability into the organization — becoming great at execution — taking the vision down to the ground and making it real.

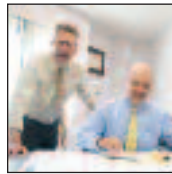


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Cover Story: *A member-owned not-for-profit, Visions Federal Credit Union is a champion for its community's success by fostering a strong local business network with simple and affordable banking solutions — a true partner for your business and your community!*



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



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Visions Federal Credit Union

Four Steps to Better Business Banking

Whether you're a startup or more established, there are lots of things to consider when it comes to business banking. Just like you wouldn't up and start a business on a whim, choosing your financial partner is one of the most important decisions you can make no matter your stage of growth.



So, just what are the key things to look into when choosing your financial partner? There are a few steps you can take to ensure you're getting the most out of your business banking so you can concentrate on what you do best.

Take a Look at the Fees

Let's do a quick financial health check. Get out your year-end bank account statement or tax returns and tally up the fees. You might be surprised.

This is one reason why the place you choose to bank matters. Fees can really pile up for a business, some of which may be unnecessary. For example, many credit unions don't have the pre-payment penalties on loans that you might find with banks. Some, like Visions Federal Credit Union, have no minimum balance requirements and no transaction fees on checking.

"It's always a good idea to get a second opinion," said Jacob Hughes, Visions Federal Credit Union Senior Member Business Loan Officer. "We do this all the time with our physical health, so why not our financial health? A second opinion might provide better rates, a better solution, and a more committed partner to reach your goals."

Plan Ahead

Business owners are naturally planners. Getting started requires a lot of thought about the sustainability of your business model and the steps you need to take to grow that business. Keep that business plan in mind and take the steps to protect its integrity.

"Too often people first come to us with an immediate need," Hughes said.

"I would recommend finding a financial partner you trust and start building relationships with them before you need them.

"If your growth plans are going to involve banking solutions and lending needs, start finding your partner early," he said.



Jacob Hughes,
Visions Federal
Credit Union
Senior Member
Business Loan
Officer (Reading,
Pennsylvania)



Especially in the case of startups, establishing business cash flow is essential. It demonstrates your ability to repay, giving lenders confidence when issuing the loans so essential to growth.

Find Someone You Work Well With

"There is lots of competition in the banking world, whether you're using big national banks, online banks, regional banks, or credit unions," Hughes said. "When you boil it down, the differentiator is the person or people you choose to work with."

"Find someone that you work well with, wants to get to know you and your business, will work to understand your big picture, and knows how to help you reach the many milestones to get you closer to that goal," he said. "You should feel comfortable."

What will make you comfortable? Probably someone who takes the time to understand your business, your industry, and your plans. So, really you should approach your search with the target being a partner, not simply a lender.

Learn the Financial Language

Just as you want someone who speaks your business language, you need a good translator who can discuss your banking in your terms.

"We know you work hard for your money and are an expert in your line of business," Hughes said. "We don't expect you to know everything about the banking world."

"We pride ourselves as a credit union and as a valued financial partner in being forthright with our information," he said. "We have an entire department structured around financial wellness and education, ensuring our communities understand personal finance and all the banking lingo you want to know more about."

So, when considering all the factors – the fees, the relationship, the planning, and the education – that lead to sound business banking, consider Visions as your true financial partner. Reach out to the Visions Business Team to get started with free advice for your business banking. Visit visionsfcu.org/business for more information.



Visions in the Community...

"I am delighted to share in the extraordinary partnership that has blossomed between Visions



and Albright College, particularly in fostering educational innovation in Reading and Berks County, Pennsylvania.

Visions has also been a steadfast supporter of

Albright College and Total Experience Learning at Albright College, playing a pivotal role in the growth of the Innovation Corridor of Northeast Reading. Their team's unwavering commitment to community development and educational opportunity echoes the vision and mission of Albright College. Together, we will transform the educational landscape, making significant strides in empowering our youth and nurturing a brighter future for our community as a whole."

– Jacquelyn S. Fetrow, Ph.D., President, Albright College



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Loans: Small and large businesses alike can take advantage of our experienced staff and great commercial lending products. We offer:

- Term loans, including equipment financing
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Money Market: With competitive dividends, easy access to your funds, no minimum balance or withdrawal amounts, and no transaction or monthly maintenance fees, Visions' Business Money Market account is the best option for convenient organizational savings.

Credit Cards: Automatic 1% cash back with your VISA® Business Cash Rewards card.

Merchant Credit Card Processing: With Visions' merchant services options in partnership with Elavon, your business will be able to capitalize on existing customers and attract new ones quickly, securely, and cost-effectively – all at highly competitive rates.

Financial Planning: Your money should work as hard as you do. Visions' team of licensed financial consultants can put together an investment or retirement plan that best suits you and your business' needs.

Business Insurance Plans: Let Visions match you with the right insurance plans to keep your business running worry-free.

Visit visionsfcu.org/business for more information.

*Visions membership requires \$1 minimum deposit; certain restrictions apply, ask for details. Loan applications and approvals subject to standard credit criteria. Equal Housing Lender. Federally insured by NCUA.

FOCUS ON POTTSTOWN REVITALIZATION

Pottstown's Economic Development 501c3 Connects Small Businesses to Grant Dollars provided by Univest Bank and Trust Co.

Pottstown Area Economic Development (PAED) was pleased to offer a competitive microgrant opportunity for small businesses in March 2024. These grants were presented and administered by PAED with funding provided by Univest Bank and Trust Co. l. Applicants were to be located within the 5.5 sq. miles of the Borough of Pottstown as sole proprietors, partnerships, LLP, LLC, or corporations, with no more than 5 employees, in addition to other criteria. PAED's efforts to search for, apply for, and earn grant funding dollars is a continuous process throughout the year, with the sole purpose of making meaningful impact, albeit small or large, on the economic vitality of Pottstown.

"PAED is keenly aware of the importance of Pottstown's small businesses to the economic revitalization efforts for the Borough," said PAED's Executive Director, Peggy Lee-Clark. "We are grateful to Univest for this opportunity which will assist these businesses in some of the challenges they face. As a 501c3 we are dependent on the generosity of funders like Univest to help the business community."



Univest's commitment to philanthropy includes providing financial donations to support community and economic development. This created an opportunity for PAED to reach out and tell Pottstown's small business story, recovering in a post-pandemic, post-industrial-age revitalization environment.

"Small businesses are at the heart of every community, and, at Univest, we have the privilege of working with local business owners every day, said Betsy Roush, Vice President, Community Relations for Univest. "It has been truly inspiring to see how they have persevered through unprecedented challenges in recent years. We were grateful for the opportunity to team up with PAED to offer these



microgrants and help business owners in Pottstown address their unique needs."

The award process was designed to be equitable and unbiased. The applications were redacted to be anonymous and then evaluated by an independent panel. The nine recipient businesses were: DJ Nails, Grumpy's Sandwiches, High Street Music, Juan Carlos Mexican Bar & Grill, Laurel and Lace Floral, Philadelphia Granite, Once Upon a Time Consignment, Three

Daughters Inn, and Welcome to the Avenue.

PAED hosted a meet and greet session when presenting the \$500 checks, where the receiving businesses shared with Univest representatives their individual stories and plans for the funds. From purchasing equipment to expanding marketing to operating expenses, each business had its own unique circumstance, yet all shared a common theme, apprecia-

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tion for PAED and Univest extending opportunities like this to the Small Business Community, and remaining steadfast, focused, and resilient, regardless of obstacles they may face as entrepreneurs.

"It is a day-by-day process as a small business owner," said Ron Garza, owner, Juan Carlos Mexican Bar & Grill. "Even after fourteen years, I often hear, 'Oh, Ron, you must enjoy great success after all these years'... and yes, it is great to say I have been in business 14 years, but you don't just sit back and say, oh the work is done... Whether it is marketing, or your operation or your staff, every day you must keep focused on the business. We are so grateful for opportunities like this for the small business community."

PAED continues its important work to identify funding opportunities that will have substantial economic impact for the Borough, attracting, retaining, and growing the business of tomorrow.

Pottstown Area Economic Development (PAED) provides services to businesses and organizations seeking to invest, expand or relocate including assistance with site selection, commercial and industrial real estate development, access to resources and workforce development.



PAED's efforts stimulate investment, which helps maintain and enhance the tax base, retain, and create job opportunities, and restore, utilize, or remove under-utilized buildings.

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



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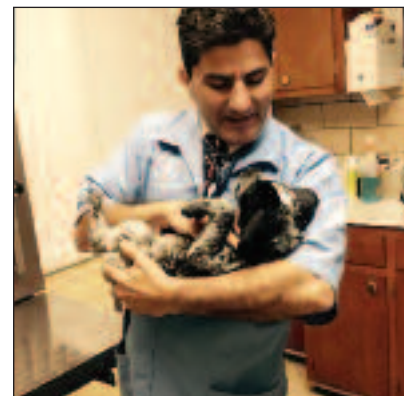
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Sanatoga Animal Hospital, LLC

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.

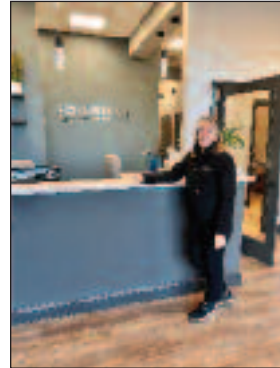
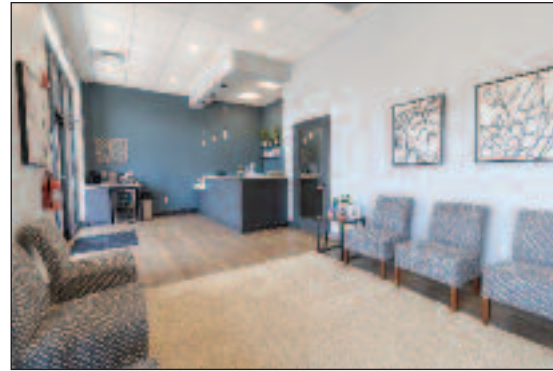
Sanatoga Animal Hospital has been voted multiple times as The Best Animal Hospital in *Mercury's Readers Choice*. Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupons please visit www.sanatogavet.com.

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Serenity Dental Spa is a state-of-the-art facility that is not just a dental office; it's a holistic experience that caters to both your dental health and aesthetic desires. Specializing in general dentistry, facial aesthetics, and micro-needling, Serenity Dental Spa offers a unique blend of services that prioritize patient comfort and comprehensive care. The practice offers a full range of general dentistry services, from routine cleanings to more complex procedures. Beauty and confidence can sometimes extend beyond the smile, which is why we also provide facial esthetic services to enhance your natural features. These minimally invasive procedures are performed with a delicate touch, aligning with the spa's philosophy of gentle care. Whether you're looking to maintain your dental health, enhance your facial features with botox and filler, or rejuvenate your skin, Serenity Dental Spa is your sanctuary for all things beauty and wellness.

