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

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



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

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



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

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



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

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

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

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Your home is your sanctuary, but keeping it clean and organized can be overwhelming. Whether you're looking for regular maintenance or need help with a big transition, a cleaning and organizing company can offer a wide range of services tailored to meet YOUR needs. From scheduled cleanings to full-scale organizing projects, **Help at Home with Pam** is here to make your life easier.

Owned by Pamela Mann and based in Bucktown, PA, Help at Home with Pam proudly serves Chester and Western Montgomery Counties. Pam, driven by her passion for embracing all that life has to offer, is committed to simplifying life's necessities for herself and her clients. Together with her dedicated team, **Help at Home with Pam** works to bring sparkle to homes across Chester County and the surrounding areas.



Cleaning Services: Keep Your Home Sparkling

- **Weekly, Biweekly, Monthly, or One-Time Cleaning:** Whether you're looking for consistent upkeep with recurring cleanings or a deep, comprehensive clean, Help at Home with Pam has got you covered. Weekly, Biweekly and monthly services ensure your home always looks its best. If you're planning an event or need post-renovation cleanup, their one-time cleaning service is perfect for special occasions or unique needs.

- **Move-In/Move-Out Cleaning:** Whether you're settling into a new home or preparing to move out, a detailed cleaning will ensure your space is immaculate. Perfect for making your new home move-in ready or leaving your previous property spotless for new owners, this service is also ideal for those getting ready to list their property on the market, providing a thorough clean that enhances appeal.



spaces into functional, easy-to-use areas, while our whole house organizing transforms every room, creating a serene and well-ordered living environment tailored to your needs.

- **Listing Help:** Preparing your home for sale? Help at Home with Pam will organize and declutter to make your space appealing to potential buyers, helping you sell faster and for more money.

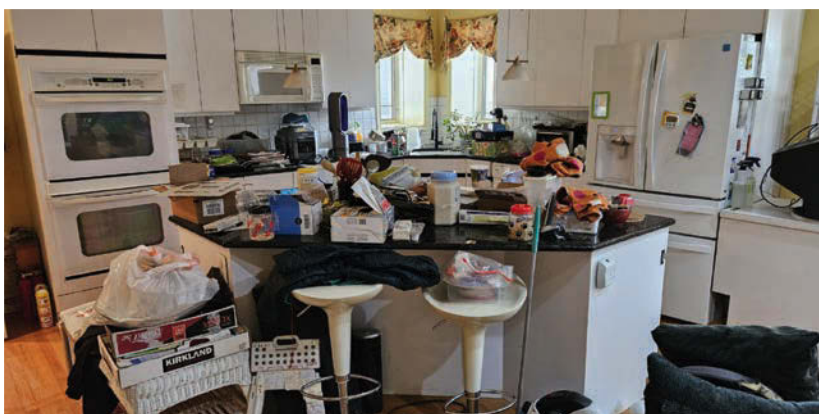
Moving Services: Seamless Transitions

- **Moving In/Out Assistance:** Moving can be stressful, but this service can make it easier. Whether you're moving into a new home or out of your old one, Help at Home with Pam will help sort, pack, and organize your belongings to ensure a smooth transition.

- **Downsizing:** If you're moving to a smaller space, this service can assist in sorting and deciding what to keep, sell, or donate.

Organizing Services: Bring Order to Your Space

- **Closet, One Room or Whole House Organization:** Whether you're dealing with a cluttered bedroom, a chaotic kitchen, or an entire home in need of order, Help at Home with Pam is here to help. This organization service is customized to you and will turn disorganized



www.helpathomewithpam.com



PHOTO BY STEVE LADNER PHOTOGRAPHY

Cover Story: *My Dad's Flooring, a locally-owned and family-owned small business serving the community for over 40 years, offers personalized flooring services and competitive prices backed by nationwide warranties, thanks to its affiliation with a leading flooring retail group.*



