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JUNE 2024

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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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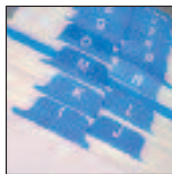


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Cover Story: *Lezzer Lumber's mission is to be the preferred supplier of building materials in Pennsylvania by providing quality materials at competitive prices and with unparalleled service, honesty and integrity — Quality you can build on.*



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750 Guests Expected to Gather for the 7th Annual Fete en Blanc in Pottstown



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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

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Building Pennsylvania Together



Kaethe Huber, Assistant Manager, and
Jud Kelly, Location Manager

For 97 years, Lezzer Lumber has been serving the Pennsylvania building industry through its business dealings and dedication to community support. With the opening of their 11th location in Reading in 2022, Lezzer Lumber extended their reach into Berks, Chester, Montgomery, and Bucks Counties.

Expanding their footprint, Lezzer acquired Green Hills Lumber, a hardware and lumber store in Mohnton, in 2022. Since then, the store has been completely remodeled to feature a full kitchen & bath design department with three full-time designers on staff; interactive window, door, decking, and railing displays; and a full stock of hardware items. Lezzer's sales representatives collaborate with local contractors to provide materials for projects across southeast PA.

One important piece of Lezzer's expansion into Reading was the retention of Green Hills Lumber's staff: 100 percent of the Green Hills team stayed on with Lezzer, bringing a combined 100 years of home materials expertise to the Lezzer family.

A Proud Heritage

Founded in Curwensville, PA in 1927, Lezzer Lumber has remained a Pennsylvania-owned leader in the building supply materials industry for nearly 100 years.

In 2023, *LBM Magazine* ranked Lezzer as the 30th largest lumber and building materials supplier in the United States and the second largest in Pennsylvania.

The family-owned business is comprised of 11 retail stores, four commercial door facilities, a truss manufacturing plant, a complete moulding and millwork design department, and a stand-alone kitchen and bath design center, all located in Pennsylvania.

Today, Lezzer Lumber is operated by the third generation of the Lezzer family and continues to be guided by core values of **family, integrity, pride, and passion**. Lezzer's commitment to these values means that they prioritize building lasting relationships with customers, suppliers, and employees, fostering a culture of trust, respect, and collaboration.



Located at 3171 Morgantown Road, Mohnton 19540



Delivery

Built on Quality

At Lezzer Lumber's Reading store, located at 3171 Morgantown Road in Mohnton, quality is not just a promise but a guarantee. From cabinets to countertops, decking to flooring, each product is carefully curated to meet the highest standards. But it's not just about the materials — it's about the people. Lezzer's team of experts is dedicated to guiding customers through every stage of their home projects, from initial quotes to final delivery, ensuring a seamless experience from start to finish.

"Customer service is our number one priority," explains Jud Kelly, Location Manager at Lezzer Lumber's Reading store. "That's what we strive for — exceptional customer service. We're very competitive on price. Our buyers do a tremendous job in assuring we're being competitive. The product assortment that we offer is extensive and we are constantly adding new products, replacing the old with the new on a daily basis," he said. "In terms of product availability, we have a transfer system throughout the company that has been very, very good."

(Continued on pages 8 & 9)

Products

- **Bath**
- **Kitchen Cabinets**
- **Kitchen Countertops**
- **Decking**
- **Railing & Fencing**
- **Interior Doors**
- **Exterior Doors**
- **Flooring**
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- **Garages & Pole Barns**
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- Purchase \$15,000 in decking and receive a \$500 Steak Package from Kansas City Steaks.



Kitchen and bath design



PHOTOS BY STYLISH IMAGES



(Continued from page 7)

"Over the years we've built up a great clientele of customers," Kelly added. "They come back because of the service. They come back for price. We have that inviting feel, and many contractors that I've known through over last 30 years come in specifically because of the customer satisfaction they get here. Their past experience with us has been positive in terms of price, quality, selection, convenience and level of service."

As Lezzer Lumber looks towards the future, its commitment to excellence remains strong. With a century of experience under their belt, they continue to innovate and adapt to meet the evolving needs of their customers. Whether it's investing in their product offerings or expanding into new markets, Lezzer Lumber stays at the forefront of the industry, ensuring that customers have access to the best service and products available.

Stop in at Lezzer Lumber's Reading store today and experience the difference of working with a family-owned company and a team of expert staff who care. Whether you're embarking on a small renovation or a major construction project, Lezzer Lumber stands ready to be your trusted partner every step of the way.



Attention Contractors

We believe Lezzer-OnLine can help save you time by giving you full access to your account information – current and previous statements, invoices, orders and more, whenever you need it. If knowledge is power, then knowing your costs and managing your statements is a powerful tool to keep your jobs on budget. We can setup your account to email your invoices daily and email your statement monthly. Integration with Accounting Systems Lezzer-OnLine info can be exported to Excel or Quickbooks.

Our mission is to be the preferred supplier of building materials for all customers by providing quality materials, a knowledgeable staff and exceptional service at a fair and competitive price. We will uphold the highest standard of integrity and moral conduct in our dealings with our customers, suppliers and fellow employees. We live by a standard of honesty and integrity in everything we do so our customers, suppliers, employees, and community know we are the company they can trust to build a reputation on.

For additional information, please call 610.856.1600 and visit www.lezzerlumber.com.

FOCUS ON POTTSTOWN REVITALIZATION

Spring Has Arrived in Pottstown



**By Peggy Lee-Clark, Director,
Pottstown Area Economic
Development**

Spring is always a great time for Pottstown. The streets and parks come alive with a bevy of activity. The flowers are plentiful in the Downtown.

The trees throughout the Borough once again green. The first weekend in May sees the return of the POW WOW, the Pottstown Nights Car Show and, if the weather cooperates, outdoor venues like Iron Gate and The Alley are full with people.

Every subsequent spring weekend is filled with activities. Some are annual events like the Car Shows and Pottstown Farm, and some are first-time events like Pottstown Arts in the Park and Pottstown Children's Discovery Center Cardboard Build. There are also one-time events like ribbon cuttings for Ms. Pickles Sandwich Shop, Gazzos Steaks, Enchanted Elements Apothecary, The Collective, and a Goodwill Store.

Pottstown Area Economic Development's work is often not visible. The projects we spend the most time on are complex, and can take as much as ten years to complete. 215 South Washington Street was such a project.

The former Pottstown Plating works had environmental and financial encumbrances that took years to resolve. Once it was completed and leased to an employer, there was little fanfare from the general public. It's as if people have forgotten what a blight the property was on Pottstown.

At times, frustration can take over when there appears to be a lack of appreciation for the efforts required to get a project like that over the finish line. The emphasis

and excitement by the general public over smaller projects can sometimes appear excessive. After all, doesn't economic development come when old buildings are repurposed and job producing development takes place? I have come to realize that economic development is not an "either/or."

It is an "and." It is all-encompassing. Like spring, these events and celebrations bring hope to what is to come. Highly visible wins are like the flowers that grow in a season. They are what inspires Pottstown to keep going. At the same time, most of PAED's projects are like the trees that take years to mature. It is work that takes persistence and patience, and both are necessary for revitalization success in the Borough of Pottstown.

For additional information please visit PAED at www.IPickPottstown.org.



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ECONOMIC DEVELOPMENT**

PAED's mission is to develop, coordinate and implement an overall economic development strategy for the Borough of Pottstown designed to stimulate investment which will maintain and enhance the tax base; retain and create job opportunities; and restore and utilize or remove under-utilized buildings.



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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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CGI continues their success with integrated high-tech graphic design, with basic family values instilled in them, allowing a balance of home and work life.

CGI brings this balance to their customers as well, allowing them to forget about large agency fees and know that one person is handling their project from start to finish.

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FOCUS ON POTTSTOWN REVITALIZATION

Fit Life Fitness: Bringing Pickleball to the Pottstown Area

Located in the heart of North Coventry Township, at the Shoppes at Coventry, Fit Life Fitness is a gym that caters to the diverse fitness needs of the community. With memberships starting at an affordable \$10.00 bi-weekly, the gym offers a range of exercise options for all ages and fitness levels.

In an exciting development, Fit Life Fitness is expanding its facilities to include 12 indoor pickleball courts, catering to the growing popularity of this engaging sport. Pickleball, a combination of tennis, badminton, and ping-pong, has gained a significant following among people of all ages, and Fit Life Fitness aims to provide a dedicated space for enthusiasts to enjoy the game.

Pickleball: A Sport for All

Pickleball is a unique sport that can be enjoyed by players of all skill levels, making it an inclusive and accessible activity. With its smaller court size and lightweight paddles, pickleball offers a low-impact

workout that is easy on the joints, making it an excellent choice for individuals seeking a fun and social form of exercise.

The addition of the pickleball courts at Fit Life Fitness is a testament to the gym's commitment to providing diverse fitness opportunities for its members. By embracing this rapidly growing sport, the gym aims to foster a sense of community and encourage an active lifestyle among its patrons.

A Vision for Fitness and Community

Behind this ambitious expansion project is Bob Sichelstiel, the owner of Fit Life Fitness. With a passion for promoting health and wellness, Sichelstiel recognizes the importance of offering a variety of fitness options to cater to the diverse interests and needs of the Pottstown community.

"Our goal is to create a space where people can not only exercise but also connect with others who share their

passion for an active lifestyle," says Sichelstiel. "Pickleball is a perfect addition to our offerings, as it combines physical activity with social interaction and fun."