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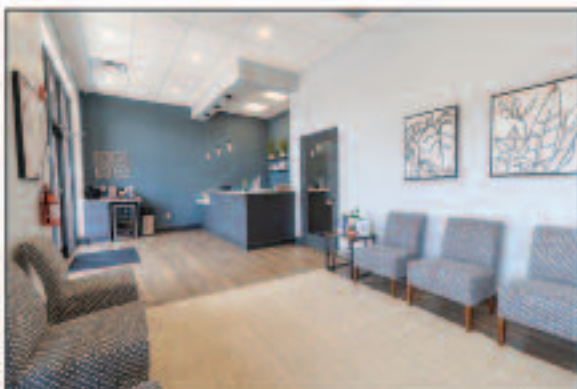
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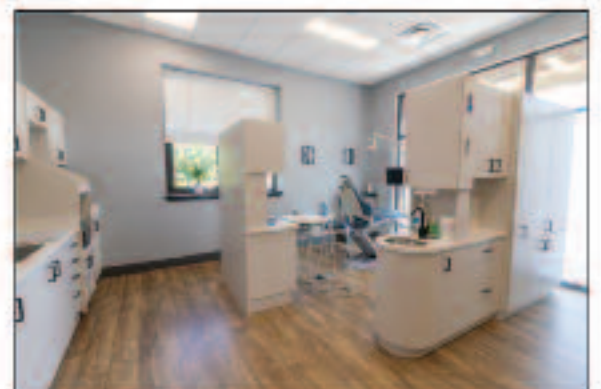
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The Importance of HIPAA and HITECH Compliance: Safeguarding Patient Data

In the ever-evolving landscape of health-care, protecting patient information is paramount. The Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health Act (HITECH) play pivotal roles in ensuring the security, privacy, and integrity of sensitive health data. Let's delve into what these regulations entail, why they matter, and why it is important to have a trusted tech partner like STCNtech at your side to help keep you secure and compliant.

Understanding HIPAA and HITECH

HIPAA and HITECH: A Dynamic Duo: Enacted in 1996, HIPAA focuses on safeguarding patient privacy and the security of health information. It promotes health insurance portability and ensures that patients can access their medical records. The HITECH Act, introduced in 2009, enhances HIPAA enforcement. It encourages the adoption of electronic health records (EHRs) and imposes stricter penalties for non-compliance.

The Relationship Between HIPAA and HITECH: HITECH builds upon HIPAA by emphasizing the adoption of EHRs and meaningful use of health information technology. Both regulations address privacy, security, and breach notification.

Why Compliance Matters

- **Patient Trust:** Compliance ensures patients that their sensitive data is handled with care.
- **Legal Obligations:** Violations can lead to hefty fines and legal consequences.
- **Reputation:** Non-compliance tarnishes an organization's reputation.

The Role of Technology Partners in Compliance and Security

- **Risk Assessment:** Companies like STCNtech conduct regular risk assessments to identify vulnerabilities and address them promptly.
- **Physical Security Assessments:** With HIPAA and HITECH, many offices forget that who has physical access to office spaces matters. What do your cameras capture? Do your doors know who comes in and out and when?
- **Data Protection and Breach Prevention:** Our tools keep your data safe, secured, encrypted, and always backed up. They can stop bad actors from seeing what isn't theirs to see.
- **Security Frameworks:** Implementing a structured security framework creates a fortress of data protection that keeps your patient data safe, secure, and always accessible to those who need it, when they need it most!

The TechSperts at STCNtech: Your Compliance Partner

If you have not had your office assess for HIPAA and HITECH compliance in the past 5 years, it is time. Lean on the expertise and experience of the TechSperts at STCNtech. We have professionals who specialize in regulatory compliance. We can tailored solutions that meet your needs, educate your staff on the workflows that will keep your office moving forward in an efficient way, and make sure that if something were to happen, that you have a partner who will be there for you.

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FOCUS ON POTTSTOWN REVITALIZATION

Promisland Murals

Carrie Kingsbury, has been a full-time mural painter since 1999, when she started Promiseland Murals. She has many large commercial, community, public school and residential projects in her portfolio such as PF Chang's in Lancaster, PA, World Of Beer & MOD Pizza in Exton, PA, Children's Hospital Of Philadelphia & St. Christopher's Hospital for Children in Philadelphia, Julius Silver's & Davita's corporate headquarters, several restaurants, Philadelphia Premium Outlets, Reading Railroad Museum, multiple historical murals in Berwyn, Malvern, & Hamburg, PA, and many fine homes on the east coast.



Carrie has traveled as far as California, Romania, and India to paint. In 2009, her work was displayed as part of the television show *Extreme Home Makeover* (Berks edition), Carrie was involved in many Designing for Hope projects involving murals and painted a backdrop for Quaker City String Band for the Mummers. You can view her most recent work at the Philadelphia Premium Outlets.

Carrie currently works out of her mural studio located in Stowe Pa. Call for a free quote at 484.919.3414.

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Richard McLaughlin, MD, MBA, Named Chief Executive Officer of Phoenixville Hospital and Pottstown Hospital

Tower Health announced that longtime employee Richard McLaughlin, MD, MBA has been appointed President and Chief Executive Officer of Phoenixville Hospital and Pottstown Hospital.

"I am excited to be stepping into the role of President and CEO," says Dr. McLaughlin. "I look forward to working with these two hospital staffs to achieve our vision and strategy for each hospital. We have the people, passion, and commitment to become even stronger in this competitive market, and I am confident we will continue to lead the way in advancing health-care for our patients while delivering an excellent patient experience."

Dr. McLaughlin will be responsible for the strategic, operational, and financial performance for both Phoenixville Hospital and Pottstown Hospital. He will chart a strategy for these two hospitals' next chapter, and he will oversee all critical strategic, operational, and business-building areas.

"Dr. McLaughlin has a proven reputation as a strong healthcare leader who will lead an exciting course for Phoenixville and Pottstown Hospitals," Michael Stern, Chief Operating Officer, Tower Health, said. "We are certain he will guide these two hospitals to further success in our mission to provide compassionate patient care through unrivaled quality and outreach in the many communities we serve."

Dr. McLaughlin started at Pottstown Hospital in 1999 as an attending Emergency Medicine physician, and, in 2005, he took on the role of Chairman and Medical Director of Emergency Medicine. In 2015, he became the Chief Medical Officer at Pottstown Hospital and promoted to Chief Medical Officer of both Pottstown and Phoenixville Hospitals in 2022. Additionally, from 2007 to 2019, Dr. McLaughlin was President and



CEO of Tri-County Emergency Physicians.

Dr. McLaughlin graduated cum laude from Jefferson Medical College of Thomas Jefferson University, where he received his Doctor of Medicine, and he completed his Residency in Emergency Medicine at Thomas Jefferson University Hospital. He also holds an MBA from the University of Massachusetts. Dr. McLaughlin and his family have lived in Phoenixville for more than 25 years.

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

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

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Physicians Care Surgical Hospital (PCSH) reflects both who we are and what we do. PCSH was established by a dedicated group of area physicians, seeking a better way to serve their patients. When the facility opened its doors in October 2010, the mission was to provide specialized surgical procedures in a high-quality, patient-focused environment that was both comforting and accommodating. PCSH was designed from the ground up with patient experience as our focus. PCSH has been recognized by Healthgrades® for the past 11 years, receiving the Outstanding Patient Experience Award™ 2014-2024. Our mission is to serve everyone by understanding our patients' special needs and expectations. This allows us to then provide a safe, efficient, and quality hospital environment for their surgery and after care.



Physician Care Surgical Hospital is committed to raising the quality of health-care in our community. With this commitment PCSH has made a sustained effort to advocate for our patients, to act with fiscal responsibility and to use our resources in initiatives that promote the best interests of all patients and the greater good of the community that we serve. PCSH specialties include Orthopedic Surgery, including robotic knee replacement, General Surgery, Gynecology, Ophthalmology, and Otolaryngology (ENT). PCSH was recognized by Healthgrades® as a Five-Star Recipient for Total Knee Replacement in 2024.

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



At PCSH we emphasize teamwork in our approach to patient care. We acknowledge and value the critical importance of each staff member's contributions in the context of our team approach to patient care. We treat all our patients with dignity and a deep sense of respect to create a warm, comfortable, and caring environment.

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

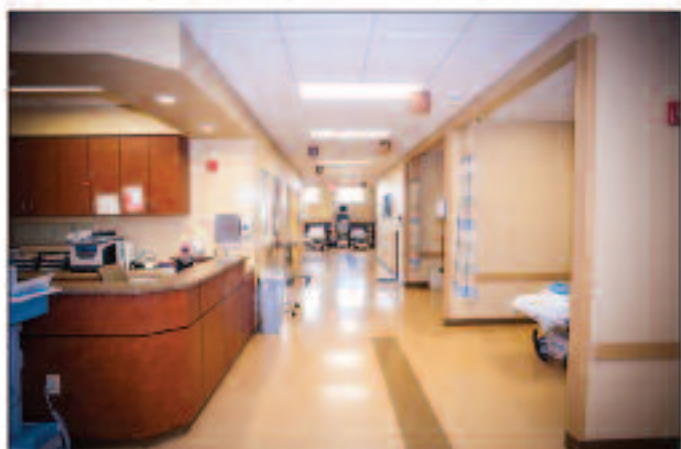


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IT'S ALL ABOUT THE ASK



SOCIAL MEDIA TIPS

By Theresa Mintzer

People buy from businesses that they know, like, and trust. One way to increase your trust factor is through reviews and recommendations. Customers can recommend your business to others and leave comments about it.

If you don't have a review tab on your Facebook Page, go to Settings then Page Details. Next look at the categories and scroll down to turn on review. Once you have confirmed that your review tab is visible, it's time to ask for some reviews. Google Business Profile Manager has a shareable link you can send to customers. Under your profile on LinkedIn, you can ask for a recommendation.

Don't be afraid to be direct about asking for reviews. When you send a follow-up email to a customer, include a link to your

Facebook review page and ask for a recommendation. The easier you make it, the more likely someone will leave you a review. How many times have you been in a business where they have handed you a receipt with the survey?

When customers tell you how much they loved your product or service, you can respond by asking them to recommend you on Facebook or Google. Not everyone will and that's okay. However, there is a good chance that they had not thought about it. Turn that review into a social media post to spread the word.

Reviews can really benefit your business. It would be amazing if every satisfied customer sent you a glowing review after interacted with your business. That is not always going to happen so don't forget to ask.

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

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During the month of May, we are celebrating Better Hearing and Speech. We invite you to discover the difference our services can make in your life or the life of a loved one. We are offering a 20-minute complimentary consultation with one of our speech pathologists or audiologists to discuss your communica-

tion concerns. Through education, advocacy, and quality care, we strive to promote awareness and understanding of speech and hearing disorders. Contact Premiere Speech and Hearing today to schedule a consultation and take the first step towards improved communication and overall well-being.