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MY DAD'S FLOORING

CELEBRATES LONGEVITY AND ADDITIONAL LOCATION



THE TEAM

PHOTOS BY STEVE LADNER PHOTOGRAPHY



By Kathy Hunt

We spend so much of our time sitting, standing, and walking from room to room, we sometimes forget what lays beneath our feet. Without noticing, carpets can start to look threadbare, and tile and wood floors can become chipped and scratched. Even if they don't show much wear and tear, floorings may have fallen out of fashion, making our homes and offices appear dull and out-of-date. When the need to replace worn-out flooring or modernize a space arises, My Dad's Flooring is there to help. Owned and operated by the same family for three generations, My Dad's Flooring offers exceptional customer service and a wealth of floor coverings from which to choose. Its flagship store is located at 179 Old Swede Road in Douglassville.

On September 13, 2024, the business celebrated its 40th anniversary and the grand opening of its second store with a ribbon cutting ceremony and refreshments at 609 Bridge Street in downtown Phoenixville. Chester County residents may recognize this address as the home of Meaney's Carpets. In business since 1986, Meaney's was acquired in April 2024 by My Dad's Flooring.

"John and Estelle Meaney did a great a job running the business for 38 years," said Jay Battiste, co-owner and president of My Dad's Flooring. "They were the local go-to for the Phoenixville area. We've taken over for them, so it's the same location, but new owners and a new name." With the additional location, My Dad's Flooring hopes to grow its presence in Chester, Montgomery, and Berks counties.

Brief history of My Dad's Flooring

My Dad's Flooring got its start in 1984, when George Graefe, a salesman for a carpet mill, opened his own carpet store with his son Ed. Battiste, who is Ed Graefe's son-in-law, explained that the business's name originated from a conversation with a confused customer. "Someone had asked Ed what the name of the carpet that they were selling was, and Ed had said, 'I'm not really sure. It's my dad's.' The customer thought that that was the name. So, Ed and his father decided to name the business My Dad's Carpets."

In 1999, George and Ed joined the Flooring America buying group and tweaked their store's name, making it My Dad's Flooring.

All Types of Flooring

My Dad's Flooring carries such flooring materials as luxury vinyl, laminate, carpet, tile, and hardwood. Within the category of luxury vinyl, customers can choose between vinyl plank, which resembles hardwood flooring, vinyl tile, vinyl sheet, and luxury vinyl tile, which has the look but not the cost of high-end stone tile. Luxury vinyl is durable, water-resistant, and considerably less expensive than natural wood or stone. It also features something that every pet owner can appreciate, scratch resistance.

A composite material featuring high-density fiberboard, laminate possesses the same benefits as luxury vinyl. Additionally, due to increased sustainability practices, such as the use of recycled materials and renewable energy sources in its production, laminate's environmental impact has been reduced in recent years.

Soft, sound-dampening, and slip-resistant, carpeting comes in several types of fiber. Synthetic nylon and polyester fibers resist odors and stains and are quite durable. Polyester has the added benefit of being hypoallergenic. Shorn from sheep, wool fiber is inherently natural, water resistant, and soft, and has been the basis of carpeting since ancient times.

Another material that has been used as a floor covering since ancient times is tile. My Dad's Flooring carries a range of attractive ceramic and porcelain tiles, both of which are nonporous. Porcelain is slightly more resistant to stains, moisture, and damage than ceramic. Because it is more difficult to cut and install than ceramic, porcelain is also more expensive.

A longstanding favorite, hardwood floors date back to the early 1600s. Beautiful and easy to clean, hardwood flooring comes in a variety of grains, colors, and plank widths. A hardy material, its toughness depends upon the species of hardwood used. Oak and hickory are among the hardest, most durable woods.

Continued on page 8)



Becoming part of Flooring America enabled the store to gain access to exclusive products, pricing, training, rebates, and flooring displays, Battiste said. Being a buying group member is "advantageous in the market from a product and pricing perspective," he said. Battiste clarified that My Dad's Flooring America in Douglassville is part of a buying cooperative. It is a private and family-owned business, not a franchise.

At the conclusion of 2019, Battiste became Ed's partner in My Dad's Flooring. This business partnership has enabled Ed to ease out of day-to-day operations and into semi-retirement. He still handles most of the accounting responsibilities and remains an active shareholder.

