

ROUTE 422

Business Advisor

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



Designing a Kitchen or Bath with Lezzer Lumber

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

CHANGE SERVICE REQUESTED

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

PHOTO BY NIHART PHOTOGRAPHY

GET IT ONLINE **422BIZMAG.COM**

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



OCCUPATIONAL HEALTH PROVIDERS



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

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



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

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



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

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



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

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

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

Occupational Health

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

Business Innovations Conference

Shaping Tomorrow's Success

A Symposium Empowering Businesses for Future Challenges & Opportunities

Presented by the



in Collaboration With



Four Panel Presentations Focused on the *Future* Finance – Workforce – Technology – Consumer Trends

Join us at this one-day, must attend event that brings together business owners with leaders and industry experts to discuss the rapidly evolving world landscape that will determine how you do business in the future.

Scheduled Featured Speakers:

Keynote: Mark O'Donnell, EOS Worldwide

WHAT WILL THE FUTURE FINANCIAL LANDSCAPE LOOK LIKE?

Raymond H. Melcher, Jr., Marathon Capital Advisors
Diane Pagano Manges, Truist Foundations & Endowments Specialty Practice
Bladimir Mercedes, American Capital Express
Miguel Alban, Customers Bank

WHAT WILL THE FUTURE WORKFORCE LOOK LIKE?

Terri Lampe Melcher, Schmidt Training and Technology Center
Cheryl Spangler, East Penn Deka
Angel Figueroa, I-LEAD USA
Tyrone Miller, Lancaster Works

WHERE IS "TECHNOLEDGE" TAKING US, ARE YOU PREPARED?

Dr. Abdullah Konak, Penn State Berks
Jody Pillard, Weidenhammer Systems
Matt McHale, ArcaSys LLC
Katie Hestor, O'Pake Intsitute/Alvernia University
Charlie McCready, T-Mobile

HOW WILL WE DEAL WITH EVER-CHANGING CONSUMER TRENDS?

Kyra Bell, Bell Media Group
Victor Martinez, VP Broadcasting
Don Webster, tecBRIDGE
Shawn Filby, owner Exeter Chick-fil-A

Save the Date

24

SEPTEMBER

DoubleTree by Hilton
Reading, PA

8:00AM - 4:30PM

SBRA Non-Member Cost \$199

SBRA Member Cost \$169

Continental Breakfast & Buffet Lunch Included

REGISTRATION



For more Information, go to [www. SBRAssociation.com](http://www.SBRAssociation.com) or
email Gary Seibert at gseibert@sbrassociation.com, call 484-333-3270.



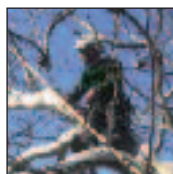
PHOTO BY NIHART PHOTOGRAPHY

6

Cover Story: *Lezzer Lumber of Reading offers expert design and installation services to transform kitchens and bathrooms, from initial concept to stunning reality, maximizing home value while meeting budget and style expectations.*



30
Browse the Marketplace to grow your business, network, and keep your money local.



32
Working Together: Offering a Second Chance to a Troubled Population — Opens in September

Visit 422bizmag.com for...

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

Contents

- 10** | **Focus on Phoenixville**
Phoenixville's Renaissance & Local Business Profiles
- 16** | **Social Media Tips**
Plan for the Holidays
- 18** | **The Power of Community**
How Engaging on Social Media Elevates Your Brand
- 23** | **Over-regulated**
Pennsylvania No. 14 in Regulatory Burden Nationwide
- 28** | **Marketing Tips**
Driving Sales with Targeted Blog Content
- 34** | **Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 35** | **Regional Chamber of Commerce Round-Up**
Greater Reading / Phoenixville / Perkiomen Valley / TriCounty Area / Spring-Ford
- 41** | **The SBRA Community**
Why Investing in Yourself Is Always the Right Choice
- 45** | **Legal Perspectives**
Tips for Estate Planning
- 47** | **Ask SCORE**
Highly Productive Employees Prioritize, Manage Time Well
- 52** | **Downtown Marketing & Development**
Understanding the Administrative Elites

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334

Subscribe online! www.422bizmag.com

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

To contact the Route 422 Business Advisor:

phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com



Success shouldn't cost extra.

You're the expert in your line of work. We're the banking experts working for you. Work with Visions and get business banking with fewer fees! Reach out to the Visions Business Team to get started.



Business Checking
& Savings



Commercial Loans
& Lines of Credit



Merchant Services



Local Support

Let's work together at
visionsfcu.org/business

VISIONS
FEDERAL CREDIT UNION

Federally insured by NCUA.

Designing a Kitchen or Bath with *Lezzer Lumber*



Margie Poteau & Jason McLean

PHOTOS BY NIHART PHOTOGRAPHY

By Kathy Hunt

Spend a quiet weekend at home and, by Monday morning, you probably have found at least one thing that could be replaced or improved in your house. According to the Joint Center for Housing Centers of Harvard University, Americans are projected to spend \$485 billion on home remodeling projects in 2024; this is an increase from the \$472 billion spent in 2022. Often, homeowners focus on kitchens or bathrooms, citing the desire for a change or the need to swap out old or broken appliances, add features, and make a space more livable as the reason for renovating.

Whether you want to freshen up or completely transform a room, Lezzer Lumber has the designers, supplies, and expertise to get the job done. Family-owned for three generations, Lezzer Lumber opened its first location in Curwensville, Pennsylvania, in 1927. At that time, it was known as Sandri-Lezzer Lumber and Farm Equipment in honor of its founders Michael Lezzer and his cousins Louie and Charlie Sandri.

Almost a century later, Lezzer Lumber is one of the 50 largest building-supply materials distributors in the United States, and it remains family-owned. It has 12 retail locations in Pennsylvania, including in Berks, Chester, Lancaster, and Northampton counties, operates commercial door facilities in Lancaster, State College, and Williamsport, and has a truss manufacturing plant in Curwensville. It ships anywhere in Pennsylvania, Delaware, and New Jersey and to parts of New York, Maryland, and Ohio, and has dedicated shippers and drivers who understand how to safely pack and transport materials and furniture such as cabinets and vanities.

In 2022, Lezzer Lumber acquired Green Hills Lumber at 3171 Morgantown Road in Mohnton, on the outskirts of Reading. This became Lezzer Lumber's 12th retail location. Green Hills Lumber's professional designer Scott Dietrich remained in his position at the store, where he was joined by longtime designers Jason McLean and Margie Poteau who started at Lezzer Lumber's Lancaster store in 2011. McLean and Poteau have been a professional design team for 26 years.

Asked what distinguishes Lezzer Lumber — and its kitchen and bath designers in particular — from the competition, Poteau said, "Experience. We know how to navigate through a lot of different and difficult situations," adding, "Just when you think you've seen everything, you haven't."



Considerations for renovations big and small

Once you have decided that your kitchen cabinets, bathroom shower, or whole room should be updated, you face a range of things to consider. The key concern with any home improvement project, though, is cost. How much do you have to spend? Do you work from scratch and replace everything, or can you get away with a less costly endeavor by getting new fixtures, flooring, or paint? Maybe you want to add more space to your kitchen or bath, too? How much will it cost to do whatever type of home improvement you choose?

"People see a lot of things online," McLean said. "They go onto Pinterest, Houzz and other places to get ideas. They come in and say, 'I really want this,' but then we tell them it'll be \$10,000, which is more than they want to spend . . . It's the

expectations of what things cost over what things actually cost," he said.

Beyond cost, Poteau said another thing to think about is the color scheme. Countless articles have been written about how color can impact people's impressions of a space, mood, and even productivity. All stress how important it is to select the right color for a room. Light colors can make a small room appear bigger while dark colors can turn large rooms into intimate spaces. Sometimes, other aspects may play into the success of a specific color. If a room gets little or no natural light, a dark color can make it seem dim and gloomy.

Good designers like McLean and Poteau, a design graduate of Berks Technical Institute, can aid customers in making smart choices about colors, lighting, and other features in a room. However, both pointed out that, when it comes to colors and styles, each customer is different. "People like what they like," said McLean, whom Poteau referred to as "Dr. Kitchen."



PHOTOS BY NIKHART PHOTOGRAPHY

One thing to avoid in the initial planning stage is buying the appliances first. "Designing a room around new appliances is not the easiest way to do it," McLean said. "We can work the kitchen around whatever appliances the customers are using, but it's not the best order."

Collaborating on design ideas

You have come up with a budget and rough idea of how you want to improve a specific room. Now, the real work begins. You will need to figure out what fits where, who carries what you need to buy, and who installs your new cabinetry, sink, floor, and more. At this point, interior designers become an essential part of your remodeling team. No one wants to end up with a new range that rises a half-inch higher than the adjoining countertop or a freestanding vanity that consumes all the space in a bathroom. By establishing space requirements, selecting essential components, and keeping design principles in mind, McLean and Poteau ensure that your room ends up being a safe, functional, and attractive place.

Continued on page 8)

What's in for Kitchen and Bath Design

During their 26 years as kitchen and bath designers, Jason McLean and Margie Poteau have seen trends come and go. Presently, customers are flocking to the following styles and/or accessories for kitchens and bathrooms:

- White shaker cabinets, base cabinets, and lots of drawers in kitchens.
- Hoods over kitchen ranges and cooktops to help remove odors and smoke created while cooking. Hoods have largely replaced microwaves as the item placed above a range or cooktop, McLean said.
- Wood range hoods have become increasingly popular as people want a nicer looking hood area, Poteau said.
- The return of some stain finishes.
- Stained islands with different colored perimeters.
- Taller refrigerators and larger, 36-inch ranges.
- Floating shelves.
- Free-standing, "furniture-style" bathroom vanities.

(Continued from page 7)

Because customer service is a high priority, it is advisable for customers to set up an appointment to discuss design ideas. They can schedule a design meeting by calling the Reading location at 610.856.1600, stopping by the store, or filling out the "request a quote" form online at www.lezzerlumber.com/contact.

At personalized, in-store appointments, customers share what they like and don't like about their kitchen or bath, what their intended project entails, and whether they'll work with a builder or carry out the renovations themselves. McLean noted that customers are encouraged to send measurements or drawings in advance of meeting with the designer, but this is not a requirement.

"People will come in with ideas about what they want to change in their kitchens," McLean said. "We listen, see what their needs are, and what kinds of things they want to fit into their kitchens, whether that be an extra refrigerator, silverware trays, floating shelves, or a larger range. We give suggestions and advise them on ways to improve their renovation."

Basic information in hand, McLean carries out a free, in-home measurement of the customer's kitchen or bath. Using the leading design software, *2020 Design Live*, either he or Poteau creates a three-dimensional, color rendering of the remodeled space so that the customer can visualize the proposed changes. After the customer approves the final design, Poteau or McLean assist in the selection of complementary cabinets, flooring, tile, sinks, faucets, tubs, and hardware.



PHOTOS BY NIHART PHOTOGRAPHY

"It's exciting when you figure out a design for an existing space," Poteau said.

McLean added that 40 percent of their designs are for existing spaces while 60 percent are for new construction.

If a customer needs a general contractor to oversee and carry out the project, McLean and Poteau can provide a list of preferred contractors. As for who to choose for plumbing and other specialty work, general contractors often have their

own lists of recommended plumbers, electricians, and tile installers.

"Jason and Margie have years of experience, and they work the whole way through the process with the customer, from the design through the installation," said Kaethe Huber, manager of the Reading store and a Lezzer Lumber employee since 2007. "Their combined knowledge, experiences, and focus on customer service make remodeling easier."



From design to installation, supporting all budgets and needs

To meet customers' varying budgets, design ideas, and living needs, Lezzer Lumber carries a range of products and brands. This includes cabinetry consisting of melamine, laminate, MDF, or wood from such companies as Wellborn and Fabuwood, and countertops made from laminate, solid surface, quartz, and granite.

"We have a complete showroom featuring three different cabinet lines, bath hardware, and a countertop selection center, and offer everything from conventional, or cookie-cutter, types of setups to custom work," Huber said, adding, "We're a full-service lumber yard, so anything from the beginning of the project to the end, we can supply."

McLean noted that every house is different and so is every person. As a result, custom work, or personalization of a room's design, is to be expected.

"Some people want a useable kitchen. They cook all the time and want the kitchen to be functional. Some people rarely use their kitchen and want it for entertaining," Poteau said. "For people who just want to entertain, we can design a big island with seating so that people can gather there."

Lezzer Lumber also specializes in custom work for accessible living and, as its website states, "designing new constructions or remodeling existing spaces to create customized solutions that meet your specific needs." Among its accessible solutions are curb-less, walk-in showers, grab bars, and shower seats.

In addition to working with general consumers, the business can assist contrac-





PHOTOS BY NIKHART PHOTOGRAPHY

tors and commercial customers. For contractors, Lezzer Lumber's contractor sales staff can provide material take-offs and estimates, job site visits, and delivery coordination and scheduling. Housing developers, professional builders, and commercial contractors can receive budget planning assistance, project planning coordination, on-site supervision, material take-offs and quotes, and turnkey services from its commercial sales staff.

Helping customers and their communities

Lezzer Lumber staff are trained to put customers first and to ensure that their needs are met in a timely and satisfying manner. Their dedication to customer service and helping others extends beyond their store's walls and into their communities. In Reading, Lezzer Lumber

works closely with the Home Builders Association (HBA) of Berks County, whose mission is to be "a leading advocate for the building industry by promoting trust and value for the community."

Chartered in 1957, the HBA of Berks County's mission is to "inform, educate, take legislative action, provide a forum for business and professional interaction, and assist HBA Members in the operation of their businesses." Among the services provided are printed and online publications covering home maintenance and

renovations and a directory of residential contractors and related construction businesses, all of which belong to the HBA.

"Lezzer leadership wants each location to perform community outreach or service," Huber said. Earlier in the year, our Reading store held a blood drive. Last year, we ran a Thanksgiving food drive for Helping Harvest Fresh Food Bank in Reading, and we'll do it again this year."

Each of Lezzer Lumber's retail locations selects a different community

organization to support and comes up with different ways to give back to their communities. Some even hold fundraisers for scholarships to local trade and technical schools, Huber said.

With its emphasis on customer and community service, wealth of experienced and knowledgeable designers and other employees, and its ability to satisfy all remodeling needs, Lezzer Lumber in Reading is fast becoming the go-to store for kitchen and bath remodeling.

For additional information about Lezzer Lumber, visit the website www.lezzerlumber.com or physical site at 3171 Morgantown Road in Mohnton. You can also follow Lezzer Lumber on Facebook, Instagram, YouTube, Pinterest, and LinkedIn by clicking on the corresponding social media icons at the bottom of its website's homepage.



FOCUS ON PHOENIXVILLE

PHOENIXVILLE'S RENAISSANCE

By Barbara Cohen

William Penn gave his friend Charles Pickering a large land grant in northeastern Chester County, and Phoenixville was part of this area. Making use of the iron ore in the northern area of the county the settlement in Phoenixville produced hand-made cut nails for the early settlers to use for building their homes. This was done in 1792, while George Washington was President of the newly established USA. It was the first place in the USA where nails were made. As things progressed in the 19th century, and nails were machine made, the Nail Works became the Phoenix Iron Company. David Reeves and his family owned this company from the 1820's until 1948. They were most successful in building bridges and creating structural support for buildings using wrought iron Phoenix Columns, invented by David Reeves' son Samuel Reeves.

In the early 1980's a group of civic minded business leaders in Phoenixville knew that the steel company wasn't doing



This is how the corner looks today — The Phoenixville Mural and park



Inside City Hall in Philadelphia



Inside the Washington Monument

well. They were correct. The company closed entirely in 1987. This group of leaders founded the Phoenixville Area Economic Development Corporation (PAEDCO). They sponsored the creation of Phoenixville's nationally registered Historic District. There were 1,200 properties included, and the Foundry building was listed as a contributing structure in the district. This action became an important part of Phoenixville's revitalization.

In 1992, when I became the director of Phoenixville Chamber of Commerce, there were many empty stores on Bridge St. in the downtown. At the main intersection at Bridge and Main Streets, there was a weed strewn empty lot. I wrote a grant to the National Endowment for the Arts and we received the funding to have a large mural painted on the vacant lot's wall. There were public meetings so people had opportunities to share their thoughts about what they wanted to see portrayed on the wall. The artists listened and the imagery painted there had a wonderful community impact. The town's history became an artistic visual interpretation. There is a sign there that explains all the images so people can learn about the town's history by reading about the images on the mural.