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SUMMER FITNESS TIPS FOR BUSY BUSINESS OWNERS

Provided by GYMGUYZ
Main Line & Montgomery County

As business owners, we understand the challenges of balancing a hectic schedule with maintaining a healthy lifestyle. With summer around the corner, now is the perfect time to prioritize your fitness goals. Here are some tips from GYMGUYZ to help you get in shape for the summer season:

1. Schedule Your Workouts: Just like you schedule important business meetings, block off time in your calendar for your workouts. Consistency is key, so aim for at least 30 minutes of exercise most days of the week.

2. Utilize Short, Effective Workouts: You don't need to spend hours in the gym to see results. High-intensity interval training (HIIT) can provide a great workout in a short amount of time, boosting your metabolism and burning calories.

3. Incorporate Movement into Your Workday: Take short breaks to stretch or go for a walk. Consider a standing desk or have walking meetings. Small changes can add up to a more active lifestyle.

4. Focus on Nutrition: A healthy diet supports your fitness goals and boosts your energy levels. Plan your meals, keep healthy snacks on hand, and stay hydrated.

5. Set Realistic Goals: Set achievable fitness goals that align with your busy lifestyle. Celebrate your progress along the way to stay motivated.

At GYMGUYZ Main Line & Montgomery County, we specialize in bringing personalized fitness solutions to busy professionals. Our certified trainers can create a customized plan to help you achieve your summer body goals, whether at your home, office, or virtually. Let us help you make fitness a seamless part of your busy life!



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IS BLOGGING STILL EFFECTIVE IN 2024?



MARKETING TIPS

By Julie Huff,
Copywriter,
beMarketing

The short answer is yes. The long answer is still yes – but with more caveats. Blogging is still a powerful tool for businesses in 2024, so long as you aren't just posting for the sake of posting. Forget short, generic content. Today's writers need to create quality content that provides real value to readers. The new rule for success is *quality over quantity*.

Why Long-Form Content?

Long-form content is gaining popularity for the same reason everything does online – the algorithm. As these programs get more advanced and change, the content strategy your company develops has to change with it. Long-form often finds a foothold because of what it provides for readers:

Expertise: Establish yourself as a thought leader by delving deep into industry topics.

Value: Provide actionable insights and solutions to your audience's problems.

Engagement: In-depth content keeps readers engaged longer, fostering stronger brand connections.

Quality Over Quantity

Length, however, is just one piece of the puzzle. Your content must also be valuable for readers and resonate with your audience.

Know Your Audience: Tailor content to your audience. There's no reason to use professional language if you're speaking to teens, but homeowners will appreciate it.

Problem-Solving Focus: Identify, address, and solve your audience's pain points.

Stories Matter: Stories automatically resonate with people. Weave stories and case studies to illustrate your points.

Readability Matters: Use subheadings, bullet points, and clear formatting for a user-friendly experience.

Shifting Focus for Blogs in 2024

Blogging is still a powerful marketing tool in 2024, but the focus has shifted. By prioritizing long-form, valuable content, you can use your blog to establish thought leadership, attract new customers, and drive traffic and growth.

Ready to unlock your blog's potential? Reach out to beMarketing. Our content creators draft engaging blog posts that resonate with your audience, provide relevant value to readers, and deliver measurable results. Contact us at 484.246.8504 and let's discuss your SEO strategy.

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Ask SCORE

BORROWING FROM FRIENDS OR FAMILY REQUIRES WISE MANAGEMENT

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

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

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

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

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

you plan to repay. And be clear about repayment terms.

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

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

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

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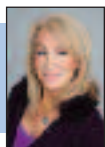


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– Lauren Williams, SPHR, CEO, Workplace Harmony



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PHOTO BY DONNA BRIDSEL

Kevin York Head Shots

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."

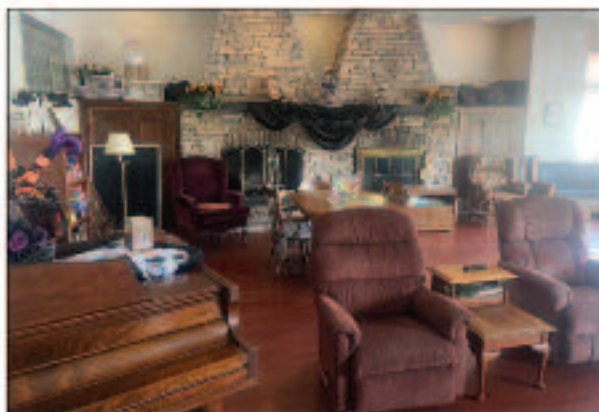
York says his strong suit is making a connection with a client to help them feel comfortable and capture the best image possible. He uses facial expression coaching to help create authentic, approachable and confident high-end headshots. "So many people tell me they hate their headshot. It's not you.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

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JOSEPH K. KOURY, ESQUIRE NAMED A PRINCIPAL OF O'DONNELL, WEISS & MATTEI, P.C.

The law firm of O'Donnell, Weiss & Mattei, P.C. recently announced that Joseph K. Koury, Esquire has been named a Principal of the firm effective July 1, 2023.

Attorney Koury joined OWM's Business Department in 2007. He received his undergraduate degree from Dickinson College with a Bachelor of Arts in English, and his Law Degree from Widener University School of Law in Delaware. Mr. Koury also received his L.L.M. in Taxation from Villanova University School of Law. He was admitted to the Pennsylvania Bar in 2002.

As Co-Chair of OWM Law's Business Law Practice Group he advises a broad spectrum of corporate clients and businesses in a variety of matters, including mergers and acquisitions, joint ventures, affiliations, and tax structures. He also practices in commercial and residential real estate, and he possesses experience in commercial litigation. Joe is extremely responsive, with excellent communication skills. He enjoys working as part of a team. Mr. Koury works out of the firm's Phoenixville office located at 347 Bridge Street, Phoenixville, however, as with all of OWM's attorneys, Joe is available to see clients in both offices as needed.

Attorney Koury lives with his wife and family in northern Chester County. In addition to his law practice, he is very involved in his



community as a member of the Phoenixville Library Board of Trustees and as Solicitor for the TriCounty Area Chamber of Commerce.

O'Donnell, Weiss & Mattei, P.C. has been serving the Tri-County area for more than 60 years. In addition to the Pottstown office which has been operating since 1955, the firm established its Phoenixville office in 2006. The firm currently has 14 attorneys who work in client service teams which focus in five central practice areas: Elder Law/Estate Administration/Estate Planning /Special Needs Planning, Business Planning/Banking, Family Law/Divorce/Custody, Accidents/Criminal/DUI/Personal Injury, and Real Estate/Title/Land Use. In addition, several OWM attorneys, including Attorney Koury, are also licensed title agents who regularly conduct residential and commercial real estate settlements.

Attorney Koury is a tremendous asset to the Firm, and very enthusiastic about his commitment to the future of OWM. We look forward to his continued growth and participation in management of the practice.

OWM's Phoenixville Office is located at 347 Bridge St., Suite 200, Phoenixville, PA 19460; 610.917.9347. The Firm's Pottstown Office is located at 41 E. High St., Pottstown, PA 19464; 610.323.2800.



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BEING ENVIRONMENTALLY FRIENDLY IS BOTH EASY AND COST-EFFECTIVE

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

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

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

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

documents without the need for making printed copies.

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

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

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

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BUSINESS SPOTLIGHT

This feature article is part of the Greater Reading Chamber Alliance's Innovation and Community initiative, with creative direction by Bell Media Group and portrait photography by Lauren Little. Dive into the story of how MG Architects helped shape Reading's past, present and future—one brick at a time.



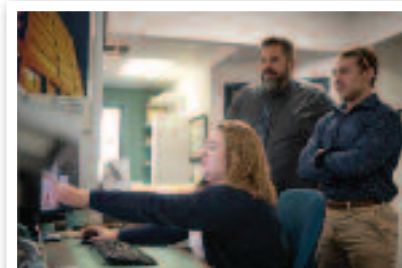
The city's charm is a testament not just to its rich and vibrant history, but to masterpieces crafted by MG Architects—an architectural firm with more than a century of work in and around Reading, Pa.



The Story Behind MG Architects

In the vibrant tapestry of Berks County's history, one name stands out: Frederick Augustus Muhlenberg. Born in Reading, Pennsylvania, on Sept. 25, 1887, he was a man of many dimensions—architect, community servant, political figure, and military hero. His legacy, marked by valor in World War I and a profound impact on his hometown, laid the foundation for what would become Muhlenberg Greene Architects, Ltd.

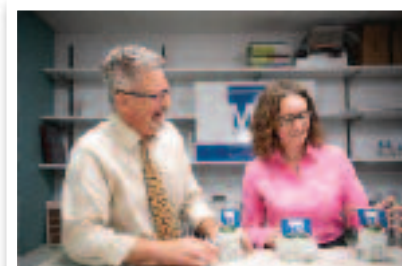
Beneath the history, the technology and the innovation at MG Architects lies a genuine passion for community service. By actively engaging with various local organizations and associations, the firm aims to create a positive ripple effect that goes



“beyond the blueprints.” This emphasis on maintaining partnerships and nurturing relationships puts resources, opportunities, and care back into the community—something that MG Architects has been passionate about since day one. “We’re part of the fabric of the neighborhood, so it’s important that we understand our fellow organizations’ needs and issues,” says Bob Conklin, AIA, Vice President, and Principal. “Not just from an architectural standpoint, but from a community standpoint. These are our neighbors, and they’re our friends.”

Spotlight on Preserving the Past While Imagining the Future

Adaptive reuse refers to the process of reusing an existing building for a purpose other than which it was originally built or designed. But for MG Architects, it’s more than just a process; it’s a passion. Seeing the city’s existing fabric as a canvas for creativity, MG Architects excels at seamlessly blending the old with the new. Collaborating with both private investors and public administrations, it specializes in



PORTRAIT PHOTOGRAPHY BY LAUREN LITTLE PHOTOGRAPHY



projects that involve transforming spaces with rich histories.

Despite boasting more than 100 years of history and experience, MG Architects' approach is far from old-fashioned. The firm has integrated cutting-edge technology into its design process, creating exceptional experiences that captivate its clients. One of the standout features MG Architects has developed is a mesmerizing 3D tour. The firm employs advanced rendering techniques that go beyond mere static images, creating a dynamic and immersive experience for viewers. "The 3D tour feels as if the project has already been brought to life," Jim Sarro, AIA, Principal says. "And we've even developed an ability to showcase day-to-night transitions in the renderings that allow the clients to envision what the building will look like, not just during the day, but also at night and during different weather scenarios."