Anticipation Builds for the New Pickleball Facility

While the gym is currently operational, the pickleball facility is expected to open its doors in mid-July. The anticipation among pickleball enthusiasts and fitness enthusiasts alike is palpable, as they eagerly await the opportunity to experience the new courts and embrace this exciting addition to the Pottstown fitness scene.

With its commitment to providing affordable and diverse fitness options, Fit Life Fitness is poised to become a hub for health and wellness in the Pottstown community. The addition of the pickleball courts not only caters to the growing demand for this engaging sport but also reinforces the gym's dedication to fostering an active and inclusive environment for all.

For additional information, please call 484.927.9081.

Miller's Greenhouses

Miller's Greenhouses, located off of Route 724 and Sanatoga Road, is locally known for its commitment to quality. For over one hundred years, our family business has thrived on providing the community with long-lasting, quality products.

Quality first begins with a soil mix that contains actual soil, unlike many of our competitors. We mix our own nutrient rich soil on the premises to ensure the longevity and survival of our crops. If you are looking for a plant that will look beautiful for spring, or last throughout the harsh summer heat, we take care of the nutrition, watering and finishing of all potted plants on location, to make sure that you receive a healthier, more productive plant.

We are a Retail and Wholesale location that has successfully worked for years with the general public, municipalities, churches, fundraising groups and the landscaping industry.

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Fromm's Enduring Legacy and Vision for the Future

In 2023, Fromm marked a major milestone: 100 years in business. Founded by Alexander Fromm in 1923, the company has grown from a small storefront with four employees into a leading electrical supply and services firm in the Mid-Atlantic, with nine branches and over 120 employees. Through three generations of family ownership, Fromm has remained committed to its core values: an unwavering dedication to customer experience, in-depth knowledge of the electrical industry, and a commitment to giving back to the local community.

Fromm's presence in Pottstown dates back to 1984, when it opened its first satellite branch to support a growing customer base in Montgomery County. Since then, the company has become an integral part of the local business community, working closely with the Pottstown Area Economic Development Corporation to promote growth and development. Fromm's dedication to Pottstown and Montgomery County has made it a trusted partner for electrical contractors and manufacturing customers throughout the region.

As Fromm looks to the future, the company is launching a new division called FrommConnect. This exciting initiative represents a significant departure from Fromm's traditional distribution business, and is designed to provide a range of engineering, fabrication, and labor-saving services to its customers. FrommConnect was born out of the need to help customers navigate the challenges of a competitive business environment, where the skills and knowledge of retiring employees can be difficult to replace.



Where Fromm currently supplies electrical materials and equipment, FrommConnect will offer a menu of services including control panel fabrication and assembly, fixture pre-wiring, training, software programming, automation system design, and technical troubleshooting. By providing these value-added services, FrommConnect will help customers streamline their operations, improve efficiency, and stay ahead of the curve.

"For years, our customers have asked us to provide services that were typically sourced from third parties, and we would politely decline because we felt the need to stay in our lane," says CEO Michael Fromm. "Ultimately, we decided this strategy was short-sighted and that the risk of being complacent was greater than the risk of rocking the boat."

As Fromm embarks on this exciting new chapter, the company remains committed to its customers in Pottstown, Montgomery County, and throughout eastern Pennsylvania. With FrommConnect, the company is poised to meet the evolving needs of the marketplace, while continuing to deliver the exceptional service and expertise that have defined Fromm for a century.

For additional information, please call 610.323.1555 and visit www.fromm.com



750 Guests Expected to Gather for 7th Annual Fete en Blanc in Pottstown

Seeking Sponsors to Ensure Another Successful Event

Two area nonprofits, Pottstown Area Economic Development and Hobart's Run, are hosting the greatly anticipated Seventh Annual Fete en Blanc in Pottstown, which will again light up Smith Family Plaza at Pottstown Borough Hall, 100 E. High Street on Friday, September 6, from 6 to 9 p.m. The event is modeled after traditional late summer or early fall Dinner in White events held in communities around the world, from Paris to Philadelphia, with all attendees decked in white attire.

Sponsorship opportunities allow regional businesses and other organizations to play a prominent role in this highly anticipated end-of-summer celebration, expected to again sell out, with a cap on available seats set at 750 guests. Sponsorship levels include \$2,500 Platine (platinum), \$1,000 Blanc (white), \$500 Dore (gold), and \$250 Argent (silver) level sponsorships, as well as \$5,000 Presenting Sponsorships. Our generous supporters receive recognition and complimentary ticket reservations appropriate to each level, as detailed on the Fete en Blanc website. All sponsors will be acknowledged via social media before the event as well as honored during and after the celebration, noting their generosity and tangible role in bringing our community together and welcoming Pottstown visitors.

Tickets always move quickly for this 750-seat, rain or shine event. To purchase a seat (\$15 per person, with a limit of six tickets allowed per person), go to feteenblancpottstown.com, beginning on June 1, 2024.

Attendees enjoy takeout from one of Pottstown's restaurants and eateries, or prepare their own picnic meal, dine together, and say farewell to summer with a ceremonial white-napkin wave.



Many guests bring creative white centerpiece arrangements to make the setting even more special.

The beautiful evening will again feature beverages for purchase from excellent Pottstown purveyors including Manatawny Stillworks, Spirit Express Kiki Vodka, Sly Fox Brewing Company, professional live music by the Louis Rieger ensemble, and – best of all – an eclectic and enthusiastic gathering of residents, business and property owners, and visitors eager to celebrate Pottstown's revitalization. An increasing number of attendees from outside Pottstown enjoy the event due to its reputation as a lovely, upbeat party in a fun, celebratory setting.

The Pottstown Fete en Blanc annual event is funded by a combination of ticket sales and sponsorships. All ticket sales and sponsorships are used for the purpose of the event to cover essential costs for necessities such as table, chair, and linen rentals; security measures; entertainment expenses; and restroom facilities, etc.

FOCUS ON POTTSTOWN REVITALIZATION

Promisland Murals

Carrie Kingsbury, has been a full-time mural painter since 1999, when she started Promisland 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 Mummies. 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.

www.facebook.com/carriecj5

www.promislandart.com

https://www.instagram.com/promisland_murals

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Steel River Playhouse Announces New Executive Director

The Board of Directors of Steel River Playhouse recently announced the appointment of Alec Lee Williams as Executive Director.

Alec currently is the Managing Director at EgoPo Classic Theater, Philadelphia, where he oversees finance, fundraising, branding/marketing/publicity, and production-related operations. At EgoPo he orchestrated a range of sold-out, successful events, served as the primary grant writer and donor manager, and increased revenue through merchandising, grants, and private donations – all while decreasing overhead expenses.

“I am honored to join the team of Steel River Playhouse and facilitate its important mission and impacts,” Williams said. “In my visits to Pottstown, I was amazed and inspired by the local community’s passion for theatre. I look forward to working alongside the Board and Staff to achieve an even greater level of artistic and educational excellence, community engagement, and organizational success.”

Founded as Village Productions in 2001, in 2008 the organization purchased a turn-of-the-20th century department store in Pottstown and transformed it into a

\$2.4 million performing arts center named Steel River Playhouse. The Playhouse sees more than 20,000 audience members per year and more than 2,000 students in their educational programming. As a lynchpin of the revitalization of High Street, the Playhouse has also welcomed community events and meetings into the space. Alec will join a staff of seven employees and seven Board Members.

The final show of 2023-2024’s season, *The Prom*, will run through June 9th. Performances will be at 7 PM on Friday and Saturday nights, 2 PM on Saturday June 1st and 8th, and 2 PM on Sundays. Season subscriptions for Steel River’s 2024-2025 season are now on sale at steelriverplayhouse.my.salesforce-sites.com/ticket#/subscriptions. A few spots remain in the Summer Camp programs for students in 3rd through 12th grades. Check <https://steelriver.courses-torm.com/> for full details.

Steel River Playhouse is a non-profit (501c3) theater and education organization dedicated to sharing stories that reflect our collective humanity in an environment that represents and serves our diverse community. For more information email info@steelriver.org or check the website at www.steelriver.org.

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Vlahos Dunn Offers Liquor Liability Insurance for Fellow Hospitality Industry Entrepreneurs



By James Vlahos

In 2007 after having a great year in our insurance business, my partner (Tom Dunn) and I decided to look into making another

investment in Pottstown. Our insurance agency Vlahos Dunn Insurance has been a staple in the community for more than twenty years, living and breathing the changes that the Pottstown community has experienced over the past two plus decades. As our agency was growing nicely, we acquired a nice open lot right in the middle of town. A friend of ours suggested that the lot at 230 E. High Street would make a perfect Beer Garden. We did our research and built our beautiful beer garden — The “Iron Gate Biergarten” — that is now open for all to enjoy.

If the cost of your Liquor Liability Insurance has continually increased over the years eroding your bottom line, our agency has the solution. As owners of “Iron Gate Biergarten”



and also our most recent location just outside of Boyertown — Antonio's Trattoria (located on Route 73 in Shanesville), we can tailor your coverage to help you protect what you have worked so hard to build. We know the restaurant/bar business and the challenges it can present. Liquor Liability Insurance is what we do and know. Give us a call today at 610.326.1010; email: jvlahos@vlahosdunn.com or nvlahos@vlahosdunn.com.

We also invite you to check out our Instagram page and follow us and visit www.irongatebiergarten.com or call 610.203.4579. Thinking of a place for your event, bridal shower, birthday, or just the right place to gather with friends? Come join us as we grow together, and don't forget to bring your furry friends!