This is the corner in 1993 – Vacant lot

The Phoenixville Mural helped to save the Colonial Theater and brought new businesses to open on Bridge Street. Meanwhile, the 130 acre former steel company property was vacant.

PAEDCO subdivided the Foundry Building four acres and received a grant to purchase the property. During the 1990's I was one of the 15 members of the committee who went to Reading every month for almost five years to plan the Schuylkill River Trail. In 1995, Governor

Tom Ridge named the Foundry as the place where the story of the Schuylkill River should be told. In 1996, Preservation PA named the Foundry as one of the nine most endangered buildings in PA.

(Continued on page 12)

SRHC plans to restore the oldest "Ferris" wheel in the world — made by the Phoenix Bridge Company in 1895.

Please Help the Schuylkill River Heritage Center Recreate the Historic Phoenix Wheel.

Once it has been restored, the wheel will be installed next to the French Creek Trail.



scan to donate



**Please send your donation to:
Schuylkill River Heritage Center,
PO Box 427, Phoenixville, PA 19460**

**Or go to our website:
www.phoenixvillefoundry.org to make a
donation through Give Butter or PayPal.**



We Produce Engaging Videos That Reach A **BIG** Audience



★★★★★ Rated by Happy Clients



Our **PROVEN 4-Step Process** Will Get You **Results**



Strategy & Development

We learn about your goals, and develop your ideas into a solid strategy.



Production

Then, our production team will work with you make sure the shoot day is seamless.



Editing

Our editors put together your story using all types of editing magic including graphics, music, and sound design.



Distribution

Once we have the videos formatted and finalized, it's time to use appropriate distribution channels to target your audience.

YOU NEED THE **RIGHT** KIND OF VIDEO

At Bozeken Creative & Production, we produce affordable videos that align with your business objectives and get results.

We'll show you how to repurpose your video content so you can get the most out of your marketing dollars.

Our team of talented creatives lead you through every step of the process. We make it **EASY!** Don't take our word for it... check out our demos at **Bozeken.com**



Brand Videos, Commercials, Product Videos, Testimonials, How-To Videos, Corporate Videos, 2D Animation, Aerial Drone, & More!

We're Rated One Of The Top Video Agencies on the East Coast



Bozeken.com

610-293-2200

info@bozeken.com

FOCUS ON PHOENIXVILLE

(Continued from page 10)

Because of the Foundry's architectural attributes, its being a contributing structure to the Historic District, and its designation as the place to tell the river's story, PAEDCO raised over five million dollars to restore the building and create the Schuylkill River Heritage Center. Since the grant from Chester County required PAEDCO to create jobs, the Hankin Group purchased the property in 1998 and spent another five million dollars to create an extraordinary event facility in the major portion of Foundry.

The Schuylkill River Heritage Center (SRHC) is a charitable, non-profit organization. Our museum at the Foundry showcases the legacy of the Schuylkill River. The river is embedded in the floor and it leads visitors to the interactive exhibit that tells the story of many places along the river, from the coal region in the north to where the Schuylkill River joins the Delaware River in Philadelphia.

The SRHC also has interactive exhibits that inform everyone about places in Chester County and the Schuylkill River Trail. There are also exhibits of historic artifacts that were donated to the SRHC. In another room there are displays of the Phoenix Iron and Steel Company bridges and structures along with a mural that shows the company's workers and iron and steel production images.

(Continued on page 14)



This is how the Foundry looked in 1997



Today, it is the Schuylkill River Heritage Center



Interactive exhibits and exhibits of historic artifacts

DID YOU KNOW THAT ON-SITE
CORPORATE WELLNESS
INITIATIVES RESULT IN AN
AVERAGE SAVINGS OF
\$264 PER EMPLOYEE
EACH YEAR?

LET'S GET YOUR COMPANY FIT AND SAVE
SOME **GREEN.**

(484) 214-2162 | gymguyz.com

SCAN NOW



Phoenix Village Luxury Apartments

Imagine Your Life In Walking Distance

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

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

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

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

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

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

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

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

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



PHOENIX VILLAGE
LUXURY APARTMENT HOMES

FOCUS ON PHOENIXVILLE

(Continued from page 12)

At the top of the mural is a phrase that replicates the sign that was once at the entrance to the iron and steel company property. It stated:

"At Phoenix, it's the people that make the difference."

This title tells the story of Phoenixville's inclusive history. It didn't matter where you came from, where you went to pray, or what color you were. Everyone could get a job at the iron and steel mill. In fact, David Reeves played a role in the Underground Railroad. Escaped slaves were not sent across the river or sent north. Many got jobs at the Phoenix Iron Company instead and settled in Phoenixville in the 1840's! One of the SRHC's interactive exhibits features the story of the Path to Freedom Trail through Chester County.

This legacy has contributed to Phoenixville's successful transformation. All of the remaining 126 acres of the iron and steel property have now become residential places featuring town houses and apartments. People of all ages have moved to Phoenixville in the last few years. Its population has grown from 15,00 to over 20,000 at this time. Everyone is able to walk to the downtown or take a walk on the Schuylkill River Trail which is situated along the French Creek in Phoenixville. People visiting the SRHC can walk across the restored 1871 Phoenix Column bridge and enter the Schuylkill River Trail to take a walk or ride their bike.



Phoenixville's special qualities as an inclusive community, and the preservation of many places to enjoy in various ways have made Phoenixville's Renaissance happen.

The Schuylkill River Heritage Center is open every Friday, Saturday and Sunday from 11:00 AM to 3:00 PM. Admission is free, but donations are welcome.

We welcome visitors of all ages and encourage groups to make plans for special tours as well.

One final note is that our museum owns and maintains the Phoenixville Mural and Renaissance Park. We also own the oldest "Ferris" wheel in the world that was made by the Phoenix Bridge Company in 1895. When we are able raise the funds needed, the Phoenix Wheel will be restored and installed as a 72' high sculpture, adjacent to the French Creek Trail on West Bridge Street. This historic "piece from the past" will be an asset that encourages Heritage Tourism for Phoenixville.

THE OFFICIAL
FLOORING STORE
OF
SPILLS & THRILLS

SAVE \$1,000*
OR ZERO INTEREST IF PAID IN FULL WITHIN 18 MONTHS**

On purchases made with your Flooring America Synchrony HOME™ credit card between 08/08/24-09/30/24. Interest will be charged to your account from the purchase date if the promotional balance is not paid in full within 18 months. Minimum monthly payments required.

MY DAD'S FLOORING
— Since 1954 —

SCAN & SAVE

FlooringAmerica.
where friends send friends™

179 Old Swede Road, Douglassville, PA 19518 • 610.385.3833

CHRIS JAMES HECTOR REALTY

213 SHERWOOD LN. PHOENIXVILLE, PA 19460
OFFICE: (610) 933-7592
WEBSITE: CHRISJAMESHECTOR.COM

CHRIS JAMES HECTOR & ANDREA HESKETT
THE PHOENIXVILLE TEAM YOU CAN COUNT ON!

 FOLLOW US ON SOCIAL
@SOLDBYANDREAHESKETT



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."

In today's fast paced real estate market, preparation and strategy is a key part of a smooth transaction. You will need experienced agents by your side from the start to finish.

For additional information, please call 610.933.7592 or 610.329.1622 and visit www.chrisjameshector.com.

Celebrating 40 Years of Excellence at My Dad's Flooring

My Dad's Flooring is thrilled to celebrate its 40th anniversary this August! Founded by Ed Graefe and his father George in 1984, the business has flourished under their commitment to quality and service. Today, Ed's son-in-law, Jay Battiste, continues this legacy, ensuring that the family's dedication to exceptional flooring solutions remains at the heart of the company. To honor four decades of serving our community, we're offering incredible deals throughout the remainder of 2024. Don't miss this opportunity to enjoy exclusive promotions and experience firsthand why My Dad's Flooring has been a trusted family business for generations.

In addition to our anniversary celebration, we're excited to announce the

opening of our second location in Phoenixville, PA! After acquiring Meaney's Carpets earlier this year, Jay and his amazing team have been busy renovating their new space on Bridge Street and forging new connections within the Phoenixville community. Join us for the Grand Opening in September and discover our expanded range of flooring options and personalized service. Stay tuned for updates on our anniversary deals and Grand Opening festivities—exciting times are ahead for My Dad's Flooring!

My Dad's Flooring America has locations at 179 Old Swede Road, Douglassville, PA 19518 (610.385.3833) and 609 Bridge Street, Phoenixville, PA 19460 (610.935.2226).



Small Business, BIG Dreams

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

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

Questions about your business lending needs?

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



PhoenixFed.com



Phoenixville Federal Bank & Trust

Phoenixville Federal Bank & Trust is a financially strong bank headquartered in Phoenixville, Pennsylvania with branches in Chester and Montgomery Counties. We provide a diverse portfolio of personal and business checking, savings and commercial and residential lending products and services, including wealth management and trust services. We are a mutually-owned community bank committed to improving the quality of life in the communities we have served for more than 100 years.

"Committed, Accomplished, Creative" describes our commercial lending team here at Phoenixville Federal Bank & Trust. With over 100 years of combined

experience, this team of consummate professionals work tirelessly to find solutions for your borrowing needs. The bank offers a wide range of products and services for all phases of the business life cycle. From commercial loans and mortgages to construction loans and lines of credit, Phoenixville Federal will customize the loan that is right for you.

We want the businesses in our community to succeed. Successful businesses like yours contribute to a better community in the markets Phoenixville Federal serves. Whether you're starting or expanding your business, improving processes and equipment, or need working capital, we can help!

BusinessAdvisor

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

RECESSION-PROOF YOUR MARKETING with beMarketing

Marketing



RHOADS AIR

HEATING AND COOLING

Home of the **Cool Crew**

- * FURNACES / BOILERS
- * WATER HEATERS
- * AIR CONDITIONERS
- * DUCTLESS SYSTEMS
- * HEAT PUMPS
- * INDOOR AIR QUALITY

Rhoads Air is Southcentral PA's leading heating and cooling system service and installation company. Our skilled service technicians have decades of knowledge, experience, and training.

FREE QUOTE

Looking to upgrade your current heating/cooling system?
Call 800.673.2423

PRICE MATCH PROMISE

BE CERTAIN THAT YOU'RE GETTING THE BEST PRICE
Rhoads Air's **PRICE MATCH PROMISE** means we'll match any quote on a like-for-like system.

SPRING SALE! RIGHT NOW you could save THOUSANDS on a new home comfort system. LEARN MORE by visiting our website: go.rhoadsenergy.com/spring2024



PLAN FOR THE HOLIDAYS



SOCIAL MEDIA TIPS

By Theresa Mintzer

Fall is fast approaching. Now is the perfect time to start planning for the holiday season.

Many people make their purchasing decisions online. Make sure your online presence is up to date and accurate to take advantage of online shopping during the holiday season.

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

1. Confirm that all your information is up to date and consistent across social media.
2. Try to build brand awareness through your social media. Use different social media sites like Instagram, Facebook, Google Business Profile, TikTok, and ads.
3. Take advantage of back-to-school and the fall season to grow your audience.
4. Post regularly. If you can, start posting videos. You can retarget your viewers with ads at the holidays. If a video is doing well, consider boosting it. You can retarget that audience later.



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

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

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

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

EXPRESS ...because we're

EFFECTIVE.



LOCALLY OWNED. OBSESSIVELY OPERATED.

express DATA SYSTEMS, INC. **EXPRESSDATASYS.COM**

COMPREHENSIVE PAYROLL PROCESSING

Celebrating 20 Years in Business



EVERYTHING PRINTING

1145 E Philadelphia Ave • Gilbertsville

Unlock Your Business's Potential with Direct Mail:

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



Ask us about using Dynamic QR Codes in your next project!

(610) 367-7444 • EverythingPrinting.com



Carroll Engineering Corporation (CEC)

Established in 1973, Carroll Engineering Corporation (CEC) has been a cornerstone in delivering top-tier engineering and surveying services throughout Pennsylvania, New Jersey, and select parts of Delaware. We take pride in our reputation as a leading provider of specialized professional services, earning the trust and recognition of a diverse clientele that includes counties, municipalities, school districts, and both public and private entities.

Our organization is powered by approximately 90 dedicated professionals, organized into nine distinct departments. Five of these departments specialize in various engineering disciplines: Municipal, Water/Wastewater, Planning & Site Design, Structural, and Traffic & Transportation Services. The other four departments—Surveying, Construction Administration & Observation, Geographic Information System (GIS) / Computer-Aided Drafting & Design (CADD), and Administrative functions—provide essential support to enhance our comprehensive suite of engineering services.

At CEC, our commitment to excellence drives us to integrate the latest technological advancements into our service offerings. By incorporating cutting-edge capabilities such as Drone/UAV and 3-D Laser Scanning Services, we ensure unparalleled data precision and accuracy



for our clients. Our departments work collaboratively to bolster our capabilities, fostering enduring and mutually beneficial relationships with those we serve.

CEC's headquarters is strategically located in Warrington, Bucks County, with additional offices in Malvern, Chester County; King of Prussia, Montgomery County; Easton, Northampton County; and Hillsborough, Somerset County, New Jersey. Our newly opened office in Easton, PA, reflects our enthusiasm for serving clients in Northampton County and beyond. For more information about our reputable services, visit our official website at www.carrollengineering.com. Connect with us on LinkedIn, Facebook, Twitter, and YouTube for the latest updates. For expert engineering and surveying support, or any inquiries about CEC, please reach out to Joel Ardman, Vice President, at jardman@carrollengineering.com or 215-343-5700 ext. 243. You can also contact our Marketing Director, Rachel Skidmore, at rskidmore@carrollengineering.com or 215.343.5700 ext. 255.

FIT LIFE

F I T N E S S

LIFE, LIBERTY, AND THE PURSUIT OF FITNESS

\$10

BI-WEEKLY

FIT LIFE

F I T N E S S

PICKLEBALL COMING SOON

484.927.9081

351 W. Schuylkill Road, Pottstown, PA 19465

GROW YOUR CIRCLE & YOUR BUSINESS CONNECTIONS

with amazing women of the Pottstown area!

DONNA MANLEY

POTTSTOWN, PA MANAGING DIRECTOR

ladymanley56@gmail.com

(215) 817-2525

PottstownWomenHouse.com

POTTSTOWN, PA CHAPTER

OUR SERVICES INCLUDE:

WATER FACILITIES ENGINEERING | WASTEWATER ENGINEERING

MUNICIPAL ENGINEERING | STRUCTURAL ENGINEERING

TRAFFIC & TRANSPORTATION ENGINEERING

ENVIRONMENTAL ENGINEERING

PLANNING & SITE DESIGN | SURVEYING

CONSTRUCTION PHASE SERVICES | GEOGRAPHIC INFORMATION SYSTEM

DRONE SERVICES | GRANT SERVICES

WARRINGTON, PA | 215-343-5700

KING OF PRUSSIA, PA | 610-572-7093

MALVERN, PA | 610-489-5100

EASTON, PA | 610-989-4940

HILLSBOROUGH, NJ | 908-874-7500

Helping Your Business Bank on a Smile.®

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



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

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

Member
FDIC

SUZYRAE DESIGN | 20 YEARS
 CREATIVE PRINT & WEB
Engage, Inspire, and Grow!
We are your Social Media Partner.
 610-376-1128 | suzyraedesign.com

THE POWER OF COMMUNITY

How Engaging on Social Media Elevates Your Professional Brand



**By Toni Stevens,
 Social Media Manager,
 Suzy Rae Design**

Welcome to the era where a standout professional brand is built not just on credentials but on consistent, authentic engagement on social media. Building a professional brand is no longer just about having the right qualifications or an impressive resume. It's about showing up — consistently and authentically — on social media. But simply posting content isn't enough. The true magic happens when you actively engage, participate, and nurture the community around you. This is where your brand evolves from being just another name in the digital space to becoming a trusted, respected voice in your industry.

Why Community Matters in the Digital Space

Let's start with the basics: Social media is called "social" for a reason. It's not just a broadcast channel; it's a platform for connection, conversation, and community. In the business world, your social media presence isn't just about self-promotion — it's about creating and fostering relationships that add value to both you and your audience. When you actively engage on social media, you're not just increasing your visibility. You're building trust, demonstrating thought leadership, and creating a network of advocates who are likely to support, amplify, and even defend your brand. This community becomes an

extension of your professional persona, one that can significantly elevate your brand's credibility and reach.