Prior to joining My Dad's Flooring, Battiste had worked in the travel industry for 20 years and headed the group sales department of a vacation tour operator. "One of the big things is that I wanted to be home with my family. I didn't want to be traveling all the time," he said, adding that the goal of him partnering with Ed was to take over and expand the business. This plan came to fruition in April when they acquired the second location in Phoenixville.

Battiste said that everyone is very proud of where the business is right now, and the success that it has seen during the 40-year helm of the family. "It's an honor to be part of the third-generation family business," Battiste said. "We want to keep the family brand going and growing. We're very excited about growth in our new location

and about branching out in a big way with our existing location in Douglassville, becoming bigger and more supportive to all the local community members in Berks, Chester, and Montgomery counties."

He noted that the business's foundation and continuing growth are rooted in its exceptional customer service staff and their expertise. "We would not be where we are today, celebrating 40 years and launching our second store location, if it were not for some of the best sales and customer service-driven team members in the industry," Battiste said. "Ed and I are extremely grateful and proud to have such a wonderful group of employees who continue to put our customers, and our company's core values, first."



(Continued from page 7)

Aiding people in making good choices in flooring

Forty years in business means that My Dad's Flooring has 40 years of understanding peoples' needs and helping them make the right flooring choice for their homes and offices. There's no need to prep before visiting one of the business's two locations. As long as the customer knows where the new flooring will go and has a color or style in mind, one of the skilled sales and design specialists at My Dad's Flooring can take care of everything else.

To help simplify the selection process, the sales and design specialists ask a series of questions. These include: Do you want to renovate a room or the whole house? Are you focused on a certain look or design? What are your surroundings like? Is the house built on a concrete slab or is it built on plywood? Do you have children or pets in the house? Do you like something coarse and dense or soft under your feet?

Customers are encouraged to browse through different displays and flooring samples to see what catches their eye. Once they've landed on something, a member of the My Dad's Flooring team will visit their home to carry out a free measurement and take photos of the targeted area. After this is completed, the team member shares the project estimates, which include material and labor costs, and any ideas around flooring.

My Dad's Flooring is a "soup-to-nuts" business offering installation service. The team has decades of experience installing floors in both residential and commercial

settings. Its installations are backed by the Flooring America Ultimate Confidence Guarantee, which promises to deliver the highest quality work. Any installation-related flooring problems will be addressed, at any time, at no cost to the customer.

Should customers decide to put in the flooring themselves or have a contractor do it, My Dad's Flooring offers a cash/carry option. "However, our quality and reputation are predicated on being a full-service flooring business that provides high-quality installation," Battiste said.

In addition to visiting one of the two locations, customers can go online at mydadsflooringamerica.com (Douglasville location) or mydadsflooring.com (Phoenixville location). and schedule a free measurement. While on the flooringamerica.com site, they can try the My Floor Style visualizer tool and see how different

flooring materials and styles would look in their rooms.

Using this tool is easy. Just upload an image of a room and select various products to add to the image. Don't have a photo? No problem. With the My Floor Style tool, people can view sample images of living rooms, bathrooms, kitchens, bedrooms, and offices and get a sense of how a certain carpet, laminate, or other material complements a specific room.

"We try to simplify the process and pride ourselves on an exceptional customer experience," Battiste said.