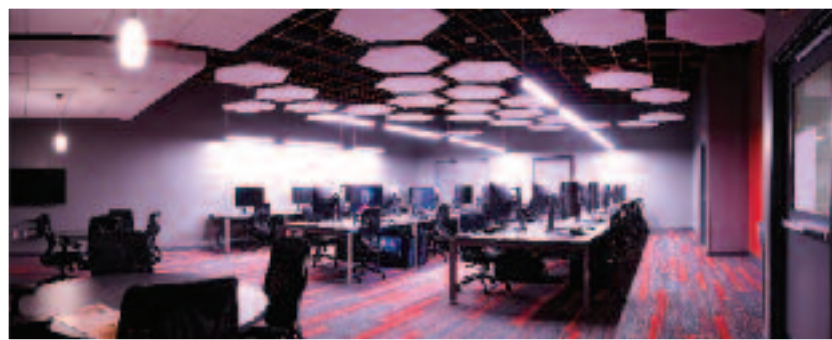
This technology isn't just for show; it serves a practical purpose in architectural design and engineering. 3D renderings aid in visualizing and identifying potential issues, such as misplaced beams or HVAC ducts, ensuring a smoother design and construction process.

Innovation on the Horizon

In the coming months, MG Architects has some exciting new developments on the horizon—most notably, a move from an office complex to a dedicated new home. Legend has it that Mr. Muhlenberg would "move into" an office inside whatever project he was currently working on. In alignment with its philosophy of adaptive reuse, MG Architects are now turning its creative talents inward to transform a former orthodontics office into a beautifully designed, state-of-the-art building. But no matter where MG Architects goes next, the spirit of its founders and the innovation of its leaders will forever live in the bricks and the mortar of Reading, Pa.

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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

EMOTIONAL INTELLIGENCE IN THE WORKPLACE - SPRING 2024

4 weeks on Wednesday: May 1, 8, 15, 22
Time: 9 a.m. - noon
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$695/person for GRCA Members
\$845/person for Future Chamber Members
Training is WEDnet eligible
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11671>

LUNCH&LEARN: FOCUS ON FIRST IMPRESSIONS - (MAY 2024)

Wednesday May 1, 2024
12:00 PM - 1:30 PM EDT
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$25 /member (member exclusive)
Contact: Katie Johnsen 610-898-7779
kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11605>

CAVAS EXPRESSIONS AESTHETIC BEAUTY SPA RIBBON CUTTING EVENT

Wednesday May 1, 2024
5:00 PM - 7:00 PM EDT, cutting at 5:30
3609 Pottsville Pike, Reading, PA
Contact: Kitty Cavas kitycavas@gmail.com

ENVIRONMENTAL HEALTH & SAFETY ROUNDTABLE 2024

Feb. 22, May 2, Aug. 29, and Nov. 7 from Noon to 1:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$295/person for Chamber Members for All sessions. *
\$360/person for Future Chamber Members for All sessions. *
Lunch included.
*After first session, future sessions will be prorated.
Contact: Keith Stamm, 610-898-7776
kstamm@greaterreading.org

REGIONAL BUSINESS WOMEN'S NETWORKING MIXER (LANCASTER, YORK & HARRISBURG)

Tuesday May 7, 2024
5:00 PM - 7:00 PM EDT
John Wright Restaurant
234 N Front Street Wrightsville PA 17368
\$35 per person / W2W Member Exclusive Event
Limited amount of tickets available - please register max of 2 per company
Contact: Katie Johnsen 610-898-7779
kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11585>

LEADERCAST GHOAT (GREATEST HABITS OF ALL TIME)

Wednesday May 8, 2024
8:30 AM - 4:00 PM EDT
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$110/person for GRCA Members
\$120/person for Future Chamber Members
Lunch included.
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11626>

NON-PROFIT ROUNDTABLE #2: GRANT WRITING ESSENTIALS

Thursday May 9, 2024
9:00 AM - 10:30 AM EDT
Center for Business Excellence
49 Commerce Drive
Wyomissing, PA 19610
Free for GRCA Member Non-profit Organizations
\$25 / Association of Fundraising Professionals
Berks County Members (Contact Anna Lisa to register)
\$50 / Future GRCA Member Nonprofit Organizations
Contact Information
Jackie Stiles jstiles@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11672>

NEW MEMBER MIXER - MAY 2024

Tuesday May 14, 2024
4:30 PM - 6:00 PM EDT
New Location: GRCA
606 Court Street, downtown Reading
Free to GRCA members
Contact: Katie Johnsen 610-898-7779
kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11611>

ESSENTIALS OF EFFECTIVE LEADERSHIP - SPRING 2024

Dates: Five weeks on Wednesdays, May 15, 22, 29, June 5, 12
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$695/person for Chamber Members;
\$895/person for Future Chamber Members
Contact: Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org
register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11667>

WOMEN2WOMEN - BUILDING A GROWTH MINDSET - MAY 2024

Thursday May 16, 2024
8:30 AM - 10:00 AM EDT
GoggleWorks Center for the Arts
201 Washington St, Reading, PA 19601
**Parking & Entrance details: Please park in the lot behind the GoggleWorks and walk to the front of the building due to the construction of its new ART PARK! You can also park in the IMAX theater garage, but payment will be due at time of leaving.
\$35 / GRCA Member, \$45 / Future GRCA Member
Contact: Katie Johnsen 610-898-7779
kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11597>

SALES METHODS & MASTERY TRAINING PROGRAM THURSDAY AND FRIDAY

Thursday and Friday, May 16 & 17
Time: 8:30 a.m. - 4:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$795/person for GRCA Members
\$995/person for Not-Yet Chamber Members
\$695 Early Bird registration by April 26 (Chamber Members)
\$795 Early Bird registration by April 26 (Not-Yet Chamber Members)
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11700>

STATE LEGISLATOR BREAKFAST - 2024

Friday May 17, 2024
7:30 AM - 9:30 AM EDT
Albright College, South Lounge Fireside
1621 N. 13th St., Reading
\$40 / GRCA Members
\$60 / Future GRCA Members
*parking is complimentary
Contact: Katie Johnsen 610-898-7779
kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11713>

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

6 weeks on Wednesdays: May 22, 29, June 5, 12, 19, and 26
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/11691>

111TH GRCA ANNUAL DINNER

Wednesday May 22, 2024
5:00 PM - 7:30 PM EDT
Santander Arena
700 Penn Street Reading PA 19602
\$165 / GRCA Member (Purchasing 10? Consider a table sponsorship!)
\$185 / Future GRCA Member
\$50 / Arena Seat (Speaker Only)
**If Sold Out - Arena seats are still available!
Cancellations 5 business days prior
GRCA policy does not allow active campaigning or distribution of campaign materials at its event. No solicitation. Photos are taken at events and may be used on social media and in future advertising; by attending you are consenting to the use of your photo.
Contact: Katie Johnsen, Events Coordinator
610-898-7779
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11623>

THE CHERRY ON TOP RIBBON CUTTING & SEASON OPENING EVENT

Friday May 24, 2024
5:00 PM - 9:00 PM EDT, Cutting at 5
25 Shelbourne Rd, Reading, PA 19606
<https://www.facebook.com/TheCherryonTopPA>
Contact: Ann Marie
thecherryontoppa@gmail.com

GRCA SCORES BRIAN WESTBROOK AS ANNUAL DINNER KEYNOTE SPEAKER



It's time to rush to get tickets to the Annual Dinner! Join the Greater Reading Chamber Alliance (GRCA) as it welcomes Brian Westbrook, former Philadelphia Eagles All-Pro running back and entrepreneur, as its keynote speaker. Westbrook will present "From Gridiron to Greatness: A Playbook for Perseverance, Goal Setting and Teamwork," which will detail his success both on and off the field.

Westbrook, whom the Eagles drafted in the third round, led the Birds to six playoff appearances and four NFC Championships. He was inducted into the Eagles Hall of Fame in 2015. Since his NFL retirement, he has focused on entrepreneurship and philanthropy. He founded the Brian Westbrook Foundation, which serves underprivileged youth and teaches them financial knowledge and leadership skills.

The Annual Dinner will honor and celebrate the remarkable businesses of Greater Reading through its Business Excellence Awards in Category 1 and Category 2 from 5 p.m. to 7:30 p.m. on Wednesday, May 22, at Santander Arena, 700 Penn St., Reading.

Upgrades to the event will include complimentary wine at each table, champagne greeting and unique photo opportunities. For those with VIP tickets, the night will include a meet and greet plus photos with Westbrook.

Don't miss this exclusive opportunity to network, entertain guests and clients and applaud the accomplishments of the area's top-growth businesses. This event is open to the public and promises to be an unforgettable evening.

ADDITIONAL INFORMATION

Registration required: \$165 for members, \$185 for future members, \$50 for an arena seat, which only includes the keynote address. Register at greaterreading.org. Media is invited to attend free of charge; RSVP with Leah.

SPONSORSHIPS AVAILABLE: The event's title sponsor is Wells Fargo. Sponsorships are available by contacting Katie Johnsen, Events Coordinator, at kjohnsen@greaterreading.org or 610-898-7779. Deadline is May 8, 2024.

EDITORS/PRODUCERS: Please consider covering the event with a reporter and photographer/videographer. Contact Leah Fassnacht, lfassnacht@GreaterReading.org or 610.898.7780 if you plan to attend or if you have any questions.



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

Recognizing 2024 Annual Dinner Award Winners



By Eileen Dautrich,
TCACC President

At the 2024 Annual Dinner, the "Be in the room" event, we participated in great networking – building strong business relationships, we had a great dinner, we heard from a great speaker, and we took the opportunity to acknowledge the dedication of three individuals whose contributions to the TriCounty Area Chamber of Commerce are vital to our success.

This year's Ambassador of the Year is **Joe Rusiewicz**, Executive Director of the Foundation for Pottstown Education. Joe first became involved in the Chamber in 1999. He returned to being involved with our organization when he came into his current role in 2016.

When he returned, he made getting involved with the Chamber again a priority and jumped right in. He serves as an Ambassador and is a co-chair for our Ambassador group. Our Ambassadors are an extension of our team, advocating for the organization, supporting our team whenever possible, and engaging with all Members, with a focus on new members, but helping all to use their Memberships and take advantage of the variety of options available for building relationships and gaining exposure for their companies. Joe attends our membership breakfasts and while there he makes it a priority to engage with Members, making everyone feel part of the TriCounty Chamber Community. Our ribbon cuttings cut into our

Ambassadors' time and workday, but Joe makes every effort to join our team at as many as he can to help us in celebrating a new business but just as important for Joe is building a relationship with that business and making sure they feel welcomed to the region. Joe also attends most events, as he can, even if Ambassadors are not called on specifically to continue his role of connecting Members to the organization and to each other.



This year's Chamber Champion is **George Yanoshik**, Community Relations for Patient First.

A few years ago, the Chamber team decided that they wanted to start presenting an award to a person or Chamber Member company that has been a true champion for the Chamber, consistently stating and showing their support of our team and the organization.

This year's Chamber Champion just celebrated his 10 year anniversary with his company, and he has been involved with the TriCounty Chamber for those 10 years. He is always positive – sharing complimentary and supportive words about the team and to the team constantly making them feel appreciated and that they are the 'best.team.ever.' George thinks of us often and we have the testimonial to prove it, sharing his story with others and sharing his experiences with other organizations with us, helping us always to improve our organization but also letting us know how well we already do!