Engaging with Your Followers: The First Step to Building Trust

One of the most common mistakes professionals make on social media is treating it as a one-way street. They post content but never engage with the people who interact with it. Imagine walking into a networking event, handing out your business card, and then walking away without saying a word. That's exactly what you're doing when you ignore comments, likes, and messages on your social media posts. Engaging with your followers is the first step in building trust. When someone takes the time to comment on your post, they're not just dropping by — they're opening the door for a conversation. Whether it's a simple "thank you" or a more in-depth response, acknowledging their effort makes them feel seen and appreciated. Over time, these small interactions can lead to stronger, more meaningful relationships. But engagement isn't just about responding to comments. It's about showing genuine interest in your followers' content as well. Like, comment, and share their posts when they align with your brand's values or interests. This reciprocity helps to build a sense of community and shows that you're not just on social media to talk about yourself — you're there to be a part of something bigger.

For additional information, please call 610.376.1128 and visit www.suzyraedesign.com.



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

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

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

610.489.1900

www.mobilelifts.com

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

Be Part of the Bigger Picture!

The Pottstown Rotary Club Wants You!

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

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

Rotary



Visit www.pottstownrotary.org



Volunteers from Constellation Energy help make Bon Homie Adult Day Center Olympics a special day

Bon Homie celebrates Adult Day Care Week in September of each year. During the week there are a lot of activities that take place to celebrate the services we offer, two client favored events are the talent show, and Olympics Day. For the "Olympics Day" to fall into place and run smoothly we need volunteers. A group of special people come out from Constellation Energy every year to help with this day. This awesome group of volunteers spend the entire day at the center in support of our clients and staff with the Olympic activities.

The volunteers arrive early in the day and help with the set-up. Tents are erected, games are laid out and volunteers decide who will man the games. The rest of the volunteers are needed to help escort the clients out into the gaming area. Once the games begin, the volunteers spend the rest of the morning taking clients to each activity station supporting them so that they can participate.





ONDRA-HUYETT
ASSOCIATES, INC.
Managers & Builders

Commercial | Data Centers & Mission Critical Facilities
Industrial & Manufacturing | Mixed-Use
Healthcare | Hospitality & Resorts | Educational | Religious

TierPoint Conference Room

Scranton Counseling Center




Delivering Construction Services since 1995

ohainc.com 610-366-1709

3584 Morris Court, Suite 218 / Allentown, PA 18106

WILL OMLOR

Professional EOS Implementer®

What is EOS?

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

- **Lack of control** — over time, markets, or the company
- **People** — who don't listen, understand, or follow through
- **Profit** — there's not enough of it
- **Growth** — they can't seem to break through to the next level

Using a simple set of powerful, practical tools, leaders learn to run their businesses more efficiently and effectively to experience more consistent growth — and have freedom to pursue other passions!

2 Ways to Learn About EOS

 **Request a free copy of Traction by Gino Wickman**
Contact me to request a free copy of the book that started it all, Traction by Gino Wickman, creator of EOS.

 **Schedule a free 90 Minute Overview of EOS**
This session is designed for the leadership team of an entrepreneurial company. During the meeting I will paint a clear picture of the system to help the team decide whether to move forward with EOS.

THE EOS MODEL®





Will Omlor
Professional EOS Implementer®
610.425.2582
willomlor@eosworldwide.com
www.eosworldwide.com/will-omlor




© 2021 EOS Worldwide. All rights reserved.

Care for elderly and disabled adults

www.bonhomieadc.com

Health Monitoring

Assistance with medications

Structured individual and group activities.

Professional caring staff

Homie non-institutional environment

Hot lunch and snacks (special diets)



2 FULLTIME
Registered Nurses and Cook on Staff.

47D N. Lewis Rd. Limerick, PA 19468

610-792-8800

\$70-\$80 Full Day - \$50-\$60 Half Day
Open Monday thru Friday
8:30 am - 3:30 pm



MOREFIELD

We help organizations make

SMART TECHNOLOGY DECISIONS

MANAGED SERVICE PROVIDER

Let Morefield help take the headache out of IT and work with you to manage the tools your business needs to grow your bottom line.



Collaboration **Managed Service Provider** **Infrastructure** **Security**

MOREFIELD.COM

MOREFIELD HELPS ORGANIZATIONS MAKE SMART TECHNOLOGY DECISIONS ENABLING THEIR SUCCESS

With almost 80 years of experience, Morefield is an industry leader in business technology providing IT solutions to businesses and organizations in communities throughout Pennsylvania.

As a top Managed Service Providers (MSP) in Pennsylvania, Morefield understands the technology needs in the business community. Each organization has unique needs and Morefield can help them with their present IT needs while helping them roadmap for the future.

Morefield combines the resources and expertise of a large organization with the local values of a community-based business. Their team of experts ensures the seamless installation and maintenance of your network, providing integrated solutions that boost workplace productivity.

Here are some of the key services offered by Morefield:

- **Managed IT Services:** Providing comprehensive support for network management, system monitoring, and technical assistance.
- **Cybersecurity Assessments:** Strengthening defenses against cyber threats and safeguarding sensitive data.
- **Cloud Infrastructure Solutions:** Guiding clients through cloud adoption, migration, and management processes for improved scalability and efficiency.

- **Physical Security Solutions:** Offering robust security measures like access control, surveillance, and situational awareness.

- **Audio/Visual Communication Technology:** Tailoring communication systems for education, healthcare, commercial, entertainment, and worship sectors.

Morefield also provides a range of cybersecurity solutions tailored for small to medium businesses. Their goal is to enhance business security by strengthening the connections between people, processes, and technologies. Key services include:

- **Vulnerability Assessments**
- **vCISO Services**
- **Backup and Recovery Solutions**
- **Mobile Device Management**
- **Cyber Security Awareness Training**
- **Next-Generation Firewalls**
- **Multifactor Authentication and Identity Management**
- **Malware Protection**

By partnering with Morefield, businesses are able to focus on their business without worry about their technology. Morefield helps organizations make smart technology decisions enabling their success. For additional information, please call 717.761.6170 and visit www.morefield.com.



**SERENITY
DENTAL SPA**

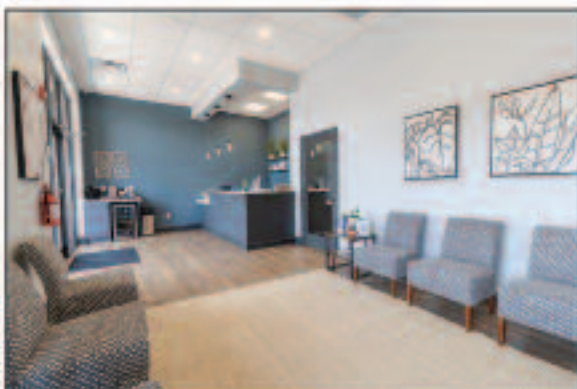
call or text **610.624.6166**

www.serenitydentalspaofpa.com

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



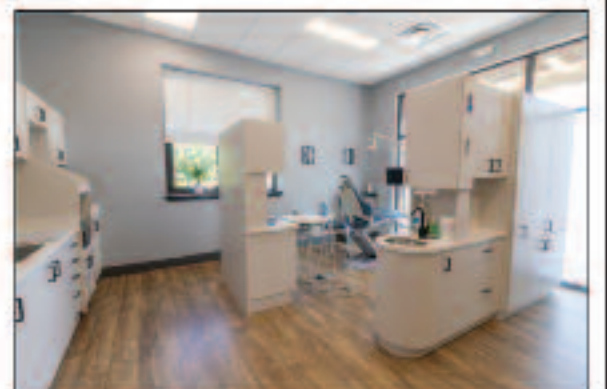
Located in the Suburbia Shopping Center, 4 Glocker Way, Pottstown, PA 19465



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

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

New patients are always welcome!



FREDERICK *Living*

A GARDEN SPOT COMMUNITY

As a community offering a full continuum of care, Frederick Living provides opportunities for purposeful living for adults aged 55 and older. Nearly 315 residents enjoy Independent Living, Personal and Memory Care or healthcare options.

Residents in Independent Living choose from a variety of accommodations including one- and two-bedroom cottages or one- and two-bedroom apartments with options that include a garage, balcony, patio, or sunroom. A full complement of amenities is available on campus including The Body Shop fitness center, two dining venues, a library, gift shop, art room, game room and Wellness Suite.

There is plenty to do at Frederick Living with over 20 micro-communities offering weekly gatherings and a robust volunteer program. Residents can pursue a favorite hobby such as needle arts, painting, beading or woodworking, or volunteer throughout the campus. Volunteers are the backbone of many of the campus events and everyone can easily find a way to engage purposefully within the community.

For those seeking to maintain their independence while requiring a little bit of assistance for daily living, the Magnolia House Personal Care apartments provide added support while enabling residents to enjoy meaningful connections with their neighbors throughout the community. These apartments also serve as a safe transitional option for residents who are returning to the community following a hospitalization or rehab stay, allowing them to regain strength and independence while receiving support throughout the day. Additionally, Aspen Village Memory Care supports residents living with dementia and Cedarwood Nursing supports those with healthcare needs.

Those considering downsizing and pursuing retirement living in community should plan to attend the three-week seminar led by Jill Kearney, Founder and CEO of Specialty Moves by Design. The series will be held in the Frederick Living Auditorium on Wednesday evenings, September 11, 18 and 25 from 6 to 8 pm. Jill provides practical advice on downsizing, moving and creating a personalized retirement lifestyle by identifying your treasures and then letting go of the rest.



► Located just east of Gilbertsville, PA, Frederick Living is an ideal spot to call home. To inquire about current availability in Personal Care or to register for the Downsizing Seminar, call Lisa McCartin today at 610-754-7878, ext. 1001.

**Experience purposeful
retirement living today.**



Support Local
Small Businesses!

Reppert's

Own Made Candies

Chocolates, Candies & Gifts
for Valentine's Day, Easter, Mother's Day,
Halloween, Thanksgiving, Christmas & Wedding Gifts.

610-689-9200
info@reppertscandy.com
www.reppertscandy.com
Large selection of new products!

Open Daily 10-6
We offer online
and phone orders!

2708 W. Philadelphia Ave., Oley, PA 19547




SEPTEMBER - BACK TO SCHOOL, BACK TO ROUTINE

Balancing Work, Wellness, and Family

Provided by GYMGUYZ Main Line & Montgomery County

As the buzz of back-to-school season takes over and summer fades, re-establishing a balanced routine that encompasses work, wellness, and family time is essential. Here are tips to help the whole family transition smoothly into a healthy autumn:

- 1. Morning Family Workouts:** Kickstart your day with a family workout session. It's a great way for everyone to energize and spend quality time together before heading off to work and school.
- 2. Schedule Exercise Like a Meeting:** Treat your workout times as unbreakable appointments on your calendar. Your body will thank you later!
- 3. Quick Desk/On the Job Workouts:** Incorporate short, 5-minute workouts throughout your day to keep energy levels high.

JAB
Insurance Brokers

Our number one
priority is **YOU** and
YOUR needs!

Stop accepting the status quo
of your current insurance plan.

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



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

484-366-1281 • info@jabins.com

www.jabins.com

PENNSYLVANIA NO. 14 IN REGULATORY BURDEN NATIONWIDE



**By Anthony Hennen,
The Center Square**

Less burdensome regulation has led to economic growth in some states, but Pennsylvania trails far behind.

As the commonwealth slips in population and job growth, one report argues that its red-tape-laden system will create more problems in the future.

Nationally, Pennsylvania is the 14th-most regulated state, according to an analysis by the Mercatus Center of George Mason University.

With more than 164,000 regulatory restrictions on the books, the commonwealth focuses more on areas like environmental protection, culture and the arts, and administration than other states — but much less in areas like health services and banking, insurance, and securities.

But Pennsylvania was not the worst of its over-burdened neighbors. New York and New Jersey ranked 2nd and 3rd, respectively, with Ohio at 6th, and Maryland at 21st. West Virginia was not ranked in the study.



“Jurisdictions that allow regulations to consistently pile up over the years experience slower economic growth, but this effect can be reversed when policymakers actively cut red tape,” the Mercatus Center’s Patrick McLaughlin and Dustin Chambers argued. “Policymakers can reduce the harm of excessive regulation by improving the management of their rulemaking systems, thereby making it more likely that the rules on the books actually solve the problems they were intended to solve.”

Though right-wing thinkers and politicians tend to talk more about overregulation and the need to reduce red tape, Mercatus pointed to a left-wing success story: British Columbia in Canada.

There, they credit leaders as being pioneers in getting rid of red tape.

(Continued on page 24)



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

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

New 8-Acre Location: 724 Route 100 Bechtelsville, PA 19505

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

We can sell 1 piece to 100 at your location or our auction facility on Rte 100.



Real Estate Investment Opportunity in Tipton, PA
LIVE PUBLIC AUCTION will be held
Thursday, September 5th at 6:00 PM
Preview: August 29th from 4-6pm
Location: 330 W Weiss St Tipton, PA 19562



Worcester Township Real Estate Live Public Auction
Estate Auction featuring the Real Estate and Contents will be
held on Saturday, September 7th. Personal Property will begin
at 9:00am and the Real Estate will be sold at 11:00am.
Open House: Sunday, August 25th from 1-3pm and Wednesday,
September 4th from 5-7pm



Commercial Real Estate Auction - Allentown, PA
LIVE PUBLIC AUCTION will be held on Thursday,
September 19th, at 6:00pm
Open House: Thursday, September 12th from 5-7pm
or by appointment.
Location: 1726 W Chew St Allentown City, PA 18104

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



**CHESTER PERFETTO
AGENCY, INC.**



We Are Your One Stop Insurance Agency Since 1971

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

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

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

www.travelsafe.com • www.perfettoinsurance.com

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



CORE ELEMENTS

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

STEP 1

SELECT YOUR SPACE

Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.

STEP 2

CHOOSE YOUR COLOR STORY

Professionally-designed, mix and match color schemes suit your space, your style and one another.

STEP 3

PICK YOUR PRODUCTS

We expand the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

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

FLOORING SOLUTIONS MADE SIMPLE

CHES-MONT CARPET ONE FLOOR & HOME

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

610-495-6211

www.chesmontcarpetone.com
LIC# PA0081672

PHILADELPHIA

Marble & Granite

Whether you're looking for Granite, Quartz or Marble, we've got you covered!

587 W. High Street, Pottstown, PA 19464
267.405.4294 • email: Philadelphiagranite@gmail.com
www.philadelphiamarble.com

PREMIERE
SPEECH AND HEARING
Your Preferred Communication Experts
Info@PremiereSpeechHearing.com

Hearing Testing & Hearing Aid Services
Tinnitus Evaluations & Treatment Plans
Auditory Processing Evaluations & Treatment
Speech and Language Evaluation & Speech Therapy

555 2nd Avenue, C-850
Collegeville, PA 19426
610-454-1177

15 S. State Street, #104
Brownstown, PA 17508
717-661-1055

PENNSYLVANIA No. 14 IN REGULATORY BURDEN NATIONWIDE

(Continued from page 23)

"Its economic growth rate increased by one percentage point because it cut regulations by nearly 40 percent," McLaughlin and Chambers argued. "Several US states have attempted to follow suit, including Idaho, Iowa, Kentucky, Missouri, Montana, Nebraska, Ohio, Oklahoma, and Virginia."

Pennsylvania, too, has had Republicans decry regulatory burdens while Democratic Gov. Josh Shapiro has made strides in permitting reform to clear out red tape and avoid delays.

To improve Pennsylvania's over-regulated ranking, it may take re-examination.

"The big takeaway for me is, even if you do the best job you possibly can when you're making regulations, thinking about the unintended consequences, you still shouldn't leave things on the books unexamined," McLaughlin said. "Five or 10 years down the road, is there a process in your state for looking back and seeing if something worked? You can't leave it on autopilot."

To do so, the report recommended state leaders consider regulatory budgets — which caps how many regulations can be on the books — and regulatory sunsets,

which removes a rule unless they're renewed by the legislature.

Change also comes from regulatory agencies encouraging better work, rather than more regulation.

When McLaughlin worked for the U.S. Department of Transportation, he said he was awarded a plaque in recognition of creating a new regulation. But when his team decided against making a new regulation because they determined it'd create a lot of costs without much benefit, they didn't get an award.