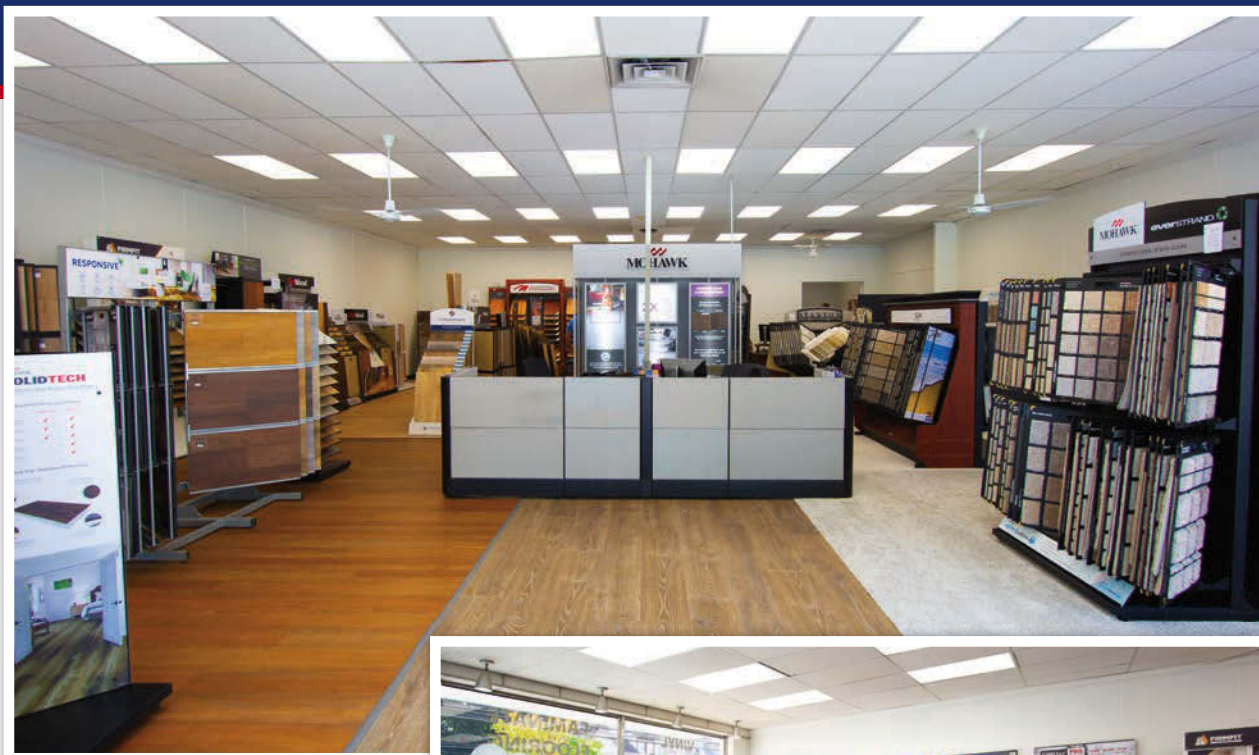
Tips and trends in flooring

When consumers begin to consider replacement floorings, they should keep a few tips in mind. If they live with dogs and cats, they may want to opt for luxury vinyl for kitchens and other busy areas. Luxury vinyl can be easily cleaned and resists scratches and liquids. If they want to install carpet on stairs or other high-traffic areas, they should select a dense, low-pile carpet. This will wear better than a carpet with a high pile.

Should the person reside in a more modest neighborhood, have a big, active family with pets, and/or plan on selling in the near future, the priciest, top-of-the-line flooring may not be the best option. Alternatively, if the individual lives in an exclusive and higher-end housing development, the more cost-effective flooring options would not be the ideal choice. Generally, upmarket housing developments tend to lean towards hardwood and tile with premium grade carpet in their homes.

After 40 years in business, My Dad's Flooring has accumulated an abundance of handy tips. It also has garnered considerable insight into flooring trends. According to Battiste, in the last 15 years, there has been a major shift in what people select for their homes.

"At one time, people were putting in a lot of carpet, hardwood, and tile," he said. "They liked the feel of soft flooring and the look of hardwoods and tile, so they did a mixture of both. Now, people are moving to waterproof, scratch-resistant laminates and luxury vinyl planks, which have the look of wood or tile but don't have expense or the maintenance."





He added, “Solid and engineered hardwood is much more expensive than laminates and luxury vinyl. The others are much easier on the wallet for families.”

He noted that, in the past, carpeting accounted for 70 to 80 percent of sales. Now, it is responsible for about 50 percent. The remaining 50 percent is made up of hard surface materials — wood, tile, luxury vinyl, and laminate. In the hard surface segment, luxury vinyl is the category to which customers are flocking.