We cannot do what we do alone!

The Annual Dinner is during National

Volunteer Week, and we consider all volunteers of our Chamber vital to our success. Our volunteers contribute to our Membership and the community seeing our organization as providing value, well-respected, and an organization that is vital to the success of the business community.

Megan La Rosa, Assistant Vice President for



Tompkins was presented with our 2024 Volunteer of the Year Award. Our 2024 recipient is the first person that came to mind for our team when selecting the person that reflects the previous statement.

She jumped right in to as many things as possible when she joined the team at Tompkins. She became a primary contact and representative of the company in all things TriCounty Chamber. Megan served as a Celebrity Bartender in 2023 for the first year of the event, representing the TriCounty Chamber Young Professionals program. Megan has also been a tremendous asset to our Young Professionals Committee and has been a Member of that committee since the Chamber relaunched the program in 2022.

Megan is also a graduate of the Leadership TriCounty program and as an active alum is a cheerleader for the program. Finally, Megan also serves as an Ambassador for the Chamber. We are grateful for her dedication to being an extension of our team.

When we need assistance with something – we will reach out to Megan to help us out and we know we can depend on her to be there to support the TriCounty Chamber!

WELCOME NEW MEMBERS!

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

First Generation
Sound Productions LLC
(215) 776-0754

<http://www.fgsproductions.com/>
Entertainment, Amusement and Entertainment

Habitat for Humanity of Montgomery and Delaware Counties
(610) 633-0104

<http://www.habitatmontdelco.org/>
Nonprofit Organizations

Morefield

(717) 761-6170

<http://www.morefield.com/>
Computer Consultants / Support Services

OYL Consulting by Navixha
(215) 692-4760

<https://navixha.com/>
Consultants

Philadelphia Granite & Drywall LLC
(267) 405-4294

<http://philadelphiamarble.com/>
Construction Contractors

Pottstown Grocery Outlet
(610) 406-8803

<http://groceryoutlet.com/>
Grocery Stores

PR Commercial Painting, LLC
(610) 232-7332

<http://prcommercialpainting.com/>
Painting / Wallpapering Contractors

MEMBER ANNIVERSARIES

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

46+ Years

The Body-Borneman Companies

20 Years

Barry Isett & Associates, Inc.

5 Years

American Financial Management Group (AFMG)

Contrast MetalWorks LLC

Phoenixville Federal Bank & Trust

The STRIVE Initiative

Superior Credit Union



LUNCHEON

Conversation Starters

Casual Attire.
Casual Discussion.
Build Relationships!

Wednesday, May 15th
11:30 AM - 1:30 PM
Philadelphia Premium Outlets
18W Lightcap Rd., Pottstown, PA 19464

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



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

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)
Group pricing is available
Spring Hollow Golf Club
2250 Schuylkill Rd. Spring City, PA 19475

Sponsorships Available!

You won't want to miss this!

Our Speakers:



Jenna Armata
Sports & Fitness Coach



Rich Newell
President & CEO, Temple Health - Chester & Elmer



Stephen Rodriguez
Superintendent of Schools, Pottstown School District



AnnaLisa Smithson
Founder/President, 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

For registration & more information, scan the QR code:



SCAN ME

Sponsored By:





MEMBERSHIP Breakfast



LEADERSHIP TRICOUNTY LESSONS LEARNED



Join us for breakfast, and to network with other TCACC Members, as the Leadership TriCounty Class of 2024 shares lessons they've learned from local leaders and through their exploration of the tri-county area!

THE CLASS OF 2024 JOURNEY OF GROWTH

Thursday, June 6th
8:00 AM - 9:30 AM
Spring Hollow Golf Club
3050 Schuylkill Rd., Spring City, PA 19475

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



Sponsorship Opportunities Are Available!
For more details, marketing and exposure opportunities, 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@tricityareachamber.com.

THANK YOU 2024 TIERS INVESTORS STAKEHOLDER









BUILDING COMMUNITIES




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."

MORE EVENTS:



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.

EVENT SPOTLIGHT

PVCC Annual Golf Outing – June 10, 2024 Spring Ford Country Club

We anticipate this event to sell-out early!!! Get your business name in front of 124 golfers and volunteers! Golfer ticket includes Lunch Buffet, Bloody Mary Bar, golf, goody bag, on-course snacks and beverages (beer/margaritas), contests and networking dinner! Non-golfers welcome to volunteer or purchase a ticket for lunch/dinner.

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



UPCOMING EVENTS

Monthly events include Business Roundtable Luncheons, PV Men's HH. Join us quarterly for PV WIN events, Membership Orientation, and Non-Profit Meetings!

May 4, 2024 @ 9am – Noon Annual Community & Business Shredding Event

Rain or shine drive-thru event, from 9am – Noon, or until shredding truck is filled. All document shredding will be done on-site. Businesses must pre-register by calling 610-489-6660. First 100 attendees receive swag bag filled with promotional items. Free event. However, donations are greatly appreciated - suggested donation \$10/box. Location: Verge Church, Trappe PA

May 30, 2024 @ 11:45am – 1pm Business Roundtable Luncheon

Join us for interactive discussion and sharing of best practices among other business owners and key decision makers. Member-only event.

SAVE THE DATE...

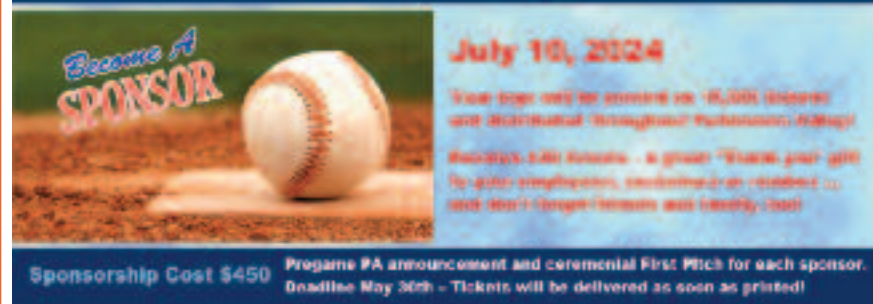
Annual Sporting Clays
Tournament October 7, 2024
@ Lehigh Valley Sporting Clays

POST- EVENT SPOTLIGHT

PVCC Annual Membership Meeting - Recap Video

90 members attended the Annual Membership Meeting on April 3rd. Karen McCaslin received the 2024 Marvin J. Lewis Community Service Award. Dr. Joe Bergquist, Harleysville Banks was presented with the 2024 Chairman's Award. Phil White, Signarma and Brian Dubas, Pine Run Construction, received the Board Stewardship awards for their service to the PV Board. Check out the meeting recap video on facebook.

2024 PV Chamber Night at R-Phils



WELCOME NEW MEMBERS

GTM Payroll & HR

HR consulting services

Michal Mahoney (518) 836-2570

honeygrow

Catering customizable stir-frys, salads & honeybars

Dimitra Migias (267) 857-3054

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

May 30 - Business Builders - 5:30pm

Join us for networking and food at our member Open Tier Systems in Blue Bell!

June 5 - Chamber Chat - 9:00am

Join us for a breakfast networking chat! Location to be announced.

June 17 - GOLF OUTING -

Come golf with us at The 1912 Club in Plymouth Meeting.

POST-EVENT RECAP



The Homer Group Hosts Our April Business Builders at Hyatt Place in KoP

On April 11, 2024, we held our April Business Builders event at our member the Hyatt Place in the heart of King of Prussia. The well-attended networking event was sponsored by our long-time member The Homer Group, a local printing and fulfillment company in Audubon. Partners Guy Homer and Kevin Homer, also our Board President, presented to a captivated audience on the latest trends and technologies of the printing industry. Plenty of connections were made in the spacious lobby with plenty of good food! Thank you to Dee Kroger of the Hyatt Place for your hospitality and to The Homer Group for a great presentation. See you all at next month's Business Builders.



REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

• P.O. Box 127, Royersford PA 19468 • 610.489.7200 • www.springfordchamber.com



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

COMMUNITY

The Spring-Ford Chamber of Commerce is dedicated to furthering the partnerships of our area businesses, organizations, educational institutions, and partners in our community. For over 25 years, our chamber has served our community through events such as Limerick Community Day, business expos, education workshops, networking opportunities, one on one engagements, monthly breakfast and luncheons and more. Our Chamber provides networking opportunities for businesses and their employees at all levels; whether it is our Shark Think Tank round table monthly luncheons, our Women in Networking Coffee Club or our involvement with the Spring-Ford Young Professional Network – we offer the ability for professionals to come together and share ideas, services and partnerships in many ways.

We value our connections with our non-profit organizations and give over \$15,000 per year back to our community through continuing education scholarships, our annual charitable basket raffle and fashion show and our involvement with our township's community days.



Spring-Ford Chamber of Commerce
Members of the Spring-Ford Chamber of Commerce presented a check for \$15,000 to the Limerick Township Parks and Recreation Department for their annual Limerick Community Day event held in August.



BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com



**Small Business
Resource Association**

THE SBRA COMMUNITY

What's the Big Deal About BRANDING?



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

I have heard many say “if you don’t have a website, you don’t have a business”. In today’s world however, I believe it goes way beyond having a website to determine whether or not you have a “really successful business”. I will be so

bold to say that without “top of mind branding” you don’t have a business regardless of whether you having a website or not. In reality, your website is only part of your branding strategy as websites have only been around for less than 50 years. Branding has been used for over 7,000 years.

The concept dates back more than 7,000 years. Brands were symbols and engravings used by artisans in China, India, Greece, and Rome to differentiate their work. A few centuries later in the Indus Valley, they adopted the term Brandr (“to burn”) referring to the practice of branding livestock.

This evolved into watermarks during the Medieval period and personal branding with artist signatures throughout the renaissance. However, the most significant change occurred during the Industrial Revolution when the new category emerged: mass-branding. Customers traditionally bought local products from local merchants – generic goods didn’t have the same quality or appeal. So, factories borrowed a tactic from winemakers by branding logos onto the barrels used to transport their goods.

Soon after, they also began marketing individual products, paving the way for iconic brands like Coca-Cola, Kellogg’s cereal, Campbell’s soup and many more. By the end of the late nineteenth century, companies needed a

way to protect those brand investments from competitors. Finally, in 1875, the Trade Marks Registration Act was introduced. Now branding wasn’t just a strategy, it was something a company could own. Thus, branding evolved into a way for companies to market themselves and establish trust with potential customers. This creating a distinctive name or image for a product in order to differentiate it in the market left a lasting impression on customers and attracted new ones.

In the twentieth century, as the economy thrived, the rise of mass media further fueled the demand for branding products. Graphic design, advertising, and marketing played a significant role in promoting a consumer driven economy. Brands began creating professional and cohesive images, targeting specific audiences by infusing products with a particular look, style, and personality.