"There's no incentive for us to (stop a bad new rule), there's no reward for doing that," McLaughlin said. "If you work at that agency, if you want to excel and rise up in the ranks, you respond to incentives and make new regulations."

Unless leaders reward workers for getting rid of bad existing rules, he argued, few rules will get reviewed.

"States that manage to change that process by re-evaluate old stuff ... they're the ones that can change the way regulations tend to actually accumulate," McLaughlin said. "Leaving regulations on their own, not worrying about red tape, is going to imply slower economic growth, more poverty, lost jobs."

BE BETTER. GROW FASTER.

See How SBRA Member

Benefits

can help at:

sbrassociation.com/membership-benefits

Cheryl Houtz... The Benefit Doctor



Think of me as your friend... with benefits. My field of expertise is helping companies create bespoke benefits packages for their employees. I have over a decade of experience in the insurance and benefit sector, and a proven track record with satisfied clients throughout Pennsylvania and five other states. Currently, I am a benefits consultant at The Benefit Doctor, where I analyze client individual company needs and craft a unique solution.

Patricia McGee, Founder and CEO at Aegis Solutions LLC, says, "Cheryl is an amazing person who really understands her clients and the importance of the services she provides. Cheryl has gone above and beyond to assure she understands both our organizational needs and culture."

Not sure where to start? Let's talk. I am licensed both nationally and in Pennsylvania in accident, health, life, dental, vision, and disability. I'm passion-



ate about networking and maintaining an up-to-date carrier list to ensure you get advantageous coverage and pricing packages, including options that are self-funded, level-funded, fully-funded, health shares, and minimum essential coverage plans. I also provide small-business options for individuals, 1099 freelancers, contractors, and Medicare plans.

Are you just starting, keeping things small or growing? I love small businesses. If you are the mom and pops or people who need a helping hand. I can create a benefits package starting with two employees.

My support doesn't end when you choose a plan. To make sure you have the correct option for yourself or your company, I provide year-long check-ins with your company to answer questions and head off issues.

I'm a member of several entrepreneur collectives and I understand what it takes to run a business. Benefits are just one part, and as head of your company, you have more important things to think about. Trust your benefits to a friend. Visit my website at houtzinsurancellc.com or call me at 610.207.6819 to discuss your benefit needs.



(L to R) Cheryl Houtz, Mike Commisso Docutrend Imaging Solutions, Matt McDevitt Positive Wiring, Electrical & Structured Cabling, Andrea Green Green Street Building, and Cheryl's client George Council of Outdoor Lighting Perspectives, whom she brought to the networking event.

Breedlove
 UPGRADE YOUR SOUND: THE SUMMER SALES EVENT

\$500 OFF USA-MADE GUITARS
\$200 OFF ORGANIC PRO GUITARS

INCREDIBLE SELECTION AVAILABLE IN-STORE!
 *EXCLUSIVE OFFER ENDS SEPTEMBER 30TH

THE CROSSROADS
GUITARS & ART

1041 E. PHILADELPHIA AVE. GILBERTSVILLE, PA 19525
 WWW.GUITARSANDART.COM | 1-833-606-8737

YOUR CHILD DESERVES THE BEST EDUCATION

ROSE GARDEN PREPARATORY DAY SCHOOL

Contact Us
 481-828-9091
 11 West 8th Street, Pottstown, PA 19404
 info@rose-garden-prep.com
 RoseGardenPrep.com

About Us
 At Rose Garden Preparatory Day School, our fundamental belief revolves around creating an optimal environment for raising and advancing young children. In fact, our facilities are designed from a dedication to our own children and the challenge of finding a high-quality childcare program. Our array of programs cater to your family's needs, encompassing infant and toddler day care, pre-kindergarten, as well as an engaging summer camp. We believe strongly that children learn best through active engagement in rich activities that support critical thinking as well as creative expression.

Muhlenberg Greene Architects Recipient of Lehigh Valley Business And Central Penn Business Journal 2024 Empowering Women Awards

Lehigh Valley Business and Central Penn Business Journal have named Muhlenberg Greene Architects a recipient of a 2024 Empowering Women Award.

The Empowering Women Awards shine a light on companies and organizations that have demonstrated tangible efforts and documented results in supporting and empowering women in Central Pennsylvania and in the Lehigh Valley. Applications were judged based on documented hiring and promoting of women; leadership positions held by women; advocacy for the cause of women internally and externally; and efforts to cultivate the next generation of women professionals. The honorees were selected by a panel of judges made up of the Lehigh Valley Business and Central Penn Business Journal leadership teams.

"The 2024 Empowering Women honorees are inspiring organizations that advance women in the workplace. These



businesses are committed to creating change, breaking barriers, charting new territory and encouraging future generations of women leaders," said Suzanne Fischer-Huettner, managing director of BridgeTower Media/Lehigh Valley Business and Central Penn Business Journal. "We are pleased to honor these incredible businesses that are role models for others."

MG
 MUHLENBERG GREENE
 ARCHITECTS

ESTABLISHED 1920

MG-ARCHITECTS.COM
 ARCHITECTURE | DESIGN | PLANNING

DE MEDIO'S
 BUILDING MAINTENANCE

30+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

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

HJ Warner Consulting

**SAFETY IS A JOURNEY,
NOT A DESTINATION**

*Helping to Reduce Lost
Time and Safety Incidents*

HJ Warner Consulting, LLC was founded in 2022 by Harold Warner Jr. As a safety consulting firm, we dedicate ourselves to the clients we serve. Our team of experienced professionals works closely with clients to identify their specific safety goals and implements practical, effective safety measures. We are committed to providing high-quality services - ensuring the safety of our clients and their most valuable assets.

Why Choose HJ Warner Consulting?

- Expert Safety Consulting
- Customized Safety Solutions
- Compliance with OSHA and Regulatory Requirements
- Reduced Lost Time and Safety Incidents
- Experience in Various Industries
- Focus on Your Business



Allow HJ Warner Consulting to be a part of your journey. Contact us today for all your safety needs. HJ Warner Consulting, LLC is based in Fleetwood, PA. For additional information, please call

717.330.5745 or email harold@hjwarnerconsulting.com, and visit www.hjwarnerconsulting.com.

HAROLD WARNER JR.



SERVICES

HJ Warner Consulting is proud offer a fleet of services to enhance your safety environment or build it from the ground up.



CONSULTING SERVICES

- OSHA Inspection Assistance
- Mock OSHA Inspections
- Project Monitoring and Observations
- Needs Assessments/GAP Analysis
- Contractor Pre-qualifications
 - Third-Party Qualifier Site



WRITTEN SAFETY PROGRAMS

- Program Development
- Program Reviews



SAFETY TRAINING

- Onsite OSHA Training
- General Awareness Training
- General Industry 10/30 Hour
- Specialized Training: Forklift Operator Safety, Fall Protection and Prevention, Respirator Fit Testing & Training, Lockout/Tagout – Authorized Person

STRATEGIC PLANNING AND EXECUTION CAN
INCREASE YOUR COMPANY VALUATION BY
15-25%.¹

COMPANIES WITH FORMAL STRATEGIC
PLANNING PROCESSES GROW 30% FASTER.²

WE UNDERSTAND.
YOUR BUSINESS IS YOUR MOST IMPORTANT ASSET.
WE'LL MAXIMIZE ITS VALUE.

CURIOUS WHAT YOUR BUSINESS IS WORTH?
GET YOUR FREE VALUATION REPORT TODAY!

CALL: 845-760-0925

CLICK: WWW.PISCANICONSULTINGSERVICES.COM

EMAIL: INFO@PISCANICONSULTINGSERVICES.COM



1 - PER MORRIS INTELLIGENCE
2 - PER THE JOURNAL OF MANAGEMENT SCIENCES

DRIVING SALES WITH TARGETED BLOG CONTENT



MARKETING TIPS
By Julie Huff, Copywriter,
beMarketing

Google is trying to make sure your website is one thing: useful. By offering helpful insights and groundbreaking news, and addressing concerns your clients and customers come across, you can position yourself as a trustworthy thought leader in the industry.

Building a Targeted Content Strategy:

The first thing you need is a content strategy. Plan your content around established client profiles and your goals. Develop a content calendar to ensure consistent posting and a mix of content types. This keeps your blog diverse and engaging while also addressing different stages of the buyer's journey, from awareness to decision.

Establishing Your Expertise:

Once you have a plan, you can start developing content. When you consistently produce high-quality, insightful posts on relevant topics, you demonstrate your expertise and knowledge. Over time, this translates into increased trust and loyalty from your audience, both crucial factors for sales.

Enhancing Your Digital Presence:

Incorporating keywords into your blog content is

how you signal to the algorithm that your blog is related to those terms and increases your ranking. This lets you attract more visitors searching for related information. Try to avoid being too "salesy" in your content. Readers can be turned off if they feel a blog is trying to sell them something. Instead, provide information and solutions to the problems your audience faces.

Driving Sales Through Engaged Reader-

ship: Regular readers of your blog are more likely to become loyal customers. Targeted blogs let you showcase customer testimonials, case studies, and real-world applications of your products or services. These elements act as social proof, reinforcing the effectiveness and value of what you offer.

The Power of Words: Blogs are a critical component of any digital marketing strategy. This is a perfect way to build your reputation and drive sales.

At beMarketing, our team keeps up with trending topics to position your business as an industry leader. Whether you need comprehensive blog writing services or strategic advice, we're here to help you reach your goals. Let's work together to create content that helps your clients and eventually leads to increased sales. Contact us today to get started.



Turning
Likes into
Leads
on TikTok and Beyond



Contact us today and let's give your marketing plan a thumbs up!
484-497-0795 | beMarketing.com

beMarketing Honored as a Philadelphia Business Journal Fast 50 Award Winner for Fourth Time

beMarketing, a leading full-service marketing agency based in Plymouth Meeting, is proud to announce its recognition as a Philadelphia Business Journal Fast 50 Award Winner for 2024. This marks the fourth time beMarketing has received this prestigious accolade, previously being named to the Soaring 76 List in 2019, 2020, and 2023.

The Fast 50 Award, which evolved and rebranded from the Soaring 76 List, highlights the region's fastest-growing companies that have demonstrated consistent revenue growth over the years. For the 2024 edition, companies were evaluated based on their revenue performance from 2021 through 2023. To qualify, businesses must have achieved a minimum revenue of \$750,000 in the first year of the considered timeframe and show a steady increase in revenue each subsequent year.

beMarketing's success is a testament to its unwavering commitment to a results-driven culture. The agency's philosophy emphasizes not just the output, but the impact and outcomes of its work, a principle that has clearly resonated in its performance and client satisfaction. Founded on a relationship-driven mentality, beMarketing continues to maintain strong, long-term relationships with clients, many of whom have been with the firm since its inception.

"Being named to the Fast 50 list for the fourth time is an incredible honor for our

team," said Brandon Rost, Founder & CEO of beMarketing. "This recognition is a reflection of our dedication to delivering exceptional results and our focus on building lasting relationships with our clients. We are grateful to our clients and our talented team who have made this achievement possible."

The Fast 50 list, as presented by the Philadelphia Business Journal and vetted with the accounting expertise of CLA, recognizes companies that have demonstrated impressive growth and sustained success. beMarketing's inclusion on this year's list underscores its outstanding performance and continued impact in the marketing industry.

To learn more about how beMarketing can support your business, contact us today!

About beMarketing: Since 2010, beMarketing has been building brands and helping businesses succeed through integrated marketing communications, advertising, and a complete array of other marketing services. The beMarketing team provides a unique blend of cutting-edge tactics and personal service to a broad range of industrial and consumer clients. beMarketing currently works with many local and regional brands on managing their advertising efforts and building their presence through their integrated marketing solutions. For more information, visit <https://bemarketing.com/>.

RETAIL/INDUSTRIAL BUILDINGS FOR SALE

**252 Bethlehem Pike Rt 309
Colmar, Hatfield Township, PA 18915**



The Property

- Sale Price: \$4,300,000
- 54,000 SF on 2.819 Acres
- 30,500 SF of Space Available to Occupy
- Multi-Tenant Building

Property Features

- Excellent visibility in a high-traffic area – approximately 31,000 vehicles daily
- Broad, Commercial Zoning
- 90 Car parking across three paved lots
- 200' on Bethlehem Pike (Rt. 309)

Alan Apt

414 W. Main Street, Leominster, MA 01450
215-815-9600 | alan@apcor.com



Industrial Equipment, Inc.

Serving all of Southeastern Pennsylvania Since 1977



**Forklifts • New & Used • Rentals
Sales • Service • Parts
Financing Available**

Boyertown PA | 610.369.9778
Leola PA | 717.355.2110
www.paindustrial.com



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists



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

Construction Inspection & Testing
Clean Fill Testing
Laboratory Soils Testing

www.earthengineering.com

Corporate Headquarters: 810-277-0889

Central PA: 717-697-5761

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY • COMMITMENT • PERFORMANCE

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

FAST SIGNS
More than fast. More than signs.

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

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Celebrating 20 Years in Business

EVERYTHING PRINTING
YOUR BUSINESS PRINTING PROFESSIONALS

Postcards & Brochures | Signs & Banners | Posters & Flyers | Social Media Design

1-800-287-7444 • Every Thing Printing, LLC • Office: 610-287-7444

AUTO GRAPHICS / SIGNAGE / APPAREL

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

GRABER Lettering INC. SIGN CO.

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

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

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Lucky Squirrel PRINTWORKS

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

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

BOOKEEPING / ACCOUNTING

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

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

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

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

GRAPHIC DESIGN SERVICES

De[z]ign

484.383.7788
www.donibedign.com

DIGITAL PRINTING / MARKETING / ADVERTISING

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

Imagine it. Design it. Print it.

berks digital inc.

Creative Custom Graphics berksdigital.com

HEALTH & FITNESS / PERSONAL TRAINING

AEROBIC RHYTHMICS

One Hour Total Body Workout. Aero-Flex, Aquasize & Zumba.
Multiple Locations in Montgomery and Bucks Counties.

TRY A WEEK FOR FREE!
www.aerobicrhythmics.com • 610.489.3180

HVAC / PLUMBING

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



144 KING ST., POTTSTOWN, PA 19464

(610) 326-5011

Serving the area for Four Generations Since 1925!

www.ajacksonecker.com

PAINTING - PROFESSIONAL



PA046388

Chris Gamber Painting



610-781-4473

www.chrisgamberpainting.com

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

JUNK REMOVAL / HAULING

Latshaw's Junk Removal

www.latshawsjunk-removal.com

Dumpster Rental Service
Household & Property Clean-outs

610-273-7490

info@latshawsjunk-removal.com

15, 20, 30 yard dumpsters
@ Affordable Prices

1293 Reservoir Road
Honey Brook, PA 19344

Family Owned, Operated & Insured



PHOTOGRAPHY PROFESSIONAL



**KEVIN
YORK**

PORTRAITS
HEADSHOTS
BRAND IMAGERY

Headshots You'll Love

484-390-2820

www.kevinyorkheadshots.com

New Location:

364 E. Main Street, Collegeville, PA 19426

MURAL PAINTING

**Promiseland
MURALS**

*We Bring Your
Vision to Life!*

www.promiselandart.com

484-919-3414



SCREEN PRINTING & EMBROIDERY

AMITY SHIRT FACTORY
SCREEN PRINTING & EMBROIDERY

**YOUR IDEA
YOUR DESIGN
YOUR SHOP**

Call or Text **610-858-9441**
ALL WORK COMPLETED IN-HOUSE

10 Years
EST: 2014

ONLINE MARKETING

**Interlace
Communications**

Helping businesses advance through tailored marketing solutions

DESIGN
MARKETING
SOLUTIONS

icconnect.com
alyssa@icconnect.com
484-703-6564

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

TOBACCO & RELATED PRODUCTS



COLE TOBACCO

215 E. High Street, Pottstown, PA 19464

610-323-4991

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

Cole's Tobacco Cigar Club

Club cards earn you an additional 10% off of purchase of high grade cigars!

**HANDMADE CIGARS
DISCOUNT PRICES**

Humidor Fresh • Distinctive Selection
Wide Variety of Vape Products



Individual Therapy

Working Together will have trauma informed licensed therapists providing weekly sessions of both individual and group therapy for all residents (that Working Together identifies as students). The students will have the opportunity to journey with others that are on similar pathways where they learn to share their burdens with others. In the group therapy context, the students can learn from what others have experienced to develop positive strategies for dealing with past traumatic events. They will also learn how to better cope with troublesome memories.