Helping customers, helping communities

As a longstanding, locally-owned business, My Dad’s Flooring believes in giving back to the communities that support it. The business has partnered with KenCrest to help manage the 118-year-old nonprofit’s residential homes’ flooring needs. KenCrest supports intellectual and developmentally disabled (IDD) people and provides community-based group and supported individual homes for adults with IDD in Pennsylvania, Delaware, and Connecticut. My Dad’s Flooring also donates to KenCrest Service’s early education program in Douglassville. My Dad’s Flooring has been a longstanding member of the Greater Reading Chamber Alliance and the TriCounty Area Chamber of Commerce, and it has recently joined the Phoenixville Chamber of Commerce. The company also actively participates in local community foundations and fundraisers.

Whether you’re interested in replacing the floor in one room or an entire home or office, My Dad’s Flooring is ready to assist you. With two convenient locations in Berks and Chester counties and a range of materials, colors, styles, and prices from which to choose, this experienced, third-generation, family-owned business can aid with everything from flooring selection to installation. My Dad’s Flooring makes this type of renovation project easy, cost-effective, and worry-free.



The flagship store, located at 179 Old Swede Road in Douglassville.



The new store, located at 609 Bridge Street in downtown Phoenixville.



For additional information or to schedule a free room measurement, visit the Douglassville store website at mydadsflooringamerica.com or by phone at 484.509.1826, or its new Phoenixville store website at mydadsflooring.com or by phone at 610.935.2226.



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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.

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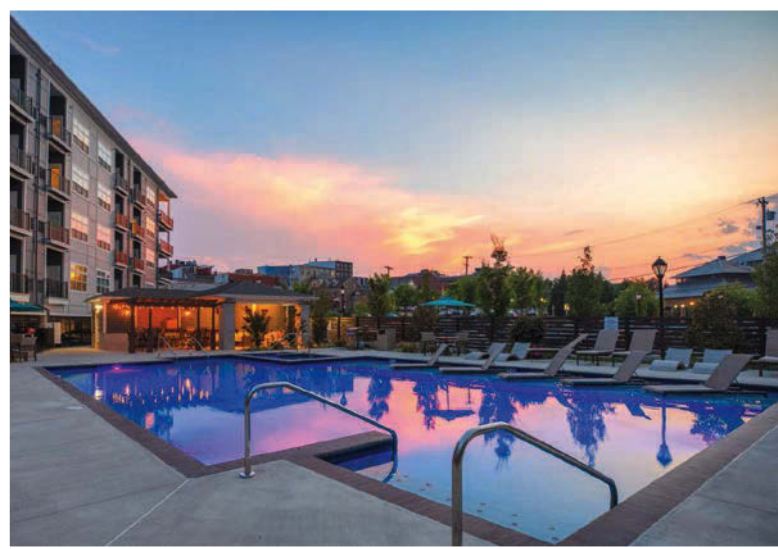
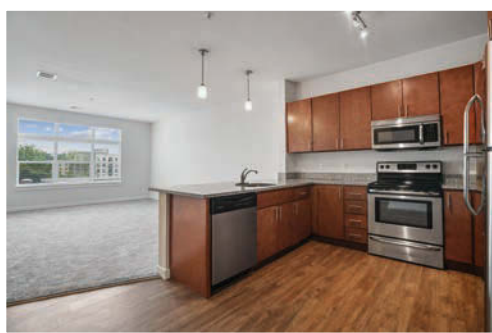
Enjoy a movie or live performance at the historic Colonial Theatre. Visit artisan galleries, eclectic boutiques, or the local farmer's market. There's no end to the variety of delicious local restaurants and vibrant nightspots. As noted by Forbes Magazine: "Nightlife is buzzing on a weeknight at craft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

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

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

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

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



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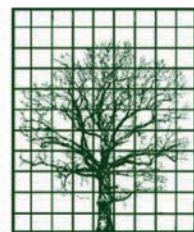
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SMART GOALS



SOCIAL MEDIA TIPS

By Theresa Mintzer

With two months left in 2024, set SMART goals for your social media to finish the year off strong. Creating monthly or quarterly goals will help dial down your message and create metrics to measure impact. Take some time to brainstorm your social media goals. Next look at the goals to see if they meet the criteria below.