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Summertime Home Maintenance

By Heide Peters,
Rothenberger Insurance Services

The summer months are a great time to tackle those projects around the house. Here are a few reminders of maintenance tasks that can extend the life of your property.

Inspect Your Roof: Let's start with the roof. When was the last time you had your roof inspected? If it's been a while or if you have noticed shingles missing, now is a great time to have it inspected. If there are areas that need a repair, have those completed. If your roof requires more work, consider having it replaced. A roof is not an area of your house you want to just ignore.

Gutters & Downspouts: Now is the perfect time to grab a ladder and clean out your gutters and downspouts. They may also be in need of some repairs, or it might be time for replacement. They can also be inspected by a professional, such as the roofing company that inspects your roof. If they don't do gutters, ask them if they know someone that they recommend. It's not a bad idea to also have a gutter guard added which will make cleaning easier and reduce clogs.

Pressure Washing: Pressure washing is a great way to extend the life of certain things and also make them look new again. You will be surprised at the difference pressure washing can make to brighten up bricks/pavers; porches/decks; siding; walkways/cement areas; fences and more

Stain that Wood Deck: Once the pressure washing is finished, you may find cracking and peeling areas on your deck. Wood decks need to be stained every couple of years to help protect the wood from fading, water damage and natural wear and tear. If it's been several years since you last stained, you may want to consider taking the time to do it yourself or hire a professional.

Air Conditioner Efficiency: In the summertime, filters often fill up with debris quicker than in the springtime because the system runs more frequently. Check the filter monthly to determine if a change is necessary. It's also allergy season, so consider upgrading to a higher MERV (Minimum Efficiency Reporting Value) filter for better contaminant control and reduced allergy symptoms. Also, it is a good idea to have your AC unit checked and serviced. It may save you sticky hot downtime of your air conditioning during a heatwave, or a costly bill later.

Should you find that you need homeowner's insurance or are interested in a quote, give us a call. We are here to help!

Rothenberger Insurance Services is a full service independent insurance agency specializing in residential insurance and commercial insurance. Residential insurance services include automobile insurance, home owners insurance and life insurance. Commercial insurance services include group life insurance, group health insurance and general liability insurance. Rothenberger Insurance Services has two locations: 436 Penn Ave West Reading 19611, Phone 610.406.5827 and 507 Madison Ave Reading 19605, Phone 610.685.2804

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

Meet the team at the Helm:

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

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

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

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

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

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CREATE CONTENT WITH AI AND CANVA



SOCIAL MEDIA TIPS

By Theresa Mintzer

Creating social media graphics can be time consuming. Canva is a free design tool that you can use for presentations, video, and social media. The paid plan called Canva Pro is well worth the cost if you plan to use it on a regular basis. The Canva Pro bundle offers video background remover, premium content, stock photos, instant animation, templates, and branding.

Try these hacks to save you time on your social media. Canva Pro has a brand kit to store

your logo, brand colors, brand fonts, and templates in one place. You can now choose any template and though the brand hub adjust it to your brand colors. This feature saves you time while giving your posts a cohesive look.

The Magic Studio contains all Canva's AI features. Magic Design will create posts and entire presentations when you give it prompts. Magic Replace enables you to erase part of a picture and replace it with something you suggest. For more advice about how to utilize Canva and AI tools for social media, sign up for my social media coaching.

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

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TODAY'S AIR CONDITIONING TECHNOLOGY — SAVINGS AND COMFORT

Hot, humid weather is coming. If you're worried about sweating through another summer, it might be time to consider a serious upgrade to a new, high-tech air conditioning system. Here are three ways a savvy switch could be a game-changer for you and your family:

ENJOY BIG SAVINGS

Older systems tend to use a LOT more electricity to cool your home. In contrast, today's central AC systems use technology that significantly reduces the amount of energy they use. The upshot — that new home comfort system could reduce your monthly utility bills by a whopping 20–40 percent, according to the U.S. Department of Energy. Those savings really add up ... it could mean hundreds of dollars a year that you keep in your pocket.

BREATHE FRESH AIR

Savings are important, but so is your family's health and comfort. With a new AC system, you're also getting a breath of fresh air — literally. High-tech filtration in newer systems can trap much more dust, pollen, and other irritants, leaving your indoor air crisp and clean.

LOWER YOUR INSTALL COSTS

When you upgrade your AC system, you're investing in your family's comfort. The good news — there are a number of ways to lower your costs. Manufacturers — for example, Lennox — offer rebates that can save you up to \$1,700. You can also save with special financing offers, like Rhoads Air's 0 percent rate for qualified buyers. Plus, with a fresh warranty on your new system, you'll have peace of mind knowing you're covered for any unexpected hiccups.

One last word: be sure to work with a trusted local provider. Rhoads Air's pros will size your new system to meet your needs and send a team with decades of experience to install your system. Don't wait for the dog days of summer ... explore your options today.

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HOW TO USE FACEBOOK ADVERTISING TO TRANSFORM YOUR BUSINESS



MARKETING TIPS
By Julie Huff, Copywriter,
beMarketing

Sometimes it can feel like you're shouting into the void as you try to get your customer's attention.

Reaching your target audience, connecting with your people, and generating brand awareness requires a multi-pronged approach. You have to understand *who* you're talking to and *how* to sell to them, and that isn't always easy. That's why understanding Facebook Ad types and advertising strategies is necessary – proper execution can be the catalyst rocketing you to success.

Why Facebook?: With nearly three billion active users, Facebook gives you direct access to a massive audience. But the real magic lies in its laser-sharp targeting. Facebook Ads puts your brand in front of the right people, at the right time.

Facebook Ad Crash Course: Getting started is surprisingly user-friendly. First, define your goals and match these with the ad format that will resonate with your customers. Facebook provides a variety of options: eye-catching images to showcase your products, captivating video stories to tell your brand narrative, or carousel ads to tempt potential buyers with multiple product offerings.

Next, Facebook lets you define your ideal customer by demographics, interests, behaviors, and even purchase history. Use that information to set up your target audience and budget, and the platform will walk you through the rest.

But Facebook Ads are more than just a launch-and-forget strategy. Track your campaign performance, analyze the results, and see what resonates with your audience. This data is your roadmap to refine your ads, maximizing their impact.

But this is just the tip of the iceberg. Explore retargeting – a gentle reminder for website visitors who haven't converted yet. Unlock the power of Facebook's algorithm to create "lookalike audiences," reaching new customers with similar traits to your best ones. And don't be afraid to experiment with different ad variations – visuals, headlines, the whole package. A/B testing is your friend in the world of Facebook Ads.

Bring in the Experts: At beMarketing, we're obsessed with helping businesses thrive online. Our paid and organic advertising services take you beyond the initial launch. Let us help you unlock the full potential of marketing and watch your brand take center stage on Facebook.

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STAY FIT ON THE JOB

Practical Fitness Tips for Every Professional

Provided by GYMGUYZ

Main Line & Montgomery County

Whether you're managing from an office or moving on-site, maintaining fitness can boost your energy and efficiency. Here are adaptable tips for all work environments:

Leverage Work Tasks for Fitness: For those on the move, treat physical tasks as part of your workout. Carry, lift, or walk with awareness of posture and muscle use to turn routine activities into exercise opportunities.

Structured Mini-Breaks: Regardless of your job type, schedule short breaks for stretching or quick exercises. This helps maintain mobility and alertness, whether you've been at a desk or on your feet all day.

Hydration as a Habit: Always have water accessible, no matter where your job takes you. Regular hydration is key to maintaining peak physical and mental function.

Mindful Meetings: Whether it's a traditional meeting or a job site check-in, suggest making part of it mobile if possible. This encourages activity and can lead to more dynamic discussions.



Incorporating these strategies can improve both well-being and work output. For customized fitness plans that fit your work life, consulting a fitness expert can provide you with routines that are both effective and practical.

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Chris James-Hector Realty

Chris James-Hector and Andrea Heskett are Chester County locals who are passionate about real estate. Whether you're a first-time home buyer, a seasoned investor, or somewhere in between, they are here to be your go-to real estate consultant. At Chris James Hector Realty, Chris and Andrea are dedicated full-time realtors committed to providing a full suite of real estate services. As your guide, they are available seven days a week to help you navigate through every step of your transaction.

Chris and Andrea are proud members of the National Association of Realtors, and they are also actively involved with the Spring-Ford, Phoenixville, and Perkiomen Valley Chambers of Commerce.

Real estate is more than just a business for Chris and Andrea — it's a way of life!

They are passionate about keeping up with the latest trends and helping you make the right moves for your personal real estate goals.

Integrity and exceptional service are their top priorities in today's ever-changing real estate world. As data-driven professionals, they use modern marketing techniques to reach a wider audience for listings. Their goal is to offer a warm, personalized, all-inclusive

boutique experience to help you find that special place you'll call "home."