Psychoeducational Group Therapy

There will be Psychoeducational Groups focusing on anxiety, depression, physical abuse, sexual abuse, gender identity, and process addictions like gambling, shopping, overeating, and sex. There will be a particular focus on trauma survivors who struggle with PTSD. During the time a student is in residence they may participate in several psychological groups based on the strategy developed with their therapist.



Working Together

OFFERING A SECOND CHANCE TO A TROUBLED POPULATION

— OPENS IN SEPTEMBER

Working Together is a nonprofit organization that was formed to provide a self-help community for adult individuals who have hit bottom and desire to turn their lives around. They are in the *Second Chance Business*. The philosophical underpinnings of the organization embody the concept of offering a **"hand up, not a hand out."** An overwhelming majority of individuals will have experienced trauma from physical and/or sexual abuse as children. They will also be in recovery from drug and alcohol abuse. Many will have lived lives of generational poverty, and some will have experienced the vicious cycle of incarceration and homelessness. Once accepted to the program, there will be no cost to the student or their family. All of the costs of food, clothing, housing, psychotherapy, and medical & dental care are paid for by Working Together.



Therapeutic Community Model

They are modeling their program after three successful therapeutic communities that have close to a combined 100 years of being in operation. All students will work full-time in one of their businesses that they identify as social enterprises where they learn life skills and job skills while on the job. The residents learn to observe and correct destructive patterns, to live in the community, and contribute to society at large. They live and work in the community for two full years and graduate with a full-time job and a place to live.

Social Enterprises Fund the Operational Expenses

How can a nonprofit be self-sustainable without outside gifts or government funding? How is that even possible? All of the residents of the program (they call them students) work in one their four businesses they identify as social enterprises. The students are not being paid. It is their work that funds the operations of the nonprofit. They have dignity for they are funding their own recovery. They receive food, clothing, housing, health & dental care, and psychotherapy all at no cost to the student or their family.



In 2023, Working Together acquired Ellis Automotive at 601 Farmington Ave in Pottstown.



Pottstown Automotive General Manager, Chu Rivera, worked for Ellis Automotive for 15 years.

**HOW CAN YOU
SUPPORT THIS
WORTHY ENDEAVOR?**



Pottstown Automotive Repair

In 2023, Working Together acquired Ellis Automotive, a full-service automotive repair shop that has been operating in Pottstown for over 20 years. Chu Rivera, who was the lead mechanic of Ellis, is now the general manager of Pottstown Automotive Repair. The shop is staffed by experienced and professional auto mechanics. While working on cars to be fixed, the mechanics are also teaching the students of Working Together.

10% OFF
INTRODUCTORY OFFER ON YOUR
FIRST REPAIR JOB

Call or email us and mention the ad in the
Route 422 Business Advisor and receive your discount.

**20% OFF INTRODUCTORY OFFER
ON YOUR 1ST DETAILING JOB**

Visit www.WorkingTogether.work for more ways to get involved!

Ask for a quote 610 590 5777 OR go to the website www.WorkingTogether.work



If you are moving, get a quote from Working Together.



For Tree Removal or Tree Pruning, get a quote from Working Together.



152 E. High St., Suite 200, Pottstown, PA 19464 | 610.326.2900 | www.tricountyareachamber.com

Our Mission: Leveraging the power of membership to provide valued membership services and proactive leadership for the tri-county region.

Our Vision: The tri-county area has a strong sense of place – quality of life, economic opportunity, and generations of leaders - to support the region's businesses and communities.

Follow us on:      **#WhyTCACC**
#tcaccbettertogether



MEMBER ANNIVERSARIES

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

46+ Years

Boenning & Scattergood, Inc.
Element Risk Management
Hollenbach Construction, Inc.
Pottstown School District

Schumacher & Benner
Funeral Home & Crematory

20 Years

Independence Blue Cross
Keystone Villa at Douglassville
Steel River Playhouse

10 Years

Colebrookdale Railroad
Preservation Trust

5 Years

Edward Jones -
Jennifer Staudenmayer
Effectv
Reading Royals
Styer Real Estate

Embracing the New Chamber Year

Highlights from 2023-2024 and Exciting Plans for 2024-2025



By Eileen Dautrich, TCACC President

It is hard to believe that summer was here and is gone. That also means we closed out our 2023-2024 program year here at the Chamber and we are excited about the opportunities for 2024-2025 that kick off this month!

Watch for the link to be sent via email to access our 2023-2024 Annual Report to catch a glimpse of last year's accomplishments and exciting opportunities we provided for you. The Annual Report will be presented to the Membership at the **September Membership Breakfast** which will serve as our Annual Meeting. Hope you can join us on **September 12th from 8 to 9:30 AM at Spring Hollow Golf Club** for the first breakfast of a new Chamber year!

The **9/12 Membership Breakfast** will launch us into a fall, winter, and spring of next year that are already full of scheduled events.

Breakfasts will continue with the next one scheduled for **December 11th** and the third for the year will be held on **January 8th, 2025**.

The 2024-2025 program year will see the return of (but name change of) Mixers – now promoted as **"Business After Hours."** The plan for Business After Hours will change the plan over the last year and we will return to Members having the opportunity to host at their location. Special thanks to the Foundation for Pottstown Education for sponsoring the first BAH scheduled for **September 19th!**

Right behind the Business After Hours event, we have the **4th Annual REACH Conference!** REACH – our philosophy – guides our theme for the 2024 Conference – We REACH! Join us for the full day of networking, relationship building, motivational speakers, and fun surprises!

REACH Conference – Thursday, September 26th from 10AM – 3PM at RiverCrest Golf Club & Preserve.
Use the QR code to register.

There are opportunities to gain exposure and have audiences hear your message – if you have an interest and want to discuss sponsorship opportunities for upcoming events please contact Alice Funk at 610.326.2900 and alice@tricountyareachamber.com.



WELCOME NEW MEMBERS!

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

The Auto Tag Place

(610) 574-1592

<http://www.autotagplacepa.com/>

Auto Tag Services

Boyertown Community Ambulance Service

(610) 367-2330

<http://www.boyertownems.org/>
Medical Services, Ambulance Services

Carmelo's Pizza & Italian Ice

(610) 367-5400

<http://boyertownsbestpizza.com/>
Restaurants

Center Massage LLC

(484) 938-8343

<http://www.centermassage.co/>
Health & Wellness, Massage Therapy

Dave's Auto Service Inc

(610) 367-1844

<http://davesautoservices.com/>
Auto Repairs / Services

Gramia's Restaurant

(610) 369-0190

<http://www.gramias.com/>
Restaurants

H&G Travel Adventures

(484) 864-4600

<http://hgtraveladventures.com/>
Travel Agencies

Married 2 Electric, LLC

(484) 524-5265

<http://www.married2electric.com/>
Electrical Contractors

The Peppermint Stick

Candy Store & Parlor

(610) 473-2616

<http://www.peppermintstickcandystore.com/>
Food Products – Specialty, Food Products, Restaurants

Powered By Transformation

(267) 218-1217

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

Pottstown Beacon of Hope

(484) 524-5563

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

Response Crew

(610) 323-2353

<http://responsecrew.org/>
Nonprofit Organizations

Tony Luke's

(267) 251-8048

<http://tonylukes.com/>
Restaurants, Food Products, Food Products – Specialty

Widoktadwen Center for Native Knowledge

(484) 258-2817

<https://widoktadwen.org/>
Nonprofit Organizations

REGIONAL CHAMBER ROUNDUP

TRICOUNTY AREA CHAMBER OF COMMERCE
Business • Entrepreneurship • Networking



BUSINESS AFTER HOURS

Thursday, September 19th
4:30 PM - 6:30 PM
Pottstown Senior High School
780 N. Washington St., Pottstown, PA 19454
\$10 per person

Host:  **POTTSTOWN EDUCATION**

Build valuable connections - Host 18 seminars and cake prepared by the Pottstown High School Culinary Arts program. Tour of Pottstown High School Career and Technology Center Programs.

For more details regarding this event, or interest in hosting a future Business After Hours event, please call Alice at 610.326.2900 or email alice@tricityareachamber.com



TRICOUNTY AREA CHAMBER OF COMMERCE
Business • Entrepreneurship • Networking

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, complimentary use of the driving range, networking, lunch, dinner, refreshments on the course with beer and snacks, complimentary games, fun, cash prizes, and goodies.

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.

MARKETING SUMMIT DAY 2

 Wednesday, October 16th
 8:00 AM - 12:00 PM
 MONTGOMERY COUNTY COMMUNITY COLLEGE

Take Your Business to the Next Level!

Member Price: \$75
Non-Member Price: \$125

Speakers for Day 2:

- John Reid, Account Executive at Comcast Effectv
- John Scipio, CEO at SV Sports
- Courtney Lynch, Digital Marketing Manager at Valley Forge Tourism & Convention Board
- And more!

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



THANK YOU 2024 TIERS INVESTORS

STAKEHOLDER

BUILDING COMMUNITIES

CREATING CONNECTIONS

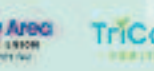
   

SUPPORTING COMMERCE

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• **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



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.

WELCOME NEW MEMBERS

Jersey Mike's Subs

Fast casual restaurant

Shawn Caric (413) 374-8503

www.jerseymikes.com/8093/royersford-pa

Kiddie Academy of Collegeville

Educational daycare

Rajiv Srivastava (610) 831-1141

www.kiddieacademy.com/academies/collegeville

UPCOMING EVENTS



Monthly events include Business Roundtable Luncheons, PV Men's HH.

Join us for bi-monthly Membership Orientation, quarterly PV WIN

events, and quarterly Non-Profit Meet & Greet...just to name a few!

Sept 26, 2024 @ 11:45am — Business Roundtable Luncheon

Join us for an interactive discussion and lunch at the PV Chamber office. Chamber members only. Must pre-register to attend. Discussion Topic: Secrets to Ongoing Success

October 7, 2024 — 3rd Annual Sporting Clays Tournament & Luncheon

Lehigh Valley Sporting Clays

Experience the thrill of sporting clays—it's like golf, but with guns! Your registration fee covers everything: targets, cart, loaner gun, ammo, expert instruction, and a delicious lunch at Grumpy's BBQ. No experience needed and open to all! Members and prospective members welcome. This is a unique opportunity to entertain your VIP clients! Exciting sponsorship opportunities available for PVCC members.

FEATURED EVENT



October 23, 2024 PV Summit Business Conference & Networking Event

Get ready for an action-packed event with breakout sessions, an exhibitor showcase, speed networking, a luncheon, and dynamic keynote speakers! Enhance your professional development, stay updated on local and County news, promote your business, and expand your network. All welcome to attend. Tickets and exhibitor tables discounted for PV Chamber members.



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!

Join the Spring-Ford Chamber of Commerce and Become Part of Our Thriving Business Community!

SPRING-FORD CHAMBER OF COMMERCE

BECOME A MEMBER

Connect • Grow • Serve

Connect • Grow • Serve

Connect • Grow • Serve

www.springfordchamber.com

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!

Exciting News! We are thrilled to announce the launch of our new website, designed to provide even more resources and support for our members.

Visit us online at www.springfordchamber.com to explore the new features and opportunities available to you. Join us in our mission to drive progress and prosperity in our community. Reach out to sfchamberofcommerce@gmail.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 <https://cca.springfordchamber.com/EvtListing.aspx?class=E&dbid2=PASPF&&evtid=5005026>.

SF 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
sfchamberofcommerce@gmail.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. Interested in speaking? Reach out to us at sfchamberofcommerce@gmail.com

Woman IN NETWORKING

Friday, September 6th 2024
Friday, October 4th 2024
Friday November 1st, 2024
Friday, December 6th 2024

Address: Township Building
940 W Ridge Pike, Limerick, PA 19468

At 9 AM - 11 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!

Business Innovations Conference

Shaping Tomorrow's Success

A Symposium Empowering Businesses for Future Challenges & Opportunities

Presented by the



in Collaboration With



Four Panel Presentations Focused on the *Future*

Finance – Workforce – Technology – Consumer Trends

Join us at this one-day, must attend event that brings together business owners with leaders and industry experts to discuss the rapidly evolving world landscape that will determine how you do business in the future.

Join us Tuesday September 24, 2024 at the DoubleTree by Hilton – Reading, PA

This one-day, must-attend event will bring together business owners, leaders and industry experts to share what businesses will need to do to adapt to future challenges and opportunities. There will be four panel presentations focusing on the following topics—the future of FINANCE, WORKFORCE, TECHNOLOGY and CONSUMER TRENDS. Each topic will have four panelists that will share their insights focused on critical areas that will impact the success and growth of your business. After the panel addresses specific questions given to them by a facilitator, there will be an opportunity for Q&A from the audience. Your takeaway will be priceless resources to help you navigate the future of your business.

AGENDA

- 8:00 – 9:00AM Continental Breakfast
- 9:00 – 9:15AM Opening Remarks
- 9:15 – 9:45AM Keynote Speaker - **Mark O'Donnell**, Visionary at EOS Worldwide
- 9:45 – 10:45AM Financial Panel & Q&A
- 10:45 – 11:00AM Break
- 11:00 – 12:00PM Workforce Panel & Q&A
- 12:00 – 1:00PM Lunch
- 1:00 – 2:00PM Technology Panel & Q&A
- 2:00 – 2:15PM Break
- 2:15 – 3:15PM Consumer Trends Panel & Q&A
- 3:15 – 3:30PM Closing Remarks
- 3:30 – 4:30PM Networking/Cash Bar

**COST — \$199 per person,
\$169 Small Business Resource
Association Member rate**

This event will provide the knowledge to understand what it will take to achieve success in the future.

**Registration
is limited to
the first 500,
please use
this QR Code
to reserve
your seat
early!**



**For further information
email Gary Seibert, CEO of the SBRA
at gseibert@sbrassociation.com
or call at 484-333-3270.**

SBRA BUSINESS SPOTLIGHT



Sterling Life Solutions is a company "like no other" that specializes in senior move management. We are devoted to helping seniors easily maneuver the challenges of life's transitions such as downsizing, moving, packing, liquidating items and settling into your new residence. We are passionate about customer service and want to ensure that you are treated with the respect and professionalism you deserve. Our mission is always to provide our clients with an "Experience Worth Sharing". Downsizing and moving a lifetime of memories and belongings does not have to be a stressful experience. With help from the knowledgeable and caring experts at Sterling Life Solutions, your transition will be simplified and stress-free.

Address: 2609 Keiser Blvd, Ste 102, Wyomissing, PA 19610
Phone: 484-220-3743 Website: sterlinglifesolutions.com

WHY INVESTING IN YOURSELF IS ALWAYS THE RIGHT CHOICE



**By Zachary Bell,
Bell Media Group**

Four years ago, I was still working in corporate. At this organization, sales individuals often went onsite for client visits. And time after time, during my training period, I noticed that some of the team didn't have the tools needed for the job - they didn't bring a laser level, let's say, or a notebook and pen. When I inquired about the situation, I learned that the team shared a set of company equipment. If someone else had the laser level checked out, well, too bad.

When I accompanied one of the most senior sales engineers, however, he took a different tack. This individual had invested in his own set of equipment. He never asked for reimbursement from the company; he simply made the investment he needed to make to feel prepared, confident, and equipped to do his job to the best of his ability.

Although I departed from that company several years ago, I carried that lesson with me. And as I've advanced into entrepreneurship, I've gained a new appreciation for how important it is to invest in yourself. Here are a few areas where I've discovered that self-investment really pays off:

Health and Wellness

The early days of starting my business coincided with the strict lockdown period of COVID-19. Subsequently, I sunk my time and energy almost exclusively into work. And although my business grew, I felt myself shrinking. Without regular time outdoors and at the gym, I felt more sluggish, more restless, and less satisfied. When I re-joined a gym in late 2022, I was shocked at what I discovered when I started getting active again.

Not only did I feel better physically, I felt better mentally and emotionally, and was more equipped to run my business from a place of peace. Many entrepreneurs find themselves on a slippery slope when it comes to their own health and wellness. It's all too easy to place your business first,

without realizing that without you, there is no business at all!

Continuing Education

When we hear others say, "I really want to learn a new skill," or "I'd love to attend a conference about this thing I'm passionate about," we typically encourage them to go for it! But we don't seem to give that same permission to ourselves.