In the modern era, companies face an overcrowded market and demanding consumers with short attention spans. The internet age has

brought about a culture of instant gratification, leading to the need for interactive, viral marketing, and search engine optimization in branding. Corporate branding now extends to political parties, charity organizations, and personal brands for celebrities. The internet has become integral to advertising and marketing with social media platforms relying on user-generated content to establish their value. Google, as the leading search engine, has become the biggest advertising agency in the world.

At the end of the day, BRANDING has evolved throughout history, from simple ownership marks to sophisticated marketing strategies, adapting to societal changes, technological advancements and consumer preferences.

Five reasons why branding is important for your business—

1. Branding builds TRUST with consumers, vendors and overall public opinion.
2. Branding helps consumers better know what your business is and increases RECOGNITION
3. Branding will boost your BUSINESS VALUE
4. Branding will DRIVE NEW products and services
5. Branding will INSPIRE and ATTRACT employees and new customers

What is the big deal about BRANDING? Without it you are just another small fish in a big pond. You will spend far more money and time on marketing and sales and you will probably turn to lowering your prices to compete with your competition. Branding builds value, credibility and consumer “top of mind” awareness. Branding will bring consumers to you because they KNOW, LIKE and TRUST you. Branding sets you apart from the crowd and makes you visible in a crowded market.

In my humble opinion BRANDING is EVERYTHING. You need to understand your business, who you are, what you do and what your value proposition is. You cannot develop a true brand without knowing this about yourself. You need to study and learn about your customers as well as your competition. You need to determine what your mission, vision and values are and make them a living part of your business. Finally, you need to track your business growth as you create and promote your brand. Be open to change if you are not seeing a change in your consumer acceptance.

If I say fast food restaurant, soft drink, expensive car, hotel, female singer etc. — who would you fill in the blank with? The business or person who knew the value of branding. Now go and do the same.



SBRA BUSINESS SPOTLIGHT

EMPOWERING YOUR WEBSITE TO DRIVE REVENUE



**By Limarys Rodriguez,
LMG Marketing Solutions**

In today's competitive digital landscape, your website should be more than just an online presence—it's a powerful tool for driving sales and

generating leads. Whether you're a small business owner, an entrepreneur, or fortune 500 company optimizing your website to convert visitors into customers is crucial for success! Here are some actionable strategies that anyone can implement to enhance their website and boost sales:

1. Know Your Audience: Understanding your target audience is key to tailoring your website content and offerings to meet their needs and preferences. Conduct market research, analyze customer data, and create buyer personas to gain insights into your audience's demographics, behaviors, and pain points. Use this information to tailor your website content, products, and messaging to resonate with your target audience and drive conversions.

2. Showcase Your Value Proposition: Clearly communicate the unique value proposition of your products or services on your website. Highlight the benefits, features, and advantages of choosing your offerings over competitors. Use compelling language, visuals, and testimonials to demonstrate the value that you provide to customers and differentiate your brand from the competition.

3. Optimize Your Website for Conversion: Streamline the user experience on your website to make it easy for visitors to find what they're looking for and take action. Simplify navigation, minimize distractions, and create clear calls-to-action (CTAs) that guide visitors towards desired actions, such as making a purchase, signing up for a newsletter, or con-

tacting you. Use persuasive copywriting and compelling visuals to engage visitors and encourage them to convert.

4. Leverage Social Proof: Build trust and credibility with potential customers by showcasing social proof on your website. Display customer testimonials, reviews, case studies, and success stories to demonstrate the positive experiences of past clients. Highlight any awards, certifications, or affiliations that lend credibility to your brand and offerings. Social proof helps reassure visitors that they're making the right choice by choosing your products or services.

5. Implement Lead Generation Strategies: Capture leads and build your email list by offering valuable incentives and resources in exchange for contact information. Create lead magnets such as eBooks, guides, checklists, or webinars that address common pain points or provide helpful information related to your industry. Use opt-in forms, pop-ups, or landing pages to promote your lead magnets and encourage visitors to subscribe to your email list.

6. Analyze and Optimize Performance: Regularly monitor and analyze website metrics to track performance and identify areas for improvement. Use tools like Google Analytics to measure key performance indicators (KPIs) such as website traffic, conversion rates, bounce rates, and average session duration. Use this data to identify strengths and weaknesses in your website's performance and make data-driven decisions to optimize for better results.

Your website should be more than just a digital brochure—it should actively engage visitors and drive sales. By putting these strategies into action, you can turn your website into a robust sales and lead generation tool, primed for business growth.

SBRA EVENTS - BE BETTER. GROW FASTER.

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

**Members Referral Breakfast –
Friday, May 3rd, 7:30-9:00 am**
at B2 Bistro in West Reading

**Tune-Up Tuesday Workshop –
Tuesday, May 7th, 9:30-10:30 am**
by Tina McCoy of
Riverfront Federal Credit Union

**Members Referral Breakfast –
Friday, May 17th, 7:30-9:00 am**
at B2 Bistro in West Reading

**Tune-Up Tuesday Workshop –
Tuesday, May 21st, 9:30-10:30 am**
Seven Steps to Life Transformation by
Breanna Angstadt of Just B Whole Body
Wellness Coaching

**New Member Orientation –
Wednesday, May 29th,
9:00-9:30 am via Zoom**

**Member Networking Mingle –
Wednesday May 29th,
5:30-7:00 pm**



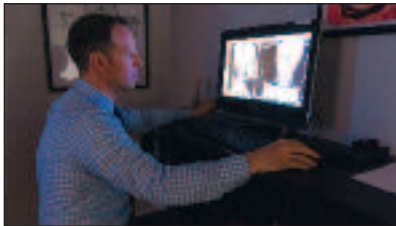
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THE INS AND OUTS OF CIVIL SERVICE



LEGAL PERSPECTIVES

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

The term “civil service” is frequently used at all levels of government including the federal government, state government and municipal government. The term has different meanings and connotations depending upon which level of government, but generally it implies some type of protection for employees once they are hired by a governmental entity. In the world of municipal and local government, civil service provisions are based upon statute and are described in various state codes. The statutes and codes govern the process by which police and firefighters are hired, promoted, and discharged.

In Pennsylvania, First Class Townships and Boroughs are mandated by their respective codes to follow civil service requirements. The Second-Class Township Code does not contain any requirements for hiring and promotions through civil service and, therefore, those townships of the Second Class are not bound by the same requirements that apply to Boroughs and First-Class Townships.

As with most statutes, the language is framed very generally to set forth parameters which Boroughs and First-Class Townships must follow. First, by ordinance, they must establish a Civil Service Commission who consists of three members. The Civil Service Commission is the governing body that oversees the process by which police and firefighters are to be hired. The Commission also is empowered to adopt specific rules and regulations and to administer testing procedures for its candidates who wish to apply for positions within those municipalities. The Commission can also serve as an appeals board should any of the applicants feel that they were not treated properly or that

the results of the testing were not properly computed and analyzed.

So long as the rules and regulations adopted by the municipality do not violate the statutory provisions, each municipality may adopt its own rules and regulations. For this reason, the rules are not necessarily standard as they relate to qualifications for hiring and promoting the applicants. The civil service rules and regulations specifically set forth the competitive testing that is required for all candidates. These tests include written examinations, oral examinations, and physical fitness and agility tests, along with psychological and physical examinations. Based upon the results of these tests, the applicants are ranked and thereafter a list is created of the eligible candidates that comply with the requirements of the municipality. The civil service list is then provided to the governing body which is able to have some discretion in hiring the individuals based upon their test scores and their placement on the “civil service list.”

(Continued on page 40)

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This new branch is set to transform the way local residents and businesses experience banking. Our goal is to offer a comprehensive suite of services tailored to meet the diverse needs of the community. From personal savings and checking accounts to a variety of loan options, we are poised to support our clients with their financial journey.

Understanding the importance of accessibility and convenience in today's fast-paced world, our bank prioritizes providing effortless online and mobile banking platforms, empowering customers to manage their finances seamlessly, regardless of time or location. We are dedicated to fostering a welcoming environment where clients can access personalized advice and support from our team of friendly and knowledgeable banking professionals. In addition to our promise of exceptional service, we demonstrate our commitment by ensuring our phones are always answered by a person, eliminating voicemail and ensuring our clients receive prompt attention and support.



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Community engagement is at the core of our values, and we look forward to becoming an integral part of the Horsham area. By fostering local partnerships, implementing financial education programs, and organizing community events, we aim to enhance the region's economic growth

and wellbeing. As enthusiastic proponents of local charitable organizations and volunteering efforts, we strive to make a substantial and meaningful contribution to the communities we serve.

As we prepare to open the doors of our new branch, we invite the Horsham

community to join us in celebrating this milestone. Stay tuned for more details about our grand opening event, where we look forward to meeting members of the community and discussing how we can help fulfill dreams. Together, we're banking on a brighter future for Horsham!

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LEGAL PERSPECTIVES

(Continued from page 38)

The statutes further provide for a similar testing process for promotional positions above the initial hire rank such as patrolman. Corporals, sergeants, and lieutenants are able to compete competitively for these positions. Under both the initial testing process and the promotional testing process, preference is given to certain individuals who have military service. This is commonly known as "the veterans preference."

Once candidates are hired and successfully complete their probationary period, they are then afforded civil service protection and can only be disciplined or terminated for the reasons described in the municipal codes. Civil service rules also provide for the process by which a municipality must hold hearings and allow for a tribunal such as the Civil Service Commission to determine whether or not discipline or termination imposed by the municipality is proper and in accordance with law.

Civil service rules and regulations are not to be confused with the terms and conditions of a Collective Bargaining Agreement with police and firefighters.

It is common for both police and firefighters to have additional protections and rights in their respective agreements once they are hired and become full-time tenured officers.

While at first the requirements of civil service may seem to be a cumbersome process, it was clearly the intent of the state legislature to provide for a fair, uniform and reasonably competitive process for testing for these positions to avoid favoritism in hiring and disciplining its valued employees that provide fire protection and police services.

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



VAGUE LAWS MAKE SQUATTER EVICTION HARDER IN PENNSYLVANIA

By Lauren Jessop,
The Center Square Contributor

However contradictory the term “squatter’s rights” may sound, it is a growing concern that’s prompted lawmakers to seek additional protections for Pennsylvania homeowners.

While squatters are technically trespassers, not all trespassers are squatters. The conflation of terms and lack of specific laws to address the latest form of squatting has led to challenges for both law enforcement and homeowners.

State Reps. Martina White, R-Philadelphia, and Donna Scheuren, R-Gilbertsville, have proposed bills to establish a clear legal framework for evicting squatters from residential properties.

Every state has Squatters Rights laws that apply to people living in abandoned or unoccupied property without permission and requiring open residency for many years to establish rights.

However, the current squatting trend – widespread in some areas – involves individuals unlawfully staying in a home regardless of occupancy status. Homeowners may struggle for months, or even years, to remove trespassers, resulting in lost rental income and bearing the financial burdens of taxes, mortgages, utilities and legal fees.