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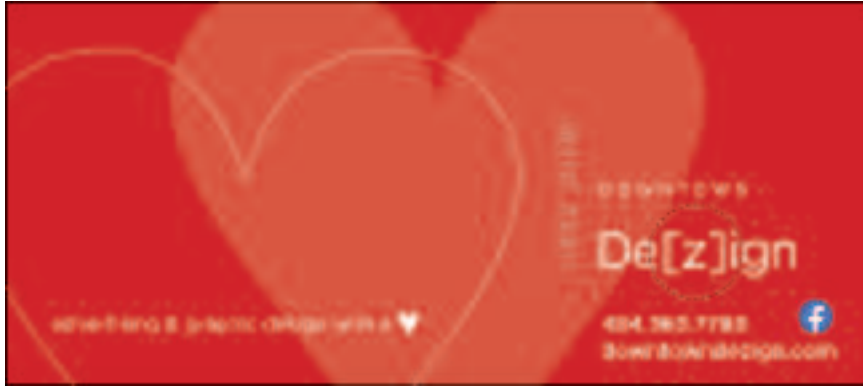
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There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round - to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade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

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

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



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

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

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

UPCOMING EVENTS

2024 ATHENA LUNCHEON WITH KAREN NORHEIM

Monday Jun 3, 2024

11:30 AM - 1:30 PM EDT

Exclusive Invitation - ATHENA Recipients

Contact: Katie Johnsen 610-898-777

kjohnsen@greaterreading.org

ADVANCED EXCEL AM - JUNE 2024

Tuesday Jun 4, 2024

8:00 AM - 10:30 AM EDT

Four weeks on Tuesdays:

June 4, 11, 18, and 25

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

Shearer Technical, 727 Penn Ave.

West Reading, PA 19611

\$300/person - GRCA Members;

\$375/person - Future Chamber Members

<http://GreaterReading.org>

Contact: Mark Dolinski

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11723>

INTRO TO EXCEL PM SESSION - JUNE 2024

Tuesday Jun 4, 2024

2:30 PM - 5:00 PM EDT

Four weeks on Tuesdays:

June 4, 11, 18, and 25

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

Center for Business Excellence

49 Commerce Drive, Wyomissing PA 19610

Please remember to bring your laptop!

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

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11725>

BREAKFAST4SUCCESS - AI IN ACTION: UNLOCKING HIDDEN POTENTIAL BEYOND MARKETING (JUNE 2024)

Wednesday Jun 5, 2024

7:30 AM - 9:30 AM EDT

The Rookery at Berks Nature

575 St Bernardine St, Reading

\$35 / Member

Member Exclusive

Contact: Katie Johnsen 610-898-7779

kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11614>

INTRO TO EXCEL AM SESSION - JUNE 2024

Thursday Jun 6, 2024

8:00 AM - 10:30 AM EDT

Four weeks on Thursdays:

June 6, 13, 20, and 27

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

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727 Penn Ave.

West Reading, PA 19611

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Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

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INTERMEDIATE EXCEL PM SESSION - JUNE 2024

Thursday Jun 6, 2024

2:30 PM - 5:00 PM EDT

Four weeks on Thursdays:

June 6, 13, 20, and 27

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

Please remember to bring your laptop!

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Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11726>

INTERMEDIATE EXCEL AM SESSION - JUNE 2024

Monday Jun 10, 2024

8:00 AM - 10:30 AM EDT

Four weeks on Mondays: June 10, 17, 24, and July 1

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

Shearer Technical Computer Consultants

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West Reading, PA 19611

\$300/person - GRCA Members; \$375/person -

Future Chamber Members

<http://GreaterReading.org>

Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11722>

FAMILY BUSINESS ALLIANCE SUMMER SYMPOSIUM - BERKS HOMES - 2024

Tuesday Jun 11, 2024

7:30 AM - 9:30 AM EDT

Doubletree by Hilton Reading

701 Penn St., Reading, PA 19601

parking is complimentary when using the DoubleTree garage - please remember to input your license plate number into one of the kiosks before you leave the event

\$35 / GRCA Members; \$50 / Future GRCA Members

Advanced Registration Required

Contact: Katie Johnsen 610-898-7779

kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11618>

MENTORÍA, COLABORACIÓN COMUNITARIA Y 5ª ENTREGA ANUAL DE PREMIOS DE MUJER A MUJER

Thursday Jun 13, 2024

5:30 PM - 7:30 PM EDT

Centro Hispano

Casa de la Amistad

25 N 2nd St, Reading, PA 19601

\$15 / GRCA Member; \$20 / Future GRCA Member

Advanced Registration Required

Contact: Katie Johnsen 610-898-7779

kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11599>

WOMEN2WOMEN LOBSTERFEST 2024

Thursday Jun 20, 2024

5:30 PM - 8:00 PM EDT

Go Fish! Seafood Market & Sushi Bar

301 S. Hull St., Sinking Spring, PA 19608

***Parking available on site and across street from restaurant*

301 S. Hull Street Sinking Spring' PA' 19608

\$100 / GRCA Member (all inclusive)

\$120 / Future Member (all inclusive)

Choice of Lobster or Chicken

Contact: Katie Johnsen 610-898-7779

kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11600>



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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

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For marketing professionals & small business owners

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TUESDAY, JUNE 18TH | 8:00 AM - 12:00 PM

Western Montgomery Career & Technology Center

WEDNESDAY, OCTOBER 16TH | 8:00 AM - 12:00 PM

Montgomery County Community College

MEMBER PRICE: \$100 FOR ONE DAY - \$175 FOR BOTH DAYS

NON-MEMBER PRICE: \$125 FOR ONE DAY - \$250 FOR BOTH DAYS



Scan here to register for only June 18th; or both June 18th & October 16th.
Registration for only attending October 16th is separate.

For more details or marketing and exposure opportunities, please call Alice
at 610.326.2900 or email alice@tricountyareachamber.com.

WELCOME NEW MEMBERS!

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

A Night With Javier LLC
(484) 772-7533
<http://anightwithjavier.com/>
Caterers / Banquet Services

Aerial Insights LLC
(610) 802-2161
<http://www.aerialinsightspa.com/>
Photographers / Photography Studios

Edwards Business Systems
(610) 858-1714
<http://www.edwardsbusiness.com/>
Office Equipment / Furniture / Supplies,
Copying Machines and Supplies

Gazzos Steaks
(610) 621-9315
<http://www.gazzossteaks.com/>
Restaurants

The Longacre Co.
(484) 897-6683
<http://www.longacresco.com/>
Electrical Contractors, HVAC Contractors,
Kitchen and Bath Design / Remodeling,
Plumbing Contractors

Manatawny Athletic Club LLC
(610) 323-2142
<https://www.manatawnyathletic.com/>
Athletic Team

Ms. Pickles Sandwich Shop
(484) 300-6000
<https://www.facebook.com/profile.php?id=61557153296992>
Food Products – Specialty, Food Products,
Restaurants

RKL LLC
(484) 686-2821
<https://www.rklcpa.com/>
Accountants / CPAs

Ruthy Adorno LLC
(262) 751-7647
<http://www.ruthyadorno.com/>
Communications Consultants

Sheryl Williams Hair Replacement
(610) 601-9161
<https://sherylwilliamshair.square.site/>
Salons - Hair / Nail and Skin Care / Tanning

Take it Outdoors
(610) 656-3969
<http://takeitoutdoorsadventures.com/>
Recreation, Nonprofit Organizations

MEMBER ANNIVERSARIES

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

35 Years
Global Advanced Metals

15 Years
Sealstrip Corporation

5 Years
Kiddie Academy of Phoenixville
Kiddie Academy of Royersford
Montgomery County Foundation, Inc.

REGIONAL CHAMBER ROUNDUP



Now Accepting Applications for the Class of 2025!



What is Leadership TriCounty?

- For over 30 years, Leadership TriCounty has been introducing its class members to major facets of the tri-county community.
- A comprehensive 10-month course.
- Administered through the TriCounty Area Chamber of Commerce Foundation, Inc.
- The program has prepared more than 250 community members for leadership positions in the tri-county area.
- Each Leadership class is comprised of no more than 25 individuals who have been selected for their potential to expand their involvement in the development of the tri-county area.

Virtual Information Session:

Wednesday, June 12th | 8:30 AM - 9:30 AM

Scan the QR Code to register and receive the zoom link.



Connect. Support. Lead.

REACH* UPCOMING Events



REACH Social

Thursday, 10:00 AM - 3:00 PM
Spring Hollow Golf Club's Ladies Night Out, where we will start with a lesson on "Mastering the Ask" Jamie Casiano of 1st Colonial Bank, and Patti Siegel of MCMCificed Pages / Route 422 Business Advisor.

June
20
2024



Relationships & Coffee

Last Friday of each month, 9:00 AM - 9:00 AM
Meet new people, check in with each other, and share inspiration. Grow your network and connect with other professional women, and non-binary people.

Jun
28
2024



4th Annual Conference

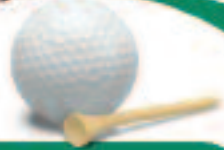
Thursday, 10:00 AM - 5:00 PM
Join us for this half-day Conference which will feature 3 Dynamic Speakers, Networking Time, Lunch, Dessert, Buffet, Commemorative Gift, Raffle Prizes, REACH Awards, and your chance to network with over 150 other professionals in the tri-county area.

Sep
26
2024

Registration is required. To learn more about the REACH Program or to register for an event, contact alice@tricityareachamber.com.



One last round to close out the season



2024 Golf Outing



Thursday, October 3rd
at
Bella Vista Golf Course



10:30 AM - Registration | 11:00 AM - Networking Lunch
12:00 PM - Shotgun Start | 4:30/5:00 PM - BBQ & Clambake Dinner

\$200 per Member Golfer | \$750 per Member Foursome
\$50 Member Dinner Only

18 holes of golf, golf cart, networking, lunch, dinner, refreshments and snacks, complimentary games, fun, cash prizes, and goodie bag.

Presenting Sponsor: **SCHULTZ technology**



For more details or to register, please call 610.326.2900, visit tricityareachamber.com, or email alice@tricityareachamber.com. Scan the QR code to go directly to the event page on our website. Sponsorship Opportunities are available.

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CREATING CONNECTIONS



SUPPORTING COMMERCE



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• **Future headquarters:** 710 Main St., 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."