Give yourself the freedom to flex your intellectual side and your continued education, even if it means spending some valuable time or dollars. Your team, business, and clients will thank you for it!

Pursuing Passions

Our passions are what make life worth living. Whether you're into woodworking, astrology, biking, cooking, video gaming, or antiquing, feeding your passions results in a better quality of living. When our work consumes our life, it's easy to lose perspective about the things that really matter. A disappointing email or a lost deal doesn't sting nearly as bad when you know that something you love is waiting for you at the end of the day.

Relationships That Go Beyond Business

The last area that really hits home for me is all about building relationships. Some people you meet and relationships you build don't seem very consequential today. But having strong, healthy relationships with others at various stages of life, career, and success may have an immeasurable impact in the future. Investing your time into like-minded, passionate, collaborative people and relationships sets the stage for success down the road.

The bottom line? Don't think that you're not worth it. Any investment into the things that touch your life is an investment that will come back to you in spades. So this week, my challenge is to put some energy towards you. Schedule that time on your calendar, just like you would any other business or team meeting. Your business, your life, and your mindset will only get better when you do.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



www.berkshireinvestmentgroup.com



www.queenscafeareading.com



www.pagodaapparel.com



www.powermarketinginternational.com

SBRA EVENTS

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

Tune Up Tuesday Zoom Workshops

information. sharing. motivating.



(see events page for details)

- **Tuesday, September 3rd** 9:30-10:30 "Going Beyond the Logo - The Art of Storytelling/Branding" presented by Branden Moyer
- **Tuesday, September 17th** 9:30-10:30 a.m. presented by Christine Kreisher

SBRA Breakfast Referral Club

- **Friday, September 6th**
7:30-9:00 a.m. at B2 Bistro in West Reading
- **Friday, September 20th**
7:30-9:00 a.m. at B2 Bistro in West Reading

Networking Mingle

Wednesday, September 25th
5:30-7:00 p.m. at B2 Bistro in West Reading

Zoom Membership Benefits Update

Wednesday, September 25th 9:00-9:30 a.m.
Learn How the SBRA Can Help Your Business Grow

WELCOME NEW SBRA MEMBERS

Queens Café
East Coast Sports Academy
Go Fish Seafood
Health First Consulting
J4 Travel, LLC
Just B Whole Body and Wellness Coaching

Kinya Ramen
Service 360 Group
Spartan Capital
WindowHero
Northeast Reading
Will Omlor,
EOS Implementer



Custom Creations & Rustic Furniture EACH PIECE IS UNIQUE

The Trading Post Depot has two showroom locations — one in Spring City, PA and one in Downtown Easton, PA in the Lehigh Valley. We create custom one-of-a-kind live edge wood tables. Each is handcrafted and made using techniques we have developed over decades of work. All our wood is locally sourced in Pennsylvania. Each table has a unique wood grain pattern, in addition to a design that revolves around the raw slabs that we acquire.

Looking for something truly unique for your home or office? We have a

table for every setting and type of room. From the dining room to the conference room and everything in between. Make a great impression on guests or clients. The tables have really become conversation pieces as well. They're both works of art and truly functional furniture. You can shop our showrooms to discover a bespoke wooden table with live edges or you can work with us to design and create a custom wooden table based on what you'd like. We can customize, type of wood, and design.

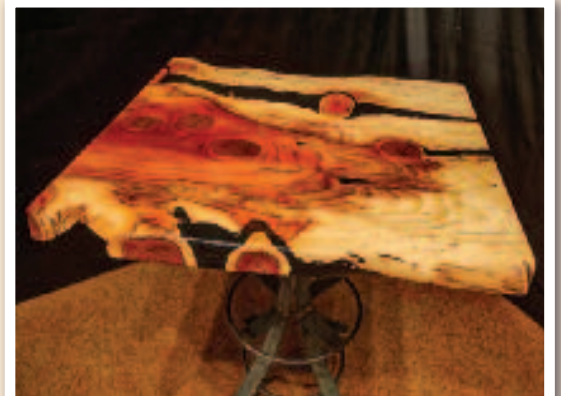
WHERE TO FIND US

16 East Bridge Street,
Spring City, PA 19475
(484) 702-2460



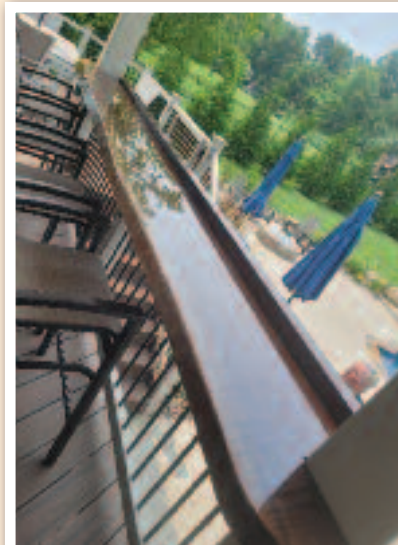
401 Northampton Street,
Easton, PA 18042
(610) 216-2806

www.tradingpostdepot.com





Immerse yourself in the warmth and beauty of wooden accents that effortlessly elevate your living or work spaces.

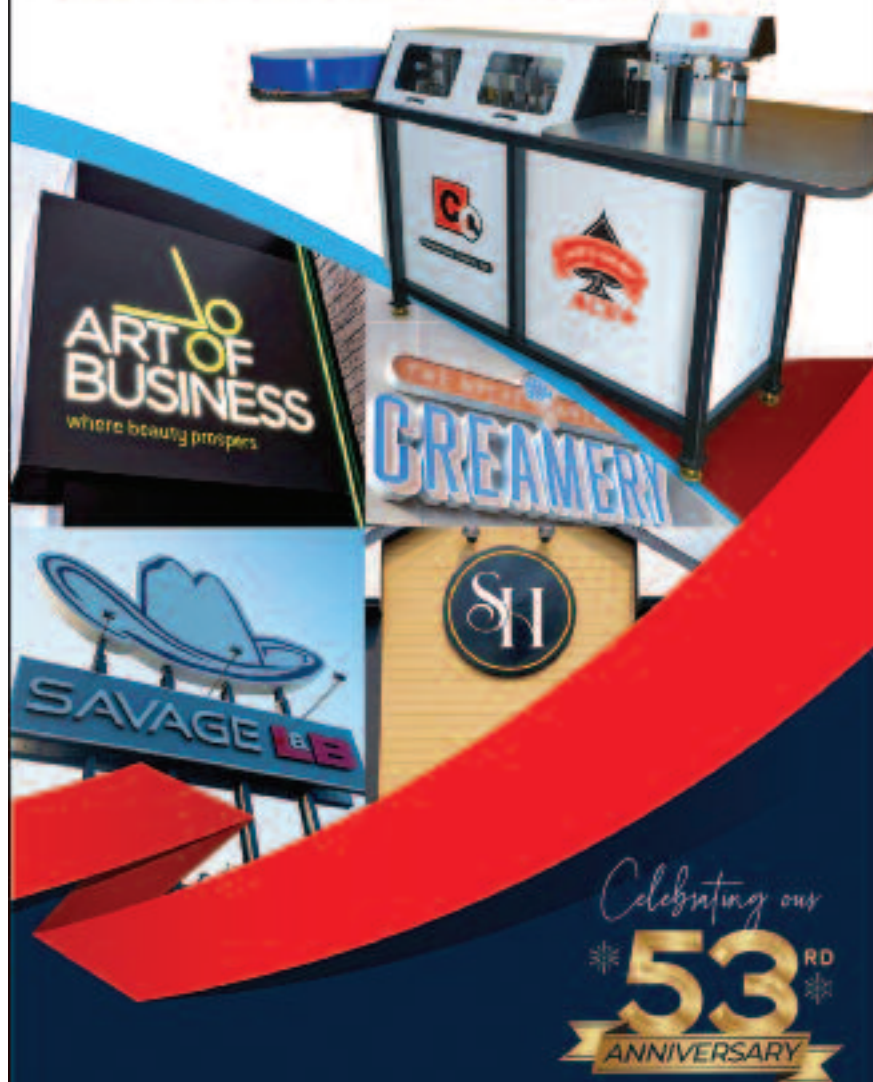


Where nature meets craftsmanship.



CHANNEL LETTER SIGNS

- FRONT-LIT CHANNEL LETTERS
- HALO-LIT CHANNEL LETTERS
- NON-ILLUMINATED CHANNEL LETTERS



COMMITTED TO EXCELLENCE
AND EQUIPPED TO SERVE.

DESIGN • MANUFACTURING
INSTALLATION • SERVICE

ssi
Signature Sign Inc.

610.775.0851

FOLLOW US ON   



Tony & Joe's Landscape Design

Our Services Are Always in Season

Tony & Joe's Landscaping provides customized landscaping and lawn care services in Reading, PA. We bring affordable prices, high-quality service, flexible plans for your needs, and high customer satisfaction.

We are a full-service landscape and lawn maintenance company serving the needs of homeowners. We offer turnkey solutions to our clients and can take on any project from a small lawn care service to a large landscaping project. We take pride in offering you top-notch customer service that covers all aspects of landscaping: from planning to designing and installation. In addition, we offer affordable lawn care maintenance service to ensure that your garden stays as the day it was created.

At Tony & Joe's Landscaping, we understand the desire to make your backyard your oasis. Your place to go on a sunny afternoon or warm summer evening to relax and commune with nature. We're here to make that happen! Serenity, peace, relaxation. That's what outdoor living should offer. But why go anywhere but your own backyard to experience that? Now you don't have to. Let us turn your dream backyard into your very own Shangri-La.

Our Services

At Tony & Joe's Landscaping Service, our emphasis is on the quality of work, building relationships with our customers and achieving our goals of satisfied customers.

We possess extensive experience in the landscape field, including the tools, methods and materials used in grounds keeping supporting various landscape projects.



We employ talented, motivated individuals who treat the environment and the land as a non-renewable resource and to work towards enhancing its value to our customers.

We offer Architectural Landscape Design, Commercial and Residential services and Landscape Maintenance, including Design & Installation; Stone & Hardscaping; Water Features; Planting; Lawn and Garden Care; Tree Trimming & Removal; Landscape Maintenance; and Irrigation and drainage.

For additional information, please call 610-775.5380 or email; toniog1014@aol.com, and visit www.tonyandjoeslandscape.com.



Tony & Joe's
Landscaping Service

**Our Services are
Always in Season.**

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

tonyandjoeslandscapedesign.com
Ph: 610.775.5380 E: toniog1014@aol.com

FREE ESTIMATE

TIPS FOR ESTATE PLANNING



LEGAL PERSPECTIVES

By Carolyn Marchesani, Esq., Wolf, Baldwin & Associates, P.C.

It's not exactly fun to contemplate, but there are many things to keep in mind when you consider having a Will prepared to express your intentions for your property at your death. If you own a home, it is necessary to

review the deed to confirm how it is titled. It may be in your name alone, or it may be owned jointly with a partner or family member. If your home is titled only in your name, you must make a direction in your Will for how this asset will be distributed. If someone else lives with you but their name is not on the Deed, you must consider whether they will need to remain in the home at your death.

You need to consider your four-legged friends. Know that a pet, whether a cat or dog, or more exotic friend, feathered or scaled, is considered your property so cannot be a direct beneficiary under your Will. You may need to plan for the care of your pet. This includes choosing the person or organization with whom it will live and deciding if funds will be provided to be used to care for its needs. These decisions may be stated in your Will, and in appropriate cases, may justify putting together a Pet Trust. Not stated in your Will but very important is to provide the animal's medical history as well as the name of the veterinarian that you use. Along with this, include instructions as to diet, routine and behavior.

If you have certain property in your home that you would like to be given to a particular person at your death, this direction should be stated clearly. You can include a reference to a memorandum in your Will. This information must be kept with your Will so that it can be found by your Executor (the person in charge of assuring that your Will is filed with the

County and followed). This Memorandum should be updated as your personal property changes; for instance, if you decide to give something away during your lifetime.

If you have decided that a child of yours will not be included in your Will, either because you have provided for them during your lifetime, or for any other reason, this should be stated outright in your Will. Leaving a nominal gift to a beneficiary, perhaps to make a point that you are not treating them equally, can cause hardship for your Executor to locate this person and complete the transactions necessary to make this nominal distribution.

The Will may say I leave "all of my property to my children." It does not legally need to be more specific. However, the executor has the job of identifying every asset. This includes your home, personal property, and accounts. Even if your Executor lives with you, they may not have knowledge of each specific item of your property.

(Continued on page 46)

www.helpathomewithpam.com



Help at Home
WITH PAM

- ☒ CLEANED.
- ☒ ORGANIZED.
- ☒ DONE.

Cleaning and Organizing to meet **YOUR** needs

*Weekly *Biweekly
*Monthly *One time

Call or text now! 610-505-4777



STCNtech
CERTIFIED TECHNOLOGY EXPERTS

Let the TechSperts get yourTech DONE!

Visit our Website, Call, or Email today to ask how one of our **Security as a Service** plans can help you **BEAT RANSOMWARE** and **SECURE YOUR DATA!**



Today's Technology Service providers are no longer just about supporting your tech..
Our TechSperts keep your doors open and keep you in business with our advanced tools and expertise!
Call us now to learn how!

www.stcnetech.com -- online@stcnetech.com
610-910-9347



Lucky Squirrel

907 Ben Franklin Hwy. W.
Douglassville PA. 19518

PRINTWORKS

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





610.385.7053
www.luckypw.com



**wolfrun
Landscapes**

610-779-5717
wolfrunlandscapes.com

Your beautiful new landscape awaits. Call today!

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



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

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

**Flip like SIMONE,
Breakdance like SUNNY!**

We offer classes in ballet, acro,
hip-hop and MUCH MORE!

We are still accepting
new students!



Pottstown Dance Theatre
Michelle Jones Wurtz, Director
610-323-2569
72 W. Main St., Pottstown PA 19463
www.pottstowndance.com

Ballet and pointe, tap, hip-hop, jazz,
modern/contemporary/lyrical, Irish
Dance, African Dance, break dance,
creative movement, Acro, and Pilates!



LEGAL PERSPECTIVES

(Continued from page 45)

It is very helpful to create a list of each asset. This list should include the location or the Deed to your property or properties, and the name of the mortgage company or loan company related to each property. You will also include on this list the names of each of your accounts, the location of the bank or institution related to this asset, and the account numbers. Likewise, the list should indicate, for personal property, where each item is located and if there is any paperwork related to it, such as insurance, registration, or the owner's manual.

When you are planning a meeting with your attorney to discuss a Will or update your Will, it is helpful to bring with you the following: (1) the names, addresses and dates of birth of each of the persons who are to be beneficiaries in your Will; (2) a copy of the Deeds to any real estate you own; (3) a list of the assets that you own, including insurance policies, retirement accounts, investments, stocks, bonds, and brokerage accounts. If you have investments, review your accounts, or talk to your financial advisor to confirm if you have

named beneficiaries for these assets.

It is important to answer the question "what if?" You identify beneficiaries in your Will, however, what if they should predecease you? Consider who would receive their share if they are not alive at the time of your death.

Some people may choose to use estate planning forms or online estate planning tools. It may seem easier and tempting to use these products, however, a discussion with an experienced estate planning attorney will help you see and understand the many issues to consider when preparing a Will that clearly represents your wishes. You engage in the estate planning process for peace of mind. The best way to ensure that your wishes are actually carried out after your death, and to give yourself the best peace of mind, is to work with an attorney, so you know that the job is done right.

Carolyn M. Marchesani, Esq. is an associate in the law firm of Wolf, Baldwin & Associates, P.C. She focuses her legal practice in estate planning and probate and estate administration in Montgomery, Berks, and Chester Counties. She can be reached by phone at 610.323.7436, or by e-mail at cmarchesani@wolfbaldwin.com.