White began addressing the issue in

2019 and told The Center Square via email, that the process of improving a bill can take years. For instance, she learned it may be more effective for Sheriff’s offices to enforce the law, given their familiarity with the eviction process.

The language of the bill, she said, is being refined before being formally reintroduced, “because it is better to get it right than to have something signed into law that proves to be ineffective in practice.”

Her memo seeking cosponsors states that law enforcement would be authorized to remove trespassers upon probable cause, based on a signed affidavit from the homeowner, after a reasonable opportunity for the accused to prove legal occupancy. Property owners or alleged squatters making false statements could be held criminally and civilly liable.

Scheuren’s bill, while similar, includes increasing the penalty to a felony for squatters causing \$1,000 or more in property damage, and allows home and landowners to seek treble damages and attorneys’ fees through civil action.

Additionally, it would require law enforcement to inform Immigration and Customs Enforcement if the squatter is an undocumented immigrant and to comply with any detainer lodged against them.

(Continued on page 42)

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SQUATTER EVICTION

(Continued from page 41)

During a recent press conference, Scheuren reported receiving calls from constituents across her district concerned about the threat squatters pose.

She also pointed to a recent surge in high-profile squatting incidents. While most take place in cities, Scheuren warned that suburbs and rural areas are "quickly becoming more tempting for squatters."

"A person's home is their number one asset," she said, noting that Pennsylvania is home to farms with multiple outbuildings, vacation properties, and hunting cabins in which squatters could "set themselves up and refuse to leave."

National Rental Home Council CEO David Howard told The Center Square this is, first and foremost, a property rights issue – but it's also a public safety and affordable housing issue. The council also prefers to use the terms trespassing or illegal occupation over squatting.

The council helped draft Georgia's recently passed Squatter Reform Act and backed a similar bill in Florida. Howard believes the mere existence of these bills, and those being crafted in other states, will serve as a deterrent to potential trespassers.

Council members have reported trespassers participating in illegal activity such as drugs or prostitution – a concern

for the homeowner, but also a public safety issue for neighbors.

Also, because rental housing typically offers a less expensive alternative to buying a home, every unlawfully occupied residence means one less available for a legitimate rental family.

Squatting has always been an issue to some degree, but during the summer of 2023, the council began hearing more from their members, particularly in Atlanta. An informal member survey in several areas revealed there were 1,200 illegally occupied member-owned homes in the Atlanta area, 475 in Dallas-Fort Worth, and 125 in Orlando.

A homeowner's troubles do not end when squatters are removed. Oftentimes, Howard said, they are left to deal with stolen appliances, repairing sledgehammered or graffitied walls, or cleaning up feces left on the floor.

"It's time for our laws to focus on protecting legal homeowners instead of criminal squatters, and my legislation does just that," said Scheuren. "The time to take action is now, or we will be dealing with the consequences of our inaction very soon."

Similar legislation is planned in the Senate.



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Ask SCORE

WHEN IT COMES TO COLLECTIONS, NEVER ASSUME

Business relationships are usually straightforward. You provide a product or service, and the customer pays you for it in a timely manner. But every small business owner will likely have to deal with tardy or missed payments. Don't ignore them or assume the customer will eventually follow through. Money owed to your business — known as receivables — cuts into your profits and complicates your cash flow.

A good collections strategy can help prevent slow payments before they become a problem and ensure that income from aged invoices isn't lost forever.

Your aim is to create a step-by-step collections process that starts by making smart credit-granting decisions. And make no mistake: granting credit is exactly what your business is doing whenever you deliver a product or service without first collecting payment.

Customers are more likely to pay quickly if your invoice arrives in a timely fashion and is clear and simple. It should state explicitly, in itemized fashion, what it covers. Make it look clean and professional and include your company logo. Cute designs may only get in the way.

Design it like a real invoice, not just a piece of paper with "amount due" typed in and be sure it is clear how the check should be made out and where it should be sent.

Including a return envelope can help. Also include a phone number and contact name for questions. Small business accounting programs such as QuickBooks can easily create your invoices.

Mail your invoices quickly and send a reminder immediately if payment is not received by the stated due date. On long-term projects, consider progress billings.

If you do need to press for collections, don't use threats or emotional appeals. Phone calls are more effective than letters or emails, according to collections experts, so contact your customer directly and/or the business's accounting department. Be polite, yet firm in asking for immediate and full payment. If a letter is necessary, it should be personalized and sent by registered mail so that you can verify its receipt should legal action be necessary.

Collections are just one critical financial issue your small business can face. For expert help and advice, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE office or visit online at www.pottstown.score.org.



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If you have a need for extra help, but aren't sure the time has come to hire additional full-time employees, temporary or contract workers can provide the ideal short-term solution.

More and more businesses of all sizes are relying on temporary workers these days for one key reason: flexibility. According to the American Staffing Association (ASA), U.S. firms hire approximately 12 million temporary contract employees each year. What's more, experienced temporary workers often make natural candidates for full-time jobs in your business, eliminating the need to go through the hassle of posting job ads and reading resumes.

For small businesses seeking part-time or temporary help, temp agencies are a good way to go. They handle the sticky parts that you'd rather not deal with, such as advertising, recruiting, paperwork and other chores, leaving you more time to concentrate on other things. You'll pay for that help, but most business owners find it an amicable trade.

If the work is of the type that needs supervision under your direct control, temps are probably better than independent contractors. Your odds of success are best if you use resources and solutions that specialize in placing temporary workers, rather than those that offer it as a sideline.

The Web has made finding suitable staffing agencies and workers easier than ever. For example, StaffSeek at ASA's StaffingToday.net is a free online service that can help you quickly

find a temp staffing agency perfect for what you need. Simply select your state, the skills you need, including office, clerical, professional, health care, technical and industrial, and the type of arrangement you want, such as temp or temp-to-permanent, and click "search." StaffSeek will deliver a list of agencies, locations, phone numbers and the types of employment placements they offer. ASA members operate over 15,000 offices nationwide.

Other online temporary search options include Net-Temps.com, a Web site that specializes in placing temporary workers. The "Employers" section lets you post a job, search candidates or request help from staffing specialists. You can search a continuously updated supply of temp job seekers, locally, regionally or nationally.

Several well-established national staffing firms that assist small businesses have also established helpful Web sites. They include Kelly Services at KellyServices.com; Manpower, Inc. at www.manpower.com; and Olsten Staffing Services at www.olsten.com.

To learn more about human resources issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610-327-2673 for the Pottstown SCORE chapter or find a counselor online at www.pottstownscore.org.

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CHANGES IN DISASTER RELIEF ARE SIGNIFICANT



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

During Hurricane IDA, I tried to help survivors access the system. It was an experience. I fill out forms for a living and try to make a rational argument for funding. Once I get the funding, I also create systems to distribute the dollars in the right funding line item. The FEMA process was arduous.

Then, the wildfires hit Maui, and its residents were given \$700 as critical assistance. I thought that early cash payment would be a life saver for people. When something like an earthquake, flood, or other disaster hits and takes the use of your home from you, what do you need? CASH!!

I had the opportunity to create a program through the *Downingtown Resilience Fund* and I set it up as a cash program. Recently, there has been a change in the FEMA Assistance and voila'... there is the "Maui Package" \$750.

Here is a breakdown of the changes:

The *Serious Needs Assistance*, also known as the "Maui package," is just an updated version of the *Critical Needs Assistance* program; FEMA will provide \$750 per household to disaster survivors applying for assistance in approved areas to help cover evacuation and emergency expenses incurred due to a disaster.

Then, there is the reform in *Displacement Assistance*, a new program that will provide up-front funds to enable disaster survivors to access short-term living arrangements immediately following a disaster. Disaster survivors can use this program instead of the existing *Lodging Expense Reimbursement Program*, which reimburses disaster survivors for expenses incurred accessing short-term shelter.

I am still not sure what this one means but ... There are also changes to how insurance factors into assistance: Insurance payments will no longer be counted against the amount of aid a disaster survivor receives to help recover and repair non-insured or underinsured losses from disasters.

(Continued on page 48)



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OHA knows that communication, cooperation and collaboration between the owner, designers and constructors improves the likelihood of project success. We persistently look for better ways to deliver buildings and to do so at a higher level of integrity and professionalism.

Our approach has worked well beyond our expectations. 2024 represents Ondra-Huyett Associates' 29th year of delivering exceptional construction and award-winning projects on that founding principle. We earn business with it, we attract experienced talent because of it, and we depend on it every day to assure construction quality and value. OHA is recognized as major provider of construction services in the Eastern part of Pennsylvania serving top tier corporate clients by working with local and national A&E firms and countless trade contractors to deliver over \$600+ million in award winning construction projects.

After Keith's retirement in 2005, Terry Hodge and Robin Hoover joined Mike as part of the OHA Management Team. With the transition of leadership and ownership shifting to Terry and Robin, Mike was able to step away from the company and enjoy retirement.

DIVERSE CLIENT BASE

Ondra-Huyett serves clients from commercial, industrial, higher education, institutional and health care industries, building everything from Class-A office space to hotels, resorts, and mission critical data centers.

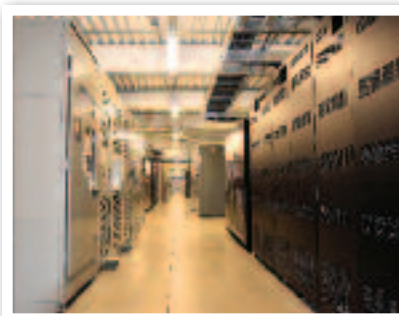
Through its collaborative approach the company has built many long-term relationships with regional clients, including C.F. Martin & Co., Victaulic, PPL Corp., Lehigh Valley Sporting Clays, Bear Creek Mountain Resort in Macungie, and TierPoint Data Centers.

TierPoint DATA CENTERS

TierPoint, a nationwide data center provider, has been a client since 1999 with five facilities in Eastern PA. Collectively OHA has constructed several hundred thousand square feet of raised floor data center space with supporting redundant infrastructure. Currently, OHA is working with TierPoint on a 16 MW High Density data center for a national AI client.

Typical data center components include raised access floor systems ranging from 20 inches to 3 feet tall, water and air cooled chillers, DX RTUs, CRAC & CRAH units, hot isle containment, A/B power sources, uninterrupted power supplies (UPS), and 2, 2.5, & 3 megawatt generators for back-up power all constructed in an N+1 configuration.

Due to the capital investment required to construct these facilities, the builds are often sales driven requiring extremely aggressive construction schedules to meet the client's needs. OHA has also been successful in delivering data centers at square foot costs lower than the national average.



INTEGRITY LEADS TO LONGEVITY

For Ondra-Huyett, one of the best measures of success is repeat business. If you treat people fairly, are transparent with costs, approach challenges in an early and collaborative manner, deliver a quality product, add value, and honor your commitments; clients and contractors will respond favorably. It provides the basis for sustaining relationships of trust, respect, fairness, and integrity and is the backbone of our Mission Statement.