FIRST FRIDAY PHOENIXVILLE

Join us downtown every First Friday, 5:30pm – 8:30pm, May – December.

Each and every First Friday the 100 & 200 Blocks of Bridge Street are closed to vehicles, to give residents and visitors more space to shop, eat and enjoy Phoenixville. Shops and Restaurants extend into Bridge street, so visitors and residents can experience an open-air experience every First Friday.

There will be live musicians placed throughout the downtown on Bridge and Main Streets, and handmade craft/artist vendors in the Main and Bridge Street parking lot.

BUILD CONNECTIONS

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



INTERESTED IN MEMBERSHIP? LEARN MORE:



UPCOMING EVENTS

Join us
For a unique dinner experience
highlighting our local restaurants

Dine Around's newest iteration, the Chamber Experience, features a curated menu and Phoenixville's restaurant owners and chefs joining you at the dinner table for storytelling and more.

MORE INFO

Gala 2024
PHOENIXVILLE

Coffee & Connections
THURS. JUNE 20, 2024 | 9:00AM - 10:00AM

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

Golfer ticket includes lunch buffet, Bloody Mary bar, golf greens and cart, swag 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. Sponsorship packages starting as low as \$100. 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!

June 18, 2024 @ 3pm – Non-Profit Forum

Share organizational updates, challenges and successes during the roundtable discussion. Free event. Location: PV Chamber office. Must pre-register to attend. www.pvchamber.net.

June 19, 2024 @ 4:30pm – 6:30pm – Chamber Mixer

Networking HH at The Dutch Cottage, Skippack. Light appy's included. Cash bar. Must pre-register.

June 27, 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

2024 PV Chamber Night at R-Phils

Friday, July 10, 2024

What type will be provided on 10,000 tickets and distributed throughout Perkiomen Valley!

Donation \$10 tickets – a great "Thank you" gift to your employees, customers or vendors... and don't forget friends and family, too!

Sponsorship Cost \$450

Pregame PA announcement and ceremonial First Pitch for each sponsor. Deadline May 30th – Tickets will be delivered as soon as printed!

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Kathy Miller (484) 693-0221

Jim McAndrew Photography
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Jim McAndrew (267) 474-6224

Epps Beverages

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beverages & cigars
Dominic Luchesi (610) 489-7555

Perkiomen Valley Chamber of Commerce
SUMMER BBQ Party

Get ready to fire up your food and drink up the fun at our annual summer barbecue party!

19 JULY 2024 | 12:00PM - 4:00PM

Purchase Tickets
www.PVchamber.net

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!

SPRING-FORD CHAMBER OF COMMERCE

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Connections

Teamwork

Community Service

Innovation

Economic Growth

Partnership

www.springfordchamber.com

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!

JOIN US AT LIMERICK COMMUNITY DAY

Vendors

Family Fun

Food Trucks

Saturday
10 August 2024
12pm-3pm

Limerick Community Park

VENDOR REGISTRATION **Contact Us 610-489-7200**

Join us for Limerick Community Day, a vibrant celebration packed with entertainment, delicious food trucks, exciting vendors, and fantastic opportunities for businesses to connect and support our community. It's a day filled with fun for all ages, fostering a sense of togetherness and community spirit. Don't miss out on this fantastic event where we come together to celebrate, engage, and make lasting memories! You can register and/or sponsor here <https://springfordchamber.com/our-events/limerick-community-day-69>.

Business Connect

This event is a fantastic opportunity to gain insights, expand your professional network, and discover innovative ways to grow your business.

Venue: Sunshine Cafe
Date: Every Tuesday

Event Logistics:

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

Contact Us:
(610)-489-7200
info@springfordchamber.com

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 every Tuesday at the Sunshine Café.

Woman IN NETWORKING

Friday, June 7th 2024
Friday, July 12th 2024
Friday, August 2nd 2024
Friday, September 6th 2024
Friday, October 4th 2024
Friday, November 1st, 2024
Friday, December 6th 2024

Limerick Township Building
646 W Bridge Pike, Limerick, PA 19369
8:30 AM - 9 AM

Join us for our Women in Networking events! Don't miss this valuable opportunity to connect with like-minded women, share experiences, and empower each other towards achieving harmony and success in both personal and professional endeavors. Our events, held primarily on the first Friday of every month, provide a supportive and inspiring environment for networking and collaboration. Mark your calendars and be part of a dynamic community of women driving positive change and growth!

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GROW FASTER!



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www.sbrassociation.com



**Small Business
Resource Association**

THE SBRA COMMUNITY

10 Challenges to Overcome for Business Success



By Gary Seibert, CEO,
Small Business Resource Association

In my 60 years of being an entrepreneur and business owner, I can honestly say that I have experienced almost every challenge a small business owner could ever experience. Fortunately, through the Grace of God, the support of some

really great friends and mentors and a stubbornness to be successful, I am here today with some really GOOD NEWS. We all go through challenging times, it's what we need to do in order to grow and get better at what we do. With every challenge, you are faced with a choice and with the choice you make, a consequence will follow. The consequences will either be good or bad.

This month's article will examine 10 possible challenges you may face in your business career and some ways you might deal with them to produce some good consequences.

10. How do we capture the power of social media.

The first thing to understand is that you probably don't understand the complexity of social-media and how to use it effectively. It is not a one-size-fits-all concept. To save yourself time and money, find someone that specializes in social media and how to best use it. Find out what form of social media is best fit for your product and customer base, then develop a plan and stick to it.

9. Lack of humility and failing to ask for help. We business owners are proud people and feel a sense of responsibility for making our businesses successful. We would never think of asking for help for fear that people would think we were bad business owners or incompetent. GET OVER IT—it's not only OK to ask for help but it is good business sense to

allow other people's experiences and mistakes to prevent you from making the same. Humble yourself, ask for help and learn from your mistakes.

8. Spending way too much time on the wrong things.

Human nature takes us to where we want to be and yet it is in that uncomfortable zone that we sometimes need to be. We get caught up in meaningless tasks, meetings, calls and projects that takes us off focus and prevents us from doing what we need to do NOW. You know what you need to do first, just do it.

7. Poor financial planning.

Financial Literacy is a big topic in the success of business development today. Most small business owners do not know the principals of financial management and planning. Therefore, they become the victims of what they don't know and that causes some enormous challenges that in many situations results in their failure. Don't become a business failure statistic—get help from a professional.

6. Chasing bankers/investors and not customers.

When most businesses get into financial trouble the first thing they think about is where can they make cuts. Most times they choose to get rid of employees. Not a good decision for many reasons—email me and I will share my thoughts. The second thing they think of is where can I borrow money. They are already in debt and borrowing money is just going to add additional problems. MY choice, how can I get more customers, sell more goods, increase my income? Grow the business and reduce the debt.

5. Not having the right support team.

Surround yourself with people equal to or better than yourself and you will have a much better chance of being successful. Great teams make great businesses. You may be the vision behind your business but are you equally good at managing, knowing the technical requirements, financially management or even problem solving? Be HUMBLE-build a team.

4. Failing to execute a well thought out sales and marketing plan.

We are part of a whole new generation of how to market and build your BRAND. Old methods are "old methods" and do not work like they did 20, even 10 years ago. To do business in today's world you need to know what works in today's world, what people respond to and what their needs are. Otherwise, they will not pay attention to you and instead buy from your competitor. There is a difference between Sales, Marketing, Public Relations, Social-Media, Website Marketing and Branding. Don't wing-it, get help.

3. Lack of Focus. We are all victims of too much distraction, noise, head trash, interruptions and the list goes on and on. You know what is keeping you from doing what you need to be doing when you need to do it. STOP—GET FOCUSED. Get rid of the clutter in your office and get organized. Focus on what is important.

2. Not Providing What People Really Want. Have you done discovery or a focus group on what you do? Is there a real need for your products or services? Are you competitively priced or is their way too much competition in your space? Sometimes we believe in and like what we do far more than what the consumer does. Is there a niche that would set you aside from your competition? These are questions you need to ask and then build your business supporting what you've discovered.

1. Hiring Properly. Your business will only be as good as the people that work for you. Take the time to hire the right people, train them well, treat them well, support their growth and development and let them know how much you appreciate them. The sign of a great employee is when they perform beyond expectation when no one is looking. Take good care of your employees and they will take good care of your business.

We will always have CHALLENGES and we will always have CHOICES to make. Challenge your choices, get help if needed and in most cases the consequences will be good ones.



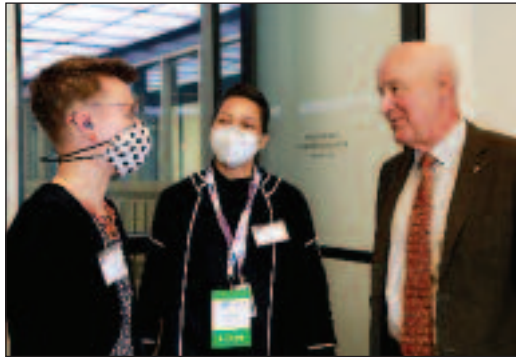
SBRA Business Spotlight

Angela Adler Consulting

(412) 660-0013

AngelaAdler.com

Angela Adler, PhD, based in Wyomissing, offers operations and strategy consulting, speaking, and facilitation for businesses and organizations in manufacturing, construction, healthcare, government, education, professional services, non-profits, and more. Dr. Adler has specific expertise in disability inclusion, transforming that 25% of the US population who are generally considered business liabilities into the massive market segment and employee pool for your business that it truly is. Dr. Adler has ongoing collaborations with the President's Office at NYU (pictured), the Robert Wood Johnson Foundation, and more, helping set and achieve unprecedented strategy and performance goals while streamlining processes and cutting costs.