**We make it EASY
to talk with a lawyer**



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



ATTORNEYS-AT-LAW

Pottstown • Pennsburg • Reading • West Chester

610-323-7436 215-679-5912 610-374-2400 610-436-8300

800 East High Street 570 Main Street 606 Court Street, 4th Floor 13 West Miner Street
Pottstown, PA 19464 Pennsburg, PA 18073 Reading, PA 19601 West Chester, PA 19382

  www.wolfbaldwin.com • Your Local Lawyers Since 1973

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

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



**"We get germs out
with the dirt".**

484.253.6400 • www.Bio-CleanCarpetCleaning.com

Ask SCORE

HIGHLY PRODUCTIVE EMPLOYEES PRIORITIZE, MANAGE TIME WELL

Some people are productive. Some are highly productive. They accomplish more in the same time as others. Why? They have taken the initiative to identify and solve problems rather than waiting for instructions. They have adopted skills that differentiate themselves from others. Their work habits allow them to produce more at the same time, with the same energy as others who have not taken the time or interest to apply approaches that allow them to be highly productive.

They exceed expectations of their contribution to the work of an organization. Stephen Covey started thinking about what differentiates those who exceed in his landmark book 'Seven Habits of Highly Effective People.' Others have taken this topic to the next level. They all start with two key elements: goal setting and prioritization.

Goal setting. Those that are highly productive set clear, concise, focused goals. They learn the SMART concept of goal setting — Specific, Measurable, Achievable, Realistic and Timely.

Prioritization. They break down their goals into actionable steps and prioritize

them effectively. They recognize that some of their goals and objectives are URGENT and others are just IMPORTANT. They prioritize their tasks, focusing on those that have the greatest impact on their overall mission. Highly productive personnel view their goals and objectives through an 80/20 lens. 20 percent of their tasks have the most impact and normally are the hardest to tackle.

Management of time. To be highly productive, they use time management techniques to block time using to-do lists to focus their activity. Highly productive people use timelines to block their time which increases their ability to focus. Another way to improve productivity is to minimize distractions so they can focus on whatever goal they are addressing by minimizing multi-tasking that is counter-productive. Maximizing one's focus on one task at a time concentrates one's energy before moving on to the next activity. By managing time individuals can take strategic breaks or make me-time for themselves so they can refocus on the task at hand.

(Continued on page 48)



Why Get A Security or Fire Alarm?

Jimmy told ya!

Puppies & Babies ... No Duh!

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

Call Today for a FREE On-site Evaluation.

Protecting What's Precious for over 50 years!

800.232.2500

SSCsince73.com

SECURITY SERVICE COMPANY
Since 1973

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



610.929.1200 • BerksDigital.com

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE



VLAHOS | DUNN | INSURANCE

For all your insurance needs!

1954 E. High Street, Suite 3, Pottstown, PA 19464
P: 610.326.1010 F: 610.326.1270
www.vlahosdunn.com

230 E. High Street
Pottstown, PA 19464



Iron Gate
BIERGARTEN
POTTSTOWN, PA

610.203.4579
irongatebiergarten.com



Ask SCORE

(Continued from page 47)

Minimize distractions. It has been quoted in the business press that the average person gets interrupted 13 times a day. To be a highly productive individual take steps to reduce or eliminate distractions. It might mean turning off email notifications, using website blockers, or creating a dedicated work time when you are not interrupted.

Life-long learning. They invest their free time in self-improvement and learning. They stay up-to-date on trends that impact their industry and adopt new skills that improve their ability to get even more out of every hour they are on the job.

Work/Life Balance. High productivity results from having a healthy work/life balance. This prevents burnout and lowers stress, allowing you to concentrate on what is urgent.

Practice clear communication. A productivity enhancer is practicing clear, concise, succinct communications that reduce the amount of time taken to deliver and receive messages and reduce the chance of confusion or misinterpretation that impacts productivity.

Networking. Building a strong network of professionals who can provide support in undertaking projects is a great strategy for achieving high productivity.

Just say NO. Highly productive people know that is OK to say NO. You can say no by

saying YES. “Yes, I can help but not now. How about this afternoon at 2 p.m.?” By always saying YES, your productivity is constantly being interrupted. And by always saying YES, you become overloaded with others’ work or issues. Just say NO by saying YES.

Automation. When repetitive tasks are automated then productivity increases. Highly productive individuals look at technology as their friend and find ways to apply tools that allow them to focus on activities that cannot be automated. Another way to free up time to be more productive is to delegate. Let others take on tasks that are time usurpers.

Personal health and wellness. If you are going to be a high performer, you need to take care of yourself. Get enough sleep. Eat healthily, exercise regularly and maintain a positive attitude.

Kaizen. By reflecting and seeking feedback on your performance you can constantly be improving how you execute your work. When you get feedback you know what to work on next to become a higher performer. By adopting Kaizen, you also can review how you do your work and create more effective routines that make performance predictable and routine. Along with developing systems to make work more productive, it is mandatory to measure and analyze performance.

Be Part of the Bigger Picture!

The Pottstown Rotary Club Wants You!



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

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



Rotary

Visit www.pottstownrotary.org
to learn more!



HOLLENBACH CONSTRUCTION, INC.
“ONE STEP BEYOND”

Celebrating
56 Years of Consistent
Quality & Excellence







*Quakertown
Memorial Park
Baseball Stadium
Reconstruction*

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

Senior Living • Healthcare • Religious • Educational • Commercial • Industrial



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



MOSQUITOES RUINING YOUR OUTDOOR FUN?

MOSQUITOES GETTING BIT!



Poolside



Patio

**WE HAVE A SOLUTION.
GUARANTEED.**

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

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



PATRIOT PEST SOLUTIONS, LLC

Eliminating Pests is Our Patriotic Duty!



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

610.489.5136 | PatriotPestSolutions.net





danceco
AMERICAN CRANE & EQUIPMENT CORP.

Leading Manufacturer of
Cranes, Hoists & Other
Material Handling Equipment

Americancrane.com

GRIT **CMAA** **certified WBENC** **WOMEN OWNED**

531 OLD SWEDE RD • DOUGLASSVILLE, PA

Ask SCORE

HOW TO CONNECT WITH YOUR CUSTOMERS AND BOOST BUSINESS USING LIVE VIDEO

Live video streaming has become one of the most powerful ways to forge stronger connections with customers. Using the Apps like Facebook Live, Instagram Stories, Snapchat Stories, YouTube Live Streaming, and Periscope to boost sales and strengthen your brand.

Going “live” enables people to see what is happening with your business in real-time and offers a more personal view of what your company does and who the faces are behind your logo.

If you’re thinking about giving live video streaming a try, here are some ideas to help you go live with content that will engage viewers and shine the spotlight on your small business’s strengths.

- **Introduce a new product or service.** Live video provides a memorable way to communicate features and benefits and get people excited about your new offerings.

- **Feature product demonstrations and how-tos.** Live video offers an effective way to demonstrate how products work and teach customers how to use your products. “Seeing is believing.” If you show people your products or services improving productivity or making life easier for a customer, it adds credibility and builds trust.

- **Introduce a new team member.** Sharing the credentials, capabilities, and personalities of new employees can facilitate a stronger personal connection with customers and enhance customers’ confidence in what your business can accomplish.

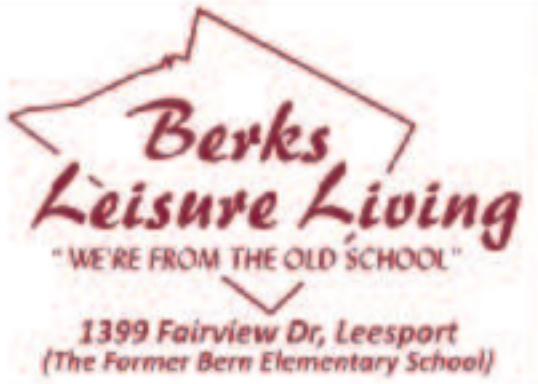
- **Interview a raving fan customer and share their success story.** This type of live word-of-mouth testimonial can serve as a powerful endorsement of your products and services.

- **Show a fun “day in the life” glimpse of your office culture.** Streaming video of your team’s camaraderie during work can help humanize your brand and give your customers a sense of what it’s like behind the scenes at your company.

- **Feature your company participating in a community cause.** Capturing real-time moments of your team giving back to the community can build a stronger emotional connection with customers. People feel good about supporting businesses that commit themselves to causes that help those in need.

- **Show your team members celebrating a milestone.** Whether it’s making a toast to your business’s five-year anniversary or announcing a new project partnership, celebrating your milestones through live video can show people you’re a thriving and growing company.

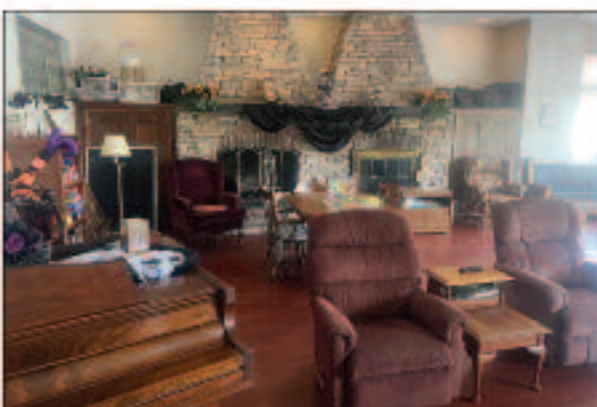
- **Introduce a new marketing campaign or a branding development.** Streaming video



Berks Leisure Living
“WE’RE FROM THE OLD SCHOOL”
1399 Fairview Dr, Leesport
(The Former Bern Elementary School)



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



PLEASE CALL TODAY
for the Best Choice
in Personal Care!
610-916-8833
www.BerksLeisure.com





Our Personal Care Home Features:

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

Valerie McLean Keller, Owner & Operator Our 71st Anniversary

Arrowhead Golf Club

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

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions

100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees: Weekdays — \$27.00 to Walk • \$39.72 to Ride
Greens Fees: Weekends — \$38.00 to Walk • \$50.72 to Ride
• Rates drop after 2:00 PM 7 days a week

Pro Shop • Snack Bar • Rental Clubs
1539 Weaverstown Road, Douglassville — 5 minutes from Route 422 & 682 N Intersection
For Tee Times Call (610) 582-4258

to raise buzz about new promotional offers or rebranding efforts (like a new logo) can generate excitement and enthusiasm—and potentially sales!

• **Show off a team member's skills on the job.** By featuring your employees' expertise and capabilities, you can reinforce why customers should choose your products and services over those from your competitors.

Gearing Up to Go Live

Before you use live video for the first time, consider watching how other brands that sell products and services similar to yours are using live video streaming tools. That will help you generate more ideas and give you a sense of what resonates with viewers. Also, evaluate which live streaming platforms will benefit you the

most. Consider your followers will be the most likely people to tune into your broadcasts. With that in mind, will one platform over the others reach more people in your target audience?

As you explore using live video streaming to market your business, reach out to a SCORE mentor for insight and suggestions. With expertise in marketing and all other aspects of starting and running a small business, our mentors are here to provide guidance and align you with the resources you need to succeed.

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



Baird's Catering LLC

William Baird
Chef Owner

When taste matters, choose Baird's Catering, LLC

If You're Having a Business Mixer Event and Need Some Hors d'Oeuvres, Receive 10% Off!




We cater all types of events!

Email for more information and orders:
BairdsCatering@verizon.net
610-781-3534

www.Bairdscatering.com

ROUTE 422 BUSINESS ADVISOR DINING GUIDE

www.gracies21stcentury.com
610-323-4004

21st Century Cafe' & Catering

CIVILIZED DINING
In the Country

"A Restaurant Like No Other"





Find us on [facebook](#) at Gracie's 21 Century Cafe and Catering

1534 Manatoway Road,
Pine Forge, PA 19548



Fast ~ Affordable ~ Delicious

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

Eat in, Take Out or Delivery

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

MS. PICKLES

Sandwich Shop

200 E. High St.
Pottstown, PA 19404
484-300-6000





FREE

Sandwiches
Buy 2 sandwiches
Get 1 FREE

\$10 OFF

Any purchase of
\$50 or more

FREE

Hot velvet cookies
With purchase of any 2 sandwiches

\$5 OFF

Any purchase of
\$40 or more

Luncheons Dinners Beer Cocktails

Serving the area since 1960,
Route 100 South, Pottstown

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

The Old Coventry Pub

610-323-5790 Open every day at 11.00 A.M.

**LUNCHEONS • DINNERS
BEER • COCKTAILS**

**CALL 610.323.6253 TO PROMOTE YOUR
BUSINESS IN THE DINING GUIDE**

Training That Works!

Fast Track Programs for Industry
(multiple programs available)

- ✓ Construction Trades
- ✓ Engineering
- ✓ Manufacturing
- ✓ Power and Transportation
- ✓ Emission and Inspection
- ✓ Health Careers
- ✓ New Program!
Medical Assisting

Train for a Career in Advanced Manufacturing
Automation | Mechatronics
PLC | Amist Certification

CDL Training and Testing
North Montco is a Pearson
Certified Testing Site

Classes start soon. Register today!

 **Technical Career Center**
Continuing Education
1265 Sunnyside Pike
Lansdale, PA 19380
215-655-3938
mtcc.org

UNDERSTANDING THE ADMINISTRATIVE ELITES



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

I remember attending meetings with my peers in economic development and being told I could not do what I was doing. I know that sounds odd, but it is true.

I have always tried to be creative when doing economic development. I gained expertise because I would read the regulations and examine the process for getting things done. My theory was that if there is a form to ask if you can do it, you can do it if you meet the criteria.

I got to know people in the economic development community and the administrators. I was never afraid to steal a good idea from someone and replicate their success. Past practice is always a good thing to consider when doing a project.

I learned that administrators will work with you to help you accomplish your goal. I also learned to look at the end game and adapt to the process. Sometimes, politically appointed administrators have a point of view on how grants and processes should be conducted, and they try to stay within what works for the boss.

As people with a point of view rise through the system based more on merit

than politics, they may hesitate to follow the narrative. People learn through experience, but keeping that out of your thoughts when evaluating projects is hard. I have always liked to deal with merit folks because I always try to write merit funding applications.

Recently, the truth has become blurred as "misinformation" has been spread. I do not think misinformation is misinformation; it is more of a point of view. Sometimes, it is an effort to get something funded politically, and maybe not all of the "I"s are dotted or the "T"s are crossed.

(Continued on page 54)



POTTSTOWN
AUTOMOTIVE REPAIR

Good Old Fashioned Service

At Pottstown Automotive Repair, we are a family-focused local car repair shop. We prioritize our customers' needs and aim to provide exceptional service. Our team of skilled technicians and mechanics will treat your vehicle as if it were their own, ensuring it receives the care and attention it deserves. Trust us to keep your family safe on the road.

601 Farmington Ave * Pottstown, PA
610) 718-5649
PottstownAutomotiveRepair.com



Chu Rivera, Lead Mechanic

I try to put myself in the place of the customer and I pretend it's my daughter's car or my father's car ... and I think that's reflected when we talk to the customer."

10% off introductory offer on your first Repair job.

20% off introductory offer on your first Detailing job.

(Call us and mention the ad in Route 422 Business Advisor and receive your discount.)

Est. 1961
Red Kieffer's AUTO REPAIRS, Inc.

SPECIALIZING IN

MERCEDES-BENZ



610-326-5754 • www.kieffersauto.net
1404 Ben Franklin Highway, Douglassville, PA 19518

PENNSYLVANIA
THE AUTO TAG PLACE

Boyertown 610-367-9505 Norristown 484-751-5950

30 S. Reading Ave., Boyertown, PA 19512
1000 E. Main Street, Norristown, PA 19401
theautotagplace@yahoo.com

Kim Stingle, Owner

Hours:

Monday-Friday 9AM - 7PM
Saturday 9AM - 3PM

- Online Services
- Messenger Service
- Title Transfers
- In Transit Plates
- ATV & Snowmobile & Boat Transfers



Mercer's TruCraft Collision

Turn your
Collision into
Compassion

Mercer's TruCraft Collision

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

All insurance claims welcome.

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

HFT TIRE SERVICE

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

Performance
Touring

All Season Radial Tires

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



SAME DAY SERVICE

POTTSTOWN

610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465

MON-FRI 8-5 • SAT 8-12

• COMPLETE AUTO & LIGHT TRUCK REPAIR

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



Visit Us At www.hftire.com

CJ's Tire & AUTOMOTIVE

COMMERCIAL ADVANTAGE PROGRAM



- Servicing Fleets of Any Size
- All National/Gov. Accounts
- Fast & Reliable Service
- Personalized Discounts



vantra TRAILER TH31
The first special trailer tire of exceptional durability and stability.

17 CONVENIENT LOCATIONS | CJTIRE.COM | BETTER. FASTER. MORE AFFORDABLE.

CHDC Your Health. Our Community.