Specific — I want more Facebook followers is not a specific goal. However, I want to increase my Facebook followers by 500 or I want to increase the signups for my newsletter coming from Facebook by 50 percent are specific goals.

Measurable — You can use your Facebook analytics to see new followers. How many followers do you have now? Do regular check-ins along the way to make sure you are on the right track. This

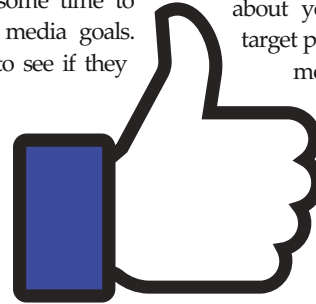
allows you to make changes as you go.

Achievable — Set obtainable goals. You cannot set an unrealistic goal such as I will have 1M new followers in the next month. You can say I want to increase my followers by ten percent.

Relevant — How can social media help your business goal? 500 random followers will not help you spread the message about your business. You need to target potential customers with your messaging.

Time-bound — When you set your goals, make sure to include a date. For instance, I will have 500 new followers by December 31st.

The extra effort of setting goals comes in handy when creating content. You now have a focus for your content. I offer social media and Facebook ad coaching to help businesses create a plan that works. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.



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Joseph Scott McArdle Welcomed into Tri-County Suburban REALTORS® Commercial Chapter Advisory Council

Mike Carlin, Vice President of Operations for Tri-County Suburban REALTORS® with over 9,500 members announced that Joseph Scott McArdle, C.C.I.M. was welcomed into Tri-County Suburban REALTORS® Commercial Chapter Advisory Council and appointed the official host of the Quarterly Commercial/Industrial Marketing Exchange meetings beginning in October.



Joseph Scott McArdle, C.C.I.M. has just celebrated his fortieth anniversary in the real estate business. McArdle is often credited with helping lead the renaissance of the Phoenixville area. Recently McArdle was chosen by the local Chamber of Commerce to help them purchase a new facility to expand their programming as was needed with the ever-booming nature of the area. He was also enlisted to assist in the sale of their existing facility which had long since been outgrown due to the desirability of the region. During a competitive bid situation, he was instrumental in their acquisition and helped them navigate multiple bids far above their asking price on their sale.

McArdle achieved the prestigious industry pinnacle designation of Certified

Commercial Investment Member (C.C.I.M.). He is an award-winning graduate with distinction from the University of Pennsylvania's Wharton School with a Bachelors' in Business Administration (BBA) in marketing and graduated Summa cum Laude from Harvard University with a Masters in Liberal Arts (MLA) in sustainability. He is an active member of the Tri-County Suburban Board of REALTORS®.

Joseph Scott McArdle, C.C.I.M. (RS141715A) of Keller Williams Realty Group, 400 Arcola Road, Suite A5, Collegeville, PA 19426, can be reached by email pvilleguy@gmail.com or call 610.792.5900.

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Katiria Melendez founded Cavas Expressions in 2016, starting from her mother's basement with a dream of owning her own beauty spa. Through hard work, dedication, and faith, she opened her first salon in 2019 and recently celebrated the grand opening of her second spa in April 2024. She recently won Small Business of the Year by the Latin Business Chamber. Today, Cavas Expressions boasts a talented team of



seven professionals, ready to serve the Berks County community with exceptional beauty and skincare services.

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ETHICAL CONSIDERATIONS FOR THE USE OF AI IN MARKETING



MARKETING TIPS

By Julie Huff,
Copywriter,
beMarketing

AI is all the buzz today. Marketers' use of AI tools has skyrocketed since ChatGPT hit the market. And it didn't take long for the lawsuits to follow.

AI comes with some amazing opportunities — and some huge potential risks. Lawsuits so far have primarily focused on copyright issues, as AI models scrape content from across the internet, often with no regard for restrictions or paywalls. Companies like OpenAI, Perplexity, Midjourney, and Alphabet (Google) are facing legal consequences. These mega-corporations are waiting to see where the gavel falls, but most businesses can't afford to take that risk.