SBRA Monthly Member Shout Out

Members Helping Each Other Grow



HOW ELECTRONIC NOTARIZATION IS TRANSFORMING BUSINESS



**By Brian Klein,
Blue Ink Notary**

In today's fast-paced digital landscape, the traditional methods of notarization are being revolutionized by the emergence of e-notarization, also known as electronic notarization. This growing trend is significantly impacting modern business processes, offering a variety of benefits ranging from enhanced convenience and efficiency to greater security. Let's look at how e-notarization is transforming the way businesses handle important documents and transactions, and why it has become an indispensable tool in our digital age.

The Evolution of Notary Services

Notaries public have long played a crucial role in verifying the authenticity of documents & signers' identities while also ensuring the validity of signatures on those documents. Traditionally, this process involved physical presence, where individuals had to visit a notary public in person to have their documents notarized. While this method has served its purpose for many years, it began to pose challenges in terms of time constraints, geographic limitations, and logistical complexities.

Enter E-Notarization

E-notarization has brought notary services into our technological age and the recent COVID-19 pandemic only helped to speed up its acceptance across a variety of industries. Electronic notarization includes two types of platforms: remote online notarization (RON) and in person electronic notarization (IPEN). RON technology streamlines the notarization process, allowing documents to be notarized online from anywhere in the world. IPEN technology allows the signer to sign in front of a notary using a tablet or laptop, reducing the amount of paper being used. Through secure platforms and digital signatures, e-notarization offers a seamless and efficient alternative to traditional notary services.

Benefits of E-Notarization for Businesses:

- 1. Convenience:** One of the primary advantages of e-notarization is the unparalleled convenience it offers to businesses. Instead of scheduling appointments and physically visiting a notary public or having one come to you, businesses can now upload their documents to an online platform and complete the notarization process remotely. This saves time, reduces administrative burdens, and enables faster transaction turnaround.
- 2. Efficiency:** E-notarization eliminates the need for manual paperwork and reduces the risk of errors associated with traditional notary services. The digital nature of e-notarization allows for

seamless document storage, retrieval, and sharing, making it easier for businesses to manage their records and collaborate with stakeholders.

3. Security: Digital notarization platforms employ advanced security measures to protect sensitive information and ensure the integrity of notarized documents. Encryption technologies, authentication protocols, and audit trails are among the security features that safeguard against fraud and unauthorized access. This level of security instills trust and confidence in the notarization process, especially for businesses handling sensitive legal and financial documents.

Adoption and Integration

The adoption of e-notarization is rapidly gaining momentum across various industries, including real estate, finance, legal services, and corporate governance. Many jurisdictions have also recognized the validity of electronic signatures and e-notarized documents, further fueling the transition towards digital notary services.

Businesses are integrating e-notarization into their workflows to streamline processes, reduce operational costs, and enhance overall efficiency. For example, in real estate transactions, e-notarization enables buyers, sellers, and lenders to complete transactions remotely, eliminating the need for physical presence and expediting the closing process.

Overcoming Challenges

While e-notarization offers numerous benefits, its widespread adoption is not without challenges. Some concerns revolve around data privacy, regulatory compliance, and technological barriers. However, advancements in cybersecurity, legal frameworks, and user-friendly e-notary platforms are addressing these challenges and paving the way for broader acceptance of digital notarization.

Looking Ahead

The digital age of notary services is continuously evolving, driven by technological innovations and the growing demand for efficient and secure business processes. As e-notarization becomes more prevalent, businesses can expect further enhancements such as blockchain-based notarization for enhanced security and transparency.

E-notarization is transforming business processes by offering unparalleled convenience, efficiency, and security. Businesses that embrace digital notary services stand to gain a competitive edge in today's dynamic and interconnected marketplace, where speed, accuracy, and reliability are paramount. The era of e-notarization has arrived, reshaping the way businesses authenticate documents and conduct transactions in the digital age.

SBRA EVENTS - BE BETTER. GROW FASTER.

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

Tune-Up Tuesday SBRA Zoom Workshop

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- **Tuesday, June 4th** – 9:30-10:30 a.m. – SBRA Workshop presented by Evan Markwood of US Health Advisors
- **Tuesday, June 18th** – 9:30-10:30 a.m. – SBRA Workshop presented by Shawn Latta of Nuclei Data

SBRA Breakfast Referral Club

- **Friday, June 7th** – 7:30-9:00 a.m. at B2 Bistro in West Reading
- **Friday, June 21st** – 7:30-9:00 a.m. at B2 Bistro in West Reading

Networking Mingle

Wednesday, June 26th 5:30-7:00

Zoom Membership Benefits Update -
Learn How the SBRA Can
Help Your Business Grow –
June 26th 9:00-9:30 a.m.

WELCOME NEW SBRA MEMBERS

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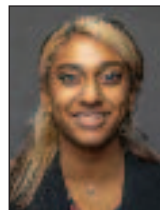
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TAKING CONTROL:

An Introduction to Advance Health Care Directives



LEGAL PERSPECTIVES

By Supriya G. Philips, Esquire, Wolf, Baldwin & Associates, P.C.

Do you want to live forever? Unless you've recently stumbled upon the philosopher's stone or discovered the fountain of youth, your answer is likely no. Despite our best efforts and the remarkable progress in medical science and technology, our bodies have no defense to the infirmities that accompany old age. Gradually, we find ourselves relinquishing certain faculties, eventually succumbing to the passage of time. While we may not dictate the timing or manner of our departure, we can take control of our end-of-life healthcare decisions. Advance health care directives, which include living wills and Do-Not-Resuscitate orders (DNRs), are legal documents that allow you to plan the health care treatment you will receive during your final days.

Living Wills

A living will is a legal document that allows you, as the principal, to record your preferences regarding specific medical treatments and procedures if, in the future, you end up with an end-stage medical condition or are permanently unconscious. The medical treatments and procedures indicated on a living will run the gamut and include, but are not limited to, organ donation, cardiac resuscitation, mechanical respiration, feeding tubes and other forms of artificial nutrition, hydration, blood products, surgery, diagnostic testing, kidney dialysis and antibiotics. Your decisions should feel right to *you*. Whether you choose to receive or opt out of a specific medical treatment or procedure is a personal decision. There are no right or wrong answers.

Most living wills allow you to designate a friend or family member as a health care surrogate, someone who can

alter your decisions about whether you receive specific medical treatments and procedures. Many of our clients want their partners and children to participate in the decision-making process and choose to list those individuals as health care surrogates. Others choose not to delegate any health care surrogates. Some believe asking another person, especially a loved one, to make these types of decisions is too much of a burden. Some don't want anyone altering their choices. Ultimately, whether you choose to designate a health care surrogate is up to you.

To ensure your living will is complied with, your living will must meet certain requirements under state law. In Pennsylvania, a living will must be dated and signed. Although your signature must be witnessed by two individuals, it does not need to be notarized. Once you execute a living will, it will remain valid until you revoke it.

(Continued on page 36)



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Small Business
Resource Association



LEGAL PERSPECTIVES

(Continued from page 34)

And unlike certain other estate planning documents, you can make changes to your living will after you've executed it. If you change your mind regarding a specific medical treatment or procedure in the future, you can change your selection directly on your document.

It's important to remember that the applicability of your living will is limited. Your doctor will only review your living will (1) during your last stage of life and (2) if you are unable to communicate or are unconscious. For most people, their last stage of life is not tomorrow. If a person breaks a few bones and ends up in the ER, their doctor isn't going to euthanize them because they executed a living will the week prior. And if you can communicate during your last stage of life, whether it's vocally or with a dry-erase board, your doctor will follow your instructions regardless of whether you have a living will.

all statutory requirements. Some patients notify medical professionals of their DNR status by wearing a necklace or bracelet indicating that a DNR has been executed. Under Pennsylvania law, the necklace or bracelet must clearly state "Out-of-Hospital DNR" and include: (1) the name of the patient and (2) the name and dated signature of the physician that signed the DNR. If you to choose to wear a necklace or bracelet, you want to ensure that an emergency medical service provider has no reason to question the validity of it. If an emergency medical technician (EMT) is uncertain about the validity or applicability of a DNR and they are acting in good faith, the EMT may render life-sustaining medical treatment and remain immune from civil and criminal liability.

Conclusion

Advance health care directives empower individuals to articulate their medical treatment preferences and end-of-life health care. By delineating these preferences in advance, individuals safeguard their autonomy and dignity during critical life stages. If maintaining control over health care decisions is important to you, you should consider augmenting your estate plan with these types of documents. Understanding the purpose, content, and legal implications of an advance health care directive is crucial. Seeking guidance from legal professionals well-versed in estate planning and advance directives can provide invaluable assistance in crafting a comprehensive estate plan that aligns with your personal values and preferences. With a carefully constructed living will in place, you can have peace of mind.

Supriya G. Philips, Esquire is an associate attorney of Wolf, Baldwin & Associates, P.C. at the firm's Pottstown office and focuses her practice on estate planning and estate administration. She may be reached at 610.323.7436 or by e-mail to sphilips@wolfbaldwin.com.

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Ye Old Coventry Pub

Good Food, Good Friends and Good Times has been the motto of the Coventry Pub for many years. Conveniently located South of Pottstown and North of Bucktown on Route 100, the Coventry Pub was originally a farmhouse, and started as a pub in 1960. Ye Old Coventry Pub is famous for its hand carved roast beef — cooked and carved from a standing beef roast, and homemade snapper soup. In addition, the Pub features a full lunch and dinner menu, and a variety of sandwiches and salads, as well as a comfortable bar. The friendly Pub is a perfect place to watch sports and chat. The Pub also has a separate dining room, and we have patio dining — weather permitting — dogs are welcome to sit out at the patio.

Daily specials: Every Monday — special “2-for-dinners” with five choices — chef special dinners; Tuesday — Taco Tuesday; Wednesday — Burger Day specials; Thursday — Clam special & Trivia, 8-10 P.M. featuring fun and prizes. Weekend dinner specials include Prime Rib; Saturday afternoon — Soup and Sandwich special; Sunday — Family Day-Wert’s Birch Beer on tap from 1960s, a local favorite from Topton; Shepherd’s pie and children’s menu.

The Coventry Pub features 11 drafts with three rotating seasonal taps. There is always a draft and cocktail special. Check out our Facebook page for daily specials and events. For more information, please call 610.323.5790.

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DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

I am currently in Portland OR on my cross-country journey to evaluate the recovery from the 2021 lockdown. I was deeply impressed by the transformative power of innovative strategies and the strategic use of ground-floor retail. These approaches are not only breathing new life into the towns but also fostering a sense of optimism and advancement.

I thought one of the towns, Demmings, New Mexico, had a model for other small towns. They just offered more space to merchants and combined storefronts. In a way, it was easy to see that they did not need that much space, and the spacing of the inventory required creativity.

This strategy applies only to the owner of a double storefront or a group of stores. In Demmings, I am not sure who owns what, but it looked like it covered most of the storefronts. In many towns, investors do own multiple properties, but in many cases, the properties are not adjacent, so

this strategy will not work everywhere.

I have also seen some towns use theme space like miniature gold and golf instruction that looked like they had a driving range in the building based on size. There were many variations, including large escape rooms and houses with mirrors. People are getting innovative concerning the rental of space.

While in San Francisco Haight Ashbury section, I talked to Ken, a clothing retailer who told me that there was an influx of "vintage" stores.

(Continued on page 40)

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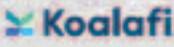
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 38)

Ken and I had a long conversation about the meaning of these stores. He indicated that they were thrift stores to serve the rapidly growing class of people who could not afford new clothes.

Then I stopped and met Tom from the anarchist bookstore. He sold me a few posters and a book about Banksy murals, and we discussed whether he had a new clientele with the unrest in the city. Discussion led to the fact that many of the “people” are being squeezed out of San Francisco.

Reading the news while back in Philly, I was a little concerned about my safety in San Francisco. Someone was reported missing the night before I arrived, and I thought it might be risky. None of that was true. I could walk around taking pictures with a clipboard in hand, and everyone was friendly.

In San Francisco’s Castro area, some of the store owners came out to chat and gave me insights into the street. One realtor and I spoke for about 15 minutes on the real estate market and its ability and impact on investors and the average income person.

Gas was much more expensive in California. There were gas stations selling for \$5.08 per gallon, and across the street, it was selling for \$5.85. There were lines at both stations. I’m not sure how that works, but it gave me something to think about on my way to Portland.

When I got to Portland, I realized there might be a safety issue as I paid \$102 for a top-tier hotel but had to pay \$66 a night to park. But again, my fears were proven false as people were friendly to me in Portland. They were not as nice as they were in San Francisco, but I was never bothered. Almost everyone wears black, and again, I am not sure what that means as I am a blue guy.

There has been lots of construction on the roadways. Massive infrastructure projects are fixing bridges and roads. They have led to driving delays, but it has not been drastic. I think that the infrastructure bill passed by Congress has played a big part in everyone getting on the same page and doing road projects.

Being on the road like this is a challenge for an old man like me. I have about 400 gigs of music on my phone so that I can be

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entertained. The magnetic storm threw my blue tooth off a couple of times in crucial GIS situations, but other than that, personal travel has been uneventful. I am pretty self-contained as I remembered what I did wrong last trip, and I was more familiar with the locales.

Last time, I could not find my documents at a border stop, but this time, I not only had my driver's license handy but also my global entry Homeland Security card. It enabled me to proceed without the dogs sniffing my car. It was an uneventful stop. There are many checkpoints throughout the area

in New Mexico, Arizona, and as you arrive in California.

I am classifying all the store occupants by the North American Industry Classification System and hope to write a more detailed summary when I return home. It takes a little time, but I have the documents for all of the vacancies in the 70 cities I visited and should be able to determine and identify some trends.

I like being on the road but I can't wait to get home again.

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

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Part of the motivation behind the change was the plethora of nicknames Premier has collected over the years. President Sarah Coveney explains that "People have called us all kinds of things over the past 24 years. PP, PPS, Premier Pay, Premier, etc. There are a lot of other "premier" companies out there, so we wanted to eliminate some of the confusion while giving ourselves a modern look."

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The name PremierNow matches the domain name of their website and reminds people that they offer more than just payroll. Their flexible, secure, full-service platform manages payroll, benefits, talent management, and more.

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Clients can expect to receive the same best-in-class service they have come to expect. PremierNow's website domain is the same – but clients can look forward to easier navigation, brighter colors, and a new look. The colors in the new logo are an homage to their history - but have a fresh feel.



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Ask SCORE

6 SIMPLE STEPS FOR GETTING THINGS DONE AT YOUR SMALL BUSINESS

Whether you are running a for-profit or nonprofit business, an ability to organize efforts and initiatives is a necessary skill to achieve success. Effectively executing efforts and accomplishing goals requires planning and coordination among team members (which may be a combination of employees, vendors, suppliers, contractors, etc.).

While some small business owners seem to have a natural knack for project management, it is not everyone's strength. Do not feel defeated if it is not yours and you do not have the resources to hire a professional project manager.

With a process in place to guide you, you — or a designated person from your team — will become more adept at moving projects from start to finish.

The following tips will help you create a roadmap that you can follow whenever embarking on any new project.

Your 6-Step Guide to Successful Project Management

1. Define your goal and get buy-in from all project team members. As you do this, you will want to determine each team member's role and responsibilities. In this step, also consider how the project will affect your company and how you will measure the project's impact.

2. Determine the project deliverables. What key tasks do team members need to accomplish to move the project along the path to completion? You will also need to identify which deliverables depend on other deliverables, so you can establish a timeline that puts tasks in a logical order.

3. List the resources you will need. Assess what you will need regarding budget, person-hours and tools to complete the project.

(Continued on page 44)

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(Continued from page 43)

4. Set a timeline and identify milestones to mark your progress.

After knowing what needs to be done and by whom, create target completion dates for your project deliverables. In your timeline, identify interim goals ("milestones") that can serve as major landmarks along the way. As the project progresses, your ability to reach milestones will help you know if you'll need to adjust your scope, budget or expectations. Milestones also help boost morale as they help project team members see the progress they have made.

5. Define the collaborative process.

Determine how often your team members will meet as a group to report their progress and share any challenges that might prevent them from fulfilling their deadlines. Schedule your meetings well in advance, so everyone on your team can reserve the dates and times on their calendars.

6. Select a tool to help you stay organized and keep all project documentation in a single place accessible to all team members.

A variety of online tools exist that can help you manage projects. Some are more intuitive than others, so assess your team members' comfort level with the technology involved before

choosing what you will use. A few examples that might be a good fit for your business include Trello, Evernote, Asana, Dropbox, and Google Drive.

Although you might try to save time by skipping some of the initial steps in the process, you should resist that temptation. Successful project management begins with thorough planning. Shortcuts in the beginning could lead to misunderstandings among team members — and missed deadlines.

If you need suggestions on how to manage your projects more efficiently, consider reaching out to SCORE. SCORE mentors have expertise in all aspects of starting and growing a small business, and they can provide you with free guidance as you hone your project management skills.

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RECORDKEEPING 101: Information Your Small Business Needs to Maintain

Thorough recordkeeping is a critical part of running a successful business. Here is a list of the essential records all small business owners should maintain and some of the best tools out there to store your records and stay organized.

Most business owners get into business to build, create and provide valued services to their customers. They do not enter the world of entrepreneurship to file taxes, keep inventory logs, and track mileage. Recordkeeping, however, is a part of the job when you are running a business, and it has to be done right.

If You Own a Business, Recordkeeping Comes with the Territory

Regardless of the type of business you own, every small business needs to keep detailed accounts of key business records. Your industry may have additional requirements, but, at a minimum, have this list of essential records up-to-date and within reach.

- ☐ Accounting Records
 - Accounts Payable
 - Accounts Receivable
 - Expense Receipts
 - Payroll Records
 - Tax Filings
 - Vehicle Mileage Logs
- ☐ Bank and Credit Card Statements
- ☐ Contracts
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(Continued from page 45)

Find Easy-to-Use Tools that Take the Hassle Out of Recordkeeping

Organization is the key ingredient in good, thorough recordkeeping. There are several recordkeeping tools out there to help business owners get organized, including software-based solutions, cloud-based solutions, and, of course, paper-based solutions. Most recordkeeping tools are geared for maintaining your accounting records on a daily, monthly and annual basis. Also, look for data storage solutions where you can store and back-up all of your records either on an external server or in the cloud. Here is an overview of some of the best recordkeeping solutions available for small businesses.

Software Solutions

The trick with recordkeeping is to keep things simple. Basic software solutions like Microsoft Excel spreadsheets and Microsoft Word documents can be a simple, easy-to-use solution for businesses that only require a few recordkeeping basics. QuickBooks Pro for desktop is a more sophisticated software solution that you download to your computer.

If you do decide to use any of these software solutions to record all or a portion of your records, do not make the mistake of only storing your documents on your computer's internal hard drive. Make a habit of backing up your records daily, whether it is on a secure server, external hard drive, or a cloud-based system. There are free or low-cost solutions like Google Drive and Dropbox that are great for simple file storage. Alternatively, you can invest in a cloud-based back-up solution, like Carbonite, that takes care of automatic file back-ups for all of your critical documents with increased security.

Cloud Solutions

Paperless cloud-based solutions have grown in popularity in recent years and the tools businesses can access are becoming more sophisticated and easier-to-use. If you are a small service business, a simple cloud-based accounting system like FreshBooks may be all you need to manage your books. For more complex small businesses, like those that manage inventory, QuickBooks Online is an excellent cloud-based option.

Going paperless removes the need to file and store countless receipts and paper records; saving you time, and helping you



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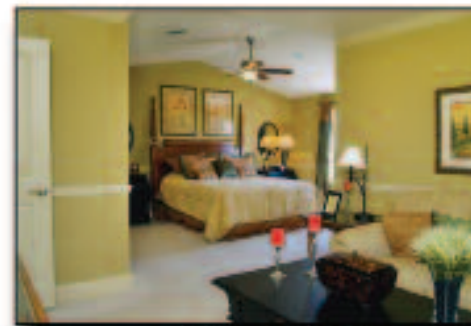


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stay organized. Moreover, many of these tools will sync right to your business bank account and credit card to automatically pull expenses into your records. Look for options like digital receipt filings that let you scan physical receipts and turn them into digital records, eliminating the hassle of paper records.

Paper Solutions

If you prefer doing things the old-fashioned way, there is nothing wrong with using pen and paper to keep your business' records in order. If you choose to use paper, be aware that paper record-keeping is a commitment. You will need to update your records daily to keep up, be consistent in how you record information and be extremely organized when filing your paper documents. Be sure to create duplicates of the most important documents that you cannot afford to lose and store them somewhere safe.

Work with a Professional Accountant

Keeping good records of all of your business accounts and activities will pay dividends come tax time. At the end of the tax year, turn over your business records to a professional accountant. If you use a cloud-based solution, most systems allow you to provide your accountant with a

unique login so they can access tax documents and business records directly without you doing any additional leg work.

Whichever system you use, keeping well organized records gives your accountant the information they need to file your business taxes accurately on your behalf and keep your business in good standing with the IRS.

Maintaining accurate business records and using the right, easy-to-use record-keeping tools is a necessary and important part of running a successful business. Nevertheless, it is not always an easy or straightforward process. When you are ready to rethink recordkeeping for your business, do so with the help of a SCORE mentor. A SCORE mentor will help you create a process for daily, weekly and monthly recordkeeping best practices and help you stay organized.

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

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BUSINESS PLANNING: THE NEXT GENERATION

Starting a small business requires extensive planning and research. But just because things are up and running doesn't mean your days as a strategist are done. In fact, they are just beginning.

Planning is an ongoing necessity because the environment in which your small business operates continually changes. New opportunities and challenges will arise that are different than those assessed during the start-up stage. Your initial financial projections may be literally and figuratively on the money — or trending in a different and unexpected direction.

Here are some planning tips to help keep your small business on track for long-term growth:

Revisit your business plan. Your business plan shouldn't become a "trophy" of your start-up success. Refer to it every quarter or six months to match estimates with current realities. Update your plan as needed with new or modified contingencies, and adjusted time frames for key milestones such as expansions or new product/service lines.

Watch those numbers. Financial statements provide a window into the health of your business. Project cash flow several months into the future based on reasonable expectations for sales and income, customer demand, regular payments (e.g. loans and rent), and other factors. By comparing actual cash flow to projections, you can spot opportunities to improve performance.

Watch your industry. In today's interconnected global economy, any change anywhere can have a ripple effect on any small business. The influences may be as far-reaching as a shift in demand for a certain commodity, or as local as a new spotlight near your store.

Stay current with world and community events; study your sales records; and communicate with customers, suppliers, and colleagues. You'll be less susceptible to surprises, and better prepared to anticipate and capitalize on these changes.

Develop relationships. Although growth usually implies investing in additional resources, there may be more cost-effective options better suited to your immediate and long-term needs. Building partnerships with other businesses in your field and specialty consultants can help stretch your capabilities. They may also call on you when they need help—perhaps during a period when you have time or capacity to spare.

Invest in your staff. Because a growing business will demand more of your time, identify employees who can take on routine and management responsibilities. They'll relish the opportunity to grow personally and professionally, and you'll be free to focus on more important issues.

An experienced, outside perspective can benefit any small business, which is it's a good idea to 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 SCORE TriCounty office, or visit www.pottstownscore.org.

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



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GROSS RECEIPTS TAX RARE NATIONWIDE, BUT NOT IN PENNSYLVANIA



By Anthony Hennen,
Staff Reporter, The
Center Square

Though much attention has focused on Pennsylvania's corporate net income tax, the commonwealth has another

corporate tax that only a few states use: the gross receipts tax.

Gross receipts taxes are used on the local level in Pennsylvania, along with Virginia and West Virginia. Another seven states have a state-level gross receipts tax, including Ohio and Delaware.

The tax is applied on firms' gross sales before adjusting for operating costs and other business costs, the Tax Foundation noted, and applies to every stage of production before the final sale to a consumer, unlike a sales tax.

In Pennsylvania, gross receipt taxes hit a variety of businesses from electric companies to telecoms and transportation companies to private banks and managed care organizations.

The taxes are getting rarer, however. Joseph Johns, of the Tax Foundation, said gross receipts taxes "have fallen out of favor" in most states and were repealed before 2000.

He said Indiana, New Jersey, Kentucky and Michigan eliminated the taxes between 2022 and 2011.

"Policymakers increasingly recognized that these taxes were structurally unsound, distorted firms' incentive to reinvest in their business models, and eliminated the profits of businesses with already narrow profit margins," he said.

Gross receipts taxes have also caused some trouble in the past. In 2014, an audit by the U.S. Department of Health and Human Services found that Pennsylvania's



gross receipt tax on Medicaid managed care organizations was "impermissible," helping the state inflate Medicaid payments.

Senate Republicans also announced on May 7 a new plan to cut the gross receipts tax on electricity bills as part of a larger package to reduce the state's overall burden by \$13 billion over the next five years. It requires buy-in from the rest of the legislature, however.

The persistence of gross receipts taxes in Pennsylvania also adds to its overall burden. The commonwealth ranked 34th nationally for state and local sales taxes and 28th nationally for its overall state-local tax burden. While it's better or competitive with neighboring states, Pennsylvania trails Sun Belt states that have been attracting more residents in recent years.

State politicians have made progress on reducing the corporate net income tax, but other barriers remain. Beyond taxes, business leaders have complained of a slow permitting process that delays or kills new projects. Though the Shapiro administration has made some progress, regional variations and a lack of predictability still cause headaches.

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Ana Davitt, MD, FAAEM, Named Chief Medical Officer of Phoenixville Hospital and Pottstown Hospital

Tower Health has named Ana Davitt, MD, FAAEM, Vice President and Chief Medical Officer of Phoenixville Hospital and Pottstown Hospital.

"Tower Health is a non-profit organization that prioritizes the health and well-being of the communities we serve," Dr. Davitt said. "Providing high-quality care for all has always resonated with me. As CMO, I look forward to exploring and implementing new processes and different care delivery models to improve the health and wellness of our communities."

Dr. Davitt will serve as a liaison between administration and medical staff, engaging Physicians and Advanced Practice Providers in initiatives to improve clinical quality, safety, and financial results. She will collaborate with the Chief Medical, Nursing, and Quality Officers to ensure clinical processes align with the organizational goals for care quality and efficiency. A significant emphasis will be on monitoring and improving performance in quality metrics in the areas of: Length of Stay, Hospital Readmissions, and Transitions of Care.

"Recognized for clinical leadership, team development and commitment to our Mission, Vision and Values, Dr. Davitt will bring the expertise needed to drive strategic growth and ensure Phoenixville Hospital and Pottstown Hospital are providing high-quality, affordable care for the communities we serve," said Dr. Richard McLaughlin,

President and CEO, Phoenixville Hospital and Pottstown Hospital."

Dr. Davitt is currently the Associate Medical Director, Department of Emergency Medicine at Phoenixville Hospital. Previously, she served as the Interim Medical Director, Department of Emergency Medicine, Phoenixville Hospital, and as Chair of the Emergency Medicine Quality Committee for both Phoenixville Hospital and Pottstown Hospital. In 2023, she spearheaded an initiative that placed a physician in triage in the Phoenixville Hospital Emergency Department during high-traffic times. This helped to decrease patient wait times and LWOTs (left without



treatment) while also increasing patient satisfaction. Dr. Davitt's additional experience includes: Director of Clinical Operations, Department of Emergency Medicine as well as Interim Chair, Department of Emergency Medicine at Crozer Keystone Health System, as well as Clinical Assistant Professor, Department of Emergency Medicine, Drexel University College of Medicine.

Dr. Davitt is a graduate of Pennsylvania State University with Distinction and Honors, Phi Beta Kappa. She went on to attend University of Pennsylvania for medical school, and she is board certified in emergency medicine. Dr. Davitt completed her residency in emergency medicine at Christiana Care Health System, and she continued her studies by becoming a Registered Diagnostic Medical Sonographer.

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Better Support

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