Ondra-Huyett's Mission Statement was created shortly after the company was founded, and though it has been 29 years since then it remains unchanged today. Even though the company's faces may have changed over the years, the mission remains constant. It served Ondra-Huyett well then and it continues to guide us today.

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As Ondra-Huyett's "Managers & Builders" tag line references, Ondra-Huyett can manage projects from conception through turnover. With our staff of experienced and qualified, Estimators, Project Managers and Superintendents we can assist with preconstruction budgeting,



drawing constructability reviews, scheduling, and move into construction with an expeditious turnover for any size project. In addition, OHA also provides general labor, carpentry, and concrete services with an in-house workforce of skilled craftsmen. When clients see the OHA logo on a white hardhat, they know they can count on the consistent service and reliability they require.

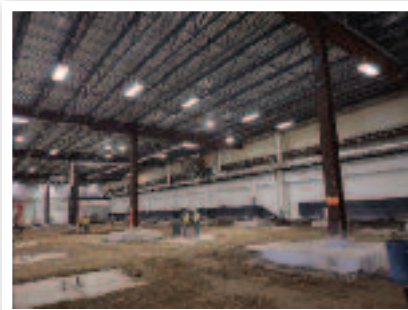
GRATIFICATION

Construction is not an easy business, even though the simplest of projects may have been built before, each new project has variables unlike any other, ranging from the time of year to different trade contractors to weather to designers to owners. In recent years there are additional challenges which need to be navigated, such as product availability, excessive lead times, and escalating material & labor costs. Regardless of the circumstances, Ondra-Huyett approaches each project with the tools and a track record for success.

The opportunity to share experience and knowledge in the construction field, taking pride in the final product, as well as the process through which it was accomplished are the driving forces of Ondra-Huyett Associates, Inc.

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 46)

People with home offices will now be covered, and self-employed disaster survivors can now access FEMA assistance to help replace damaged tools and equipment.

The changes are extensive, as FEMA has expanded the types of damage eligible for assistance to include any issue that prevents a home from being habitable, regardless of whether the issue was created by the disaster. FEMA funds can now be used to fund accessibility measures (e.g., ramps and grab bars) in any portion of a disaster survivor's home. In fact, FEMA funds can now be used to increase the resilience of any portion of a home, not just the portion of a home impacted by a disaster.

They are also streamlining Temporary Housing Assistance Applications and will consider applications for the extension of temporary housing assistance before the initial funds are exhausted and will simplify additional application requirements to access this continued assistance.

Now, here is the part that stood out for me, and I did not see the "dog ate my homework" excuse. Since there are

always late applications, FEMA will now accept applications submitted within 30 days of the expiration of the disaster assistance application period with a statement attesting to the inability of the disaster survivor to apply for assistance due to any of the following reasons: hospitalization, death of an immediate family member; travel; incarceration; being a victim of human trafficking; an ongoing domestic violence situation; or a significant life event, such as the birth or adoption of a child, a marriage, or gender transition.

Finally, FEMA has simplified the appeal process. A written and signed letter is no longer required for a disaster survivor to appeal a denial of assistance; survivors may now simply send documentation refuting the reason for their denial.

I think the reforms are significant and good, and I will try to institutionalize calling it the "Maui Package." If you are prone to flooding and may need FEMA funding in the future, the above will be a good guide for you.

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

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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.

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SOME INSIGHTS ON SUCCESSFUL OUTSOURCING

Outsourcing is a common practice in today's business world, but it's not the domain of large companies. Small business owners use outsourcing for a variety of reasons — to handle work overflows, receive specific expertise in a new or unfamiliar area such as marketing or IT, or take on more routine administrative tasks that are taking up too much of their time and attention.

The decision to outsource certain functions requires a professional approach, particularly since the small business owner may be understandably leery about relinquishing control over a task that he or she has handled from the outset. Developing a successful long-term relationship with an outsourcing partner requires effort on both sides. It's important to treat it like a partnership, because that's what it really is. A vendor who supplies a vital service for your business is like part of your staff, so you should go through a similar interviewing and reference checking process before you "hire" them.

Using outside service providers who have experience working with your particular type of business is important. You'll also want someone with the technology and expertise to deliver cutting edge services.

Be sure to ask detailed questions about the service you will receive and your access to someone who can answer questions and solve problems as they arise. For most small business owners, this kind of accessibility and service are top priorities. If the firm you are considering won't be available when something goes wrong, look elsewhere.

Also ask your candidate firms for current and past clients who received services of a scope similar to what you're looking for. If possible, ask for clients similar to yours to properly gauge how well the company understands your needs. And, always meet with the service provider's leadership as well as the people who will be working directly with you. You don't want to have any doubts about their ability to handle what may be critical tasks for your business.

To learn more about outsourcing successfully, 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.



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THREE BASIC FINANCIAL DOCUMENTS YOUR BUSINESS CAN'T IGNORE

Making time to manage your business' financials can be hard for many small business owners. Nevertheless, there are three financial documents you cannot ignore: the balance sheet, the P&L and the cash flow statement.

When you own a small business, you have deadlines to meet, customers to keep happy, orders to fill, products to ship — and a million other tasks on your plate. Finding the time to work on your business and manage the financials can feel overwhelming for many owners who are knee-deep in the day-to-day.

Managing your business' finances does not mean drowning in spreadsheets.

Making the time to manage your finances is a part of what it takes to run a profitable business. At a minimum, there are three basic financial documents that you cannot ignore — your balance sheet, profit and loss statement and cash flow statement. By keeping these three statements up-to-date and within reach, you will always have a strong sense of the financial health of your business.

According to SCORE mentor and retired CPA Frank Curtis, "These financial statements are the keys to understanding any business. In a very precise way, you can determine if your business is growing and succeeding or failing."

Balance Sheet: Your balance sheet is a snapshot of your business' financials at any given moment and shows you if you are in the red or the black. This financial statement lists your business' assets, liabilities and equity. These elements together give you your company's net worth.

Profit and Loss Statement: Your profit and loss statement, or P&L, is your income statement. A P&L summarizes your business' revenues and expenses during a period of time — usually by fiscal quarter and year. This is the financial statement you'll use to understand how your revenues and costs impact your profitability.

(Continued on page 52)

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Ask SCORE

(Continued from page 51)

Cash Flow Statement: Your cash flow statement shows your sources of incoming and outgoing cash over a period of time. Cash flow documents are helpful when assessing performance trends and other aspects of your business that would not be as evident if you were evaluating your business only on the basis of the balance sheet or P&L. Though it is not obvious how to use this financial report, a good discussion of its use can be found at <https://www.investopedia.com/investing/what-is-a-cash-flow-statement/>.

Running a business without regularly reviewing these three financial statements is the equivalent of driving a car blindfolded. Together, these documents give you the state of your business' financial health. Without that information, you have no basis for making fact-based strategic decisions for your business.

"If you review your company balance sheet, you can learn how much cash you have on hand, how much you owe, and how much equity you have in the business. Your annual profit and loss statement will tell you if you have made a profit and how much. It will also assist you in preparing your income tax return," explains Curtis. "Good financial statements are essential if you need

additional funding for your business. Any lender will require these documents before providing additional funds."

Setting up and maintaining your business' balance sheet, P&L and cash flow statements is easier with the help of someone well-versed in business finance, like a SCORE mentor or your accountant. A SCORE mentor will help you to have a clear understanding of the financial state of your business at any time. Contact a SCORE mentor today.

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

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ADOPT A PHILOSOPHY THAT MAKES YOU MORE ADAPTABLE TO CHANGE

All businesses have cycles. Highs, 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 54)



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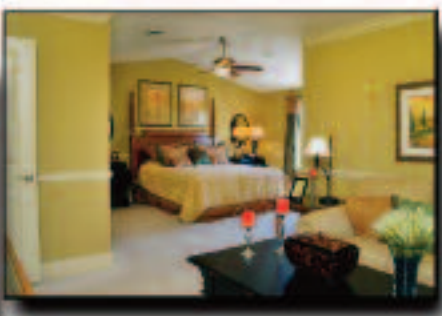



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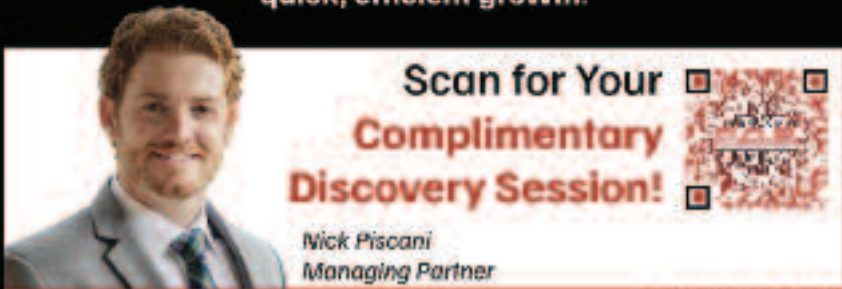
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(Continued from page 53)

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.

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Small Business Resource Association





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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.
\$2,000 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

FOR SALE- 'The Pub'

2532 Swamp Pike, New Hanover Twp, Montgomery County, PA
Established Bar & Restaurant with Type R Liquor License Plus Two Apartments



Includes real estate, building, liquor license, FF&E, two 1-bedroom apartments and inventory. The Pub has been a profitable staple in the area for decades. This 6625- sq ft building, situated on 1.6 acres, offers a fully operational restaurant/bar with coveted Montgomery County type "R" liquor license, two large outdoor deck seating areas, expansive private parking lot and two 2-bedroom apartments on the second floor allowing for multiple income streams. Located on a heavily traveled main artery, the property enjoys excellent visibility and exposure from the nearly 13,000 cars that pass by per day. Some seller assisted financing may be available for the right deal.

2022 Bar Gross 780k, Rental income 20k (34% under current market value), Vending averaging 70k. Pro-forma 1mil annual with increased hours and expanded Menu. Detailed financials are available upon request to well-qualified buyers who execute a Confidentiality Agreement.

Support & Training: Seller will offer training for the new buyer.

Reason for Selling: Owner Retired on December 3, 2023 The business is now closed and looking for a new owner. \$1,299,000

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.

Town Plaza Shopping Center

301 N Lewis Rd, Royersford

LOOKING FOR SPACE TO LEASE IN ROYERSFORD

(1001359872)



SEVERAL SPACES AVAILABLE WITH MULTIPLE OPPORTUNITIES

Store Front - Parking Lot side Was a sneaker outlet **1900 Sq ft**
Store Front - Parking Lot side was a beauty supply store **1120 Sq ft**
Corner Front - Restaurant location **2012 Sq ft**
Day Care back corner which is breeze way and Oak St. **2300 Sq ft**
"L" Shape location (no windows) entrance on Oak St. **5221 Sq ft**

Call for more information and showings.



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