As organizations integrate AI into their workflows, they should be following clear ethical guidelines to ensure compliance with copyright laws and transparency. Clients and consumers

have the right to know when they are interacting with AI-generated content, as failure to disclose this can erode trust and harm your brand.

Guidelines for Navigating AI Ethical Issues

1. Copyright Compliance: Use AI tools that respect intellectual property rights, such as Adobe and Claude.

2. Maintain Transparency: Disclose the use of AI in content creations or interactions. Label AI-generated content or develop a policy for use and make it publicly available.

3. Human Oversight: Make sure humans are reviewing, editing, and fact-checking every piece of AI-generated content. Even when given correct information, AI can continue to make mistakes.

4. Address Bias: Regularly audit AI tools to identify and mitigate biases. Make an effort to be as specific as possible when creating outputs to accurately reflect your target audience.

(Continued on page 18)



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

MARKETING TIPS

(Continued from page 17)

5. Data Privacy: Respect user privacy and comply with data protection regulations. Allow clients to feel in control of their data and respect their wishes.

Navigating Legal and Ethical Challenges

The law often moves quite slowly, while technology continues to rocket along at breakneck speed. In the words of Nick Fury, "Until such time as the

world ends, we will act as though it intends to spin on."

At beMarketing, we're keeping up with the changes and ethics surrounding AI. We aim to help businesses navigate this brave new world, keeping your marketing strategies both innovative and ethically responsible. Contact us today to learn how we can position you as a leader in your industry while sticking to responsible, reasonable AI use.



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U.S. SECRETARY OF COMMERCE AND U.S. SECRETARY OF STATE ANNOUNCE INAUGURAL CONVENING OF INTERNATIONAL NETWORK OF AI SAFETY INSTITUTES IN SAN FRANCISCO

Commerce and State to co-host convening to advance global cooperation toward the safe, secure, and trustworthy development of artificial intelligence

Following Secretary of Commerce Gina Raimondo's announcement of the launch of the International Network of AI Safety Institutes during the AI Seoul Summit in May, the U.S. Commerce Department and U.S. State Department shared that they will co-host the inaugural convening of the Network on November 20-21st, 2024, in San Francisco, California.

The convening will bring together technical experts on artificial intelligence from each member's AI safety institute, or equivalent government-backed scientific office, in order to align on priority work areas for the Network and begin advancing global collaboration and knowledge sharing on AI safety.

"AI is the defining technology of our generation. With AI evolving at a rapid pace, we at the Department of Commerce, are pulling every lever. That includes close, thoughtful coordination with our allies and like-minded partners," said U.S. Secretary of Commerce Gina Raimondo. "We want the rules of the road on AI to be underpinned by safety, security, and trust, which is why this convening is so important. I look forward to welcoming government scientists and

technical experts from the International Network of AI Safety Institutes to the center of American digital innovation, as we run toward the next phase of global cooperation in advancing the science of AI safety."

The initial members of the International Network of AI Safety Institutes are Australia, Canada, the European Union, France, Japan, Kenya, the Republic of Korea, Singapore, the United Kingdom, and the United States.

All members have expressed a shared ambition to advance the science of AI safety and recognize the importance of international coordination in ensuring that the benefits of AI development and deployment are shared equitably around the globe.

"Strengthening international collaboration on AI safety is critical to harnessing AI technology to solve the world's greatest challenges. The AI Safety Network stands as a cornerstone of this effort," said U.S. Secretary of State Antony J. Blinken.

The goal of this convening is to kickstart the Network's technical collaboration ahead of the AI Action Summit in Paris in February 2025. The Departments will also invite experts from international civil society, academia, and industry to join portions of the event to help inform the work of the Network and ensure a robust view of the latest developments in the field of AI.

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CHANGE IS COMING — DON'T LET IT LEAVE YOUR SMALL BUSINESS BEHIND

Predicting the future is one of humankind's oldest endeavors