EMPLOYEE HEALTH IS OUR PRIORITY

Partner with CHDC to ensure your employees have access to affordable healthcare!

We offer: Medical, Dental, Vision, Behavioral Health, Physical Therapy, Podiatry, COE, MAT, Dispensary, Healthcare Discounts, Free Transportation to and from all our locations & more!
We also accept Medicaid, Medicare, & most commercial insurances.

LEARN MORE TODAY!

Locations in Pottstown, Barto, and Boyertown!

ch-dc.org/employee-health



MARATHON Business Advisory Services



*For Sale:
Profitable Pizza Shop*

Features:

- Offering Price: \$179,500
- Revenue: \$600,000
- Adjusted Cash Flow: \$90,000
- Employees: 1 Manager; 4 Full-Time; 11 Part-Time
- Facilities: Leased; Owner Agreeable to Transfer
- Region: Berks County, PA
- Services: Eat-In/Take-Out/Delivery: Pizza, Strombolis, Wings, Subs, & more

For more information contact:

Larry Bonino: 610-930-3819; Lbonino@vrmarathon.com

*Need business assistance? Call for free consultation.
Business Valuations & Sales | Business Planning |
Executive Coaching | Success Planning.*

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 52)

To the administrators, it becomes a way of developing a path but not following a logical order because it will take too much time. If you know you can change a requirement or classification, but it will not be timely in the order of operations, one can say that we will take care of that later.

Something like that is good if everyone is on the same page and the perspective of a potential change does not accept the misconceived reality that there is a change. Sometimes, the project goes too far to go back to square one. That is a problem because I like to be merit-based and accept any waivers as truth, not potential truth.

I recently questioned the mechanics of a dam removal upstream from my hometown of Downingtown. I was aware of some conditions that others might not be aware of because I worked in Downingtown in the mid-90s. I had projects that directly related to issues that would impact the dam removal process. When I asked some questions, I was immediately laughed at during meetings. I am not used to being laughed at, and being laughed at in front of my spouse was especially troubling.

So, I spent a year gathering information under the *Right to Know Act* and better understood how things were done on the project. I am sure that everyone had the best intentions, but the removal seemed more political than merit-based. I found it very confusing, and at times, I would read a sentence and spend the next hour or so on the net trying to derive context. It was like a mini master's degree in dam removal. My knowledge base is a little more than "getting the hang of it," as some issues overlap with my skill set.

(Continued on page 56)

Business Advisor

**Promote your business in the
Route 422 Business Advisor!
Call (610) 323-6253**



We Work For You...

Call Toll Free 1-866-948-2255



FOR LEASE 355 Circle of Progress, Pottstown PRIME OFFICE SPACE



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

FOR SALE - 255 Circle of Progress Dr. - Pottstown

There is a main general office with kitchen cabinets measuring 15'x36'; 3 smaller offices (10x16, 10x11 and 10x11) Board/conference room 11'6x14' powder room and a 7x9 utility room. This totals approximately **1,300 sq ft of office space.**

This part of building has a heat pump and central a/c. (see LEASE ad to left). The back part of the building is rented warehouse space. **The warehouse is approximately 4,800 sq ft of space** and has a small office, powder room and **loading dock.** Warehouse space is rented year to year for \$2,400 per month.



\$949,000

FOR SALE - 504-512 Chestnut St., Pottstown



Attention Real Estate Developers!

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

Reduced to \$665,000

LAND FOR SALE Washington Twp - Berks County

Approx. 61 acres with road frontage on Rt 100, Limekiln Rd, and Passmore Rd.



Various Zoning with various possibilities. Print available in office. Only 38 acres of parcel #89-5398-10-35-7798 is being sold of the 42 acres. Seller will subdivide corner of Rt 100 and Passmore after an offer is received.

Taxes TBD after subdivision.

1,995.000

LOOKING FOR SPACE TO LEASE IN ROYERSFORD (1001359872)

Town Plaza Shopping Center
301 N Lewis Rd, Royersford



SEVERAL SPACES AVAILABLE WITH MULTIPLE OPPORTUNITIES

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

Call for more information and showings.



THE PCTV NETWORK

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

NOW OFFERING:

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

Powered By: TellisVision

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866



**LUDGATE
ENGINEERING
CORPORATION**

Established 1975

ENGINEERS • SURVEYORS • LAND PLANNERS

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

10 Vanguard Drive, Suite 100, Reading, PA 19606

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 54)

Part of my skill set is that I dislike creating waves unless I am sure I am correct. Sometimes, my name is used as a verb, such as "getting Barry with someone." That means I become authoritative in a proactive way. I am trying very hard on the dam project not to fall into the verb category.

My knowledge base on this project is deep and far-reaching, and my experience in the process adds context to the information. As I maneuver through the process, I encounter dismissive people, which is humbling but not as humbling as being laughed at in public.

The dam breach project was mitigation for the widening of Route 322 in Thornbury, and dam removal was considered beneficial to free access for fish to swim upstream. Fish having free access to the stream is a great goal. It can also become a narrative.

So, I asked Penn DOT to review the impact of the dam removal, and they met with me and about 15 to 20 neighbors to discuss the issue. The press was there, and a few photos were taken,

as well as a feature article in the *Daily Local*. So, we will see what Penn DOT comes up with in their analysis. I supplied some technical data to support my position.

I look at it; I believe the breach was a political rather than a merit project and a product of a class of technical elites wanting to fulfill a narrative. If this happened to me, where else could it be happening? How many lives have been touched by interpreting a rule with a purpose rather than a neutral standing?

This has been an education for me and made me view some of my actions in perspective. Could it ever be interpreted that I did something like this? I would hope not, but it is possible, and I did not realize it, and that could be the case in this dam breach. As I move closer to closure or being a verb, self-recognition and examination of my past projects continue to roll through my mind as I hope and pray that it was never me.

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



FROMM

**Your Trusted Electrical Supply Partner
For More Than 100 Years**

fromm.com | 610-323-1555 | sales@fromm.com

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.



Illustration by Freepik

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.

(Continued on page 58)

- ◆ Exceptionally Clean Rooms
- ◆ Reliable Friendly Service
- ◆ Wonderfully Delicious Breakfast
- ◆ Budget Friendly Pricing
- ◆ Meeting Room Rentals



SureStay PLUS by Best Western Reading North
Previously known as Comfort Inn

2209 Stacey Drive (Route 12 & North 5th St.)
www.bestwesternreading.com 610-371-0500



Business Portraits for You & Your Team



NIHART PHOTOGRAPHY
Creating Beautiful & Essential Portraits
nihartphotography.com
484 300 8745



Timeless Portraits for Your Home





Lezzer Lumber
BUILDING MATERIALS CENTERS

FINANCING AVAILABLE
NO INTEREST
IF PAID IN FULL
IN 12 MONTHS

COME SEE OUR NEWLY REMODELED SHOWROOM!

3171 Morgantown Road, Mohnton, PA
Mon - Fri 6:30am - 4:30pm | Open Saturdays 8:00am - Noon
lezzerlumber.com

SCAN TO VIEW OUR WEBSITE

STEVE LADNER PHOTOGRAPHY

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

Headshots: business and social media

Portraits: individual and family

Real Estate photography.



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

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



Ask SCORE

(Continued from page 57)

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.

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.



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

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

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

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

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

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

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

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

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

Cash flow is just one critical financial issue facing your small business. To learn more, contact SCORE “Counselors to America’s Small Business.” SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610-327-2673 for the Pottstown SCORE office, or visit on the web at www.pottstownscore.org.

NEW & AMAZING



IS HERE



- FDA Approved for neck lifting
- Fine lines
- Wrinkles



SCHEDULE NOW
at YoungMedicalSpa.com

Center Valley

Lansdale

610-798-7546

215-362-7546





**MAKING EVERY JOURNEY
EXTRAORDINARY**



National Parks of the West
May 22 - June 1, 2025
Your Adventure Awaits - Whether you're a seasoned park enthusiast or a first-time visitor, this journey through America's natural and historic wonders will create memories to last a lifetime.
Grand Tetons, Badlands, Mount Rushmore & Crazy Horse Monument, Yellowstone, and so much more



Diane O'Cain
Group Travel Specialist



Globus Tour — Rome to Milan
April 27 - May 5, 2025
Explore hidden cobblestone streets, watch the world go by from a sidewalk cafe, sail across beautiful blue waters and delight at the local specialties on this incomparable Italian vacation.
Request a full itinerary
Diane@HGTravelAdventures.com

**Book one of our group tours
by September 30, and receive
a \$100 discount per person**
hgtraveladventures.com
484-864-4600



Sign up for our newsletter to be the first to know about our travel events, exclusive specials and new trips using this QR code!

Thunder Wash Pressure Washing RESIDENTIAL COMMERCIAL



Making Your Property Look New Again
with Professional Pressure Washing

OUR SERVICES INCLUDE

Wood and Composite Decks • All Types of Siding
Roof Cleaning • Gutter Cleaning • Mold Retardent
Fences • Concrete • Building Exteriors • Heavy Equipment
Truck Fleets • Tennis Courts • Oil Stain Removal
Graffiti Removal • Steam Cleaning • Building Restoration

2664 Ridge Road, Elverson, PA 19520
610.286-0041 • thunderwash@aol.com

www.thunderwash.com
Facebook: Thunder Wash Pressure Washing



REALIZING THE VISION OF AFFORDABLE HOUSING WITH HABITAT FOR HUMANITY

Affordable housing is more critical now than ever, and Habitat for Humanity is at the forefront of addressing this pressing need. As communities across Montgomery and Delaware Counties face increasing housing costs and economic challenges, Habitat for Humanity of Montgomery and Delaware Counties (HFHMDC) stands as a beacon of hope. We partner with families to build safe, affordable homes with affordable mortgages. This collaboration results in stable shelter and a sense of

investment in their community, providing a place for families to thrive, and even transform their lives.

One homeowner, Kesha, bought a Habitat home in Glenside, PA. She recalls what life was like before her new home. "I was living in a small two-bedroom apartment with my four children. The apartment was overcrowded, and the rent was increasing every year. It caused a strain on my finances; most of my monthly income was spent on rent. I was



TRADING POST

CUSTOM CREATIONS & HOME DECOR

Magically marrying old and new to make your environment uniquely amazing!

- LIVE EDGE CREATIONS
- CUSTOM FURNITURE
- FARMHOUSE TABLES
- RECLAIMED LUMBER AND MUCH MORE!

Spring City, Pennsylvania

tables@pennsylvaniatradingpost.com



WE'RE OPEN!

- ✓ Stop by for a great shopping experience.
- ✓ Donate gently used items.
- ✓ **NOW ACCEPTING OLD ELECTRONICS**
TVs, Computers, Mobile Devices & More!

Proceeds from the sale of donated items help us create jobs and change lives.

Pottstown Plaza
799 N. State St., Pottstown
484.374.6300

Mon-Sat 9am-8pm; Sun 12-6pm

ADVANCING SUSTAINABILITY IN OUR COMMUNITIES.

yourgoodwill.org

desperate to find a larger affordable home for my family but realized that I wouldn't be able to purchase the traditional way as mortgages were not affordable. I felt hopeless." She decided to take a leap of faith and apply for a Habitat home.

Initially, she was skeptical about Habitat for Humanity's mission and its promise of affordable homeownership. "I was not convinced that Habitat for Humanity was a legitimate organization that partnered with families to build affordable homes. I thought it was too good to be true." However, after attending an orientation and a financial literacy program, her perspective began to shift. "The process was one of the best experiences in my life. It gave me hope. My life changed when I was selected to partner with HFHMDC. I learned how to budget and save money by attending the financial literacy course. I learned about home maintenance, and I have met wonderful people."

The journey was not without its challenges. "Habitat does not hand people homes; you must be willing to partner with them to help yourself buy a home," she explains. "I had to participate in 400 hours of sweat equity. I helped build affordable housing for other families, particularly on a build site in Bridgeport, PA. I was painting, hanging drywall, and even helped dig a ditch." Despite the hard

work, the rewards were immense. She shared her story at an annual fundraiser, volunteered at the Habitat West Norriton Restore, and found patience and perseverance throughout the year-long process.

Now, almost eight years into homeownership, she reflects on the best part: having a stable home for her family. "We are creating our own traditions and memories here. Two of my children are now adults and are on their own. This is our gathering place. We are a close-knit family, and I love that I have a big backyard for my grandchildren to play in. I earned my master's degree in 2020, and my daughter earned hers in 2022." Her experience with Habitat exemplifies the transformative power of secure and affordable housing. Habitat for Humanity of Montgomery & Delaware Counties continues to impact families and communities. As Kesha enjoys the stability and joy of her home, her story stands as a testament to what is possible when families and organizations work together to build a brighter future.

We continue to help families across both counties and garner support from the community because of our mission and advocacy for affordable housing in the areas we serve. We are partnering with civic leaders and other local officials to change lives, one home at a time.

(Continued on page 62)



Your Best Life Hypnosis



Jane Gober, NGH Certified Hypnotist

Dedicated to helping you overcome obstacles to living your best life.

www.yourbestlifehypnosis.com

We're *remixing* HR.

Find a groovier era of HR through our...

- Fractional HR support
- HR Outsourcing
- Merger & Acquisition HR Playbook
- Organizational Development Strategic Guidance
- Short-Term HR Project Work

SCHEDULE A FREE CONSULTATION TODAY!

workplaceharmonyhr.com





SHOP, DONATE, SUPPORT

Habitat for Humanity West Norriton ReStore

- New inventory arriving daily
- Plenty of construction-related inventory
- Items priced-to-sell
- Proceeds go to support new builds and critical home repairs
- Donation drop-offs welcome any time during business hours
- Free pick-ups can be arranged in Delaware and Montgomery counties



West Norriton ReStore
533 Foundry Road
West Norriton, PA 19403

Contact Us
610.427.8539
habitatmontdelco.org/restore

REALIZING THE VISION OF AFFORDABLE HOUSING

(Continued from page 61)

HFHMDC recently celebrated a significant milestone with the completion of four new homes in Lansdowne, PA, marking 112 total homes dedicated since inception. This exciting event marked the culmination of a project that began with a groundbreaking in December 2022. We are fortunate to receive support from the likes of Harleysville Bank, Bank of America, Mid Penn Bank, The Pennsylvania Housing Finance Agency, and The PA Department of Community & Economic Development – to name a few.

There are many ways to support Habitat's mission, either as an individual or corporation. We appreciate individual donations in the form of Habitat's "Hope Builder" program, which individuals can support via a small monthly donation. As an organization, corporate partners can donate to our mission and volunteer on a build site or at our donation-based retail outlet, ReStore — an independently owned thrift store that accepts donations and sells a constantly changing inventory

of diverse, high-quality merchandise at a fraction of the retail price. Proceeds from ReStore sales directly support Habitat's mission to build and renovate homes in our communities. Lastly, Habitat for Humanity offers a vehicle donation program, Cars for Homes, where individuals can donate old vehicles (cars, motorcycles, RVs, motorcycles, boats) if they have inflated wheels and can be towed. All vehicles are eligible for a tax deduction.

If you would like to apply for a Habitat Home, please be on the lookout. Our applications for homeownership open periodically throughout the year, and we are excited to start our next round of homes soon. Together, we can create a world where everyone has a decent place to live. Visit our website to learn more about how you can get involved and make a difference today.

For more information about our program, or to get involved, visit habitat-montdelco.org.



THE RETURN OF **BILL HALEY JR** *& the Comets*



TO THE
Sunny Brook Ballroom

TICKETS AT [SOULJOELS.COM](https://souljoels.com)
50 Sunny Brook Road, Pottstown PA

FRIDAY
OCTOBER 4 8PM

Tickets \$15 in advance
\$20 at the door



PremierNow

PAYROLL & HR

Better for business.



Delivering best-in-class payroll
+ HR solutions with exceptional,
personalized service.

That's better.



Better Service

Our dedicated, responsive, live support team provides a seamless transition and ongoing support to our clients.



Better Technology

We offer a flexible, secure, full-service platform to manage payroll, benefits, talent management, and more.



Better Flexibility

We customize solutions based on your unique needs, policies, and workflows. Don't pay for features you don't need.



Better Support

We provide guidance and resources to help our clients run their business and stay on top of changing legislation.



Payroll



Time +
Attendance



Benefits



HR + Talent
Management



Reports +
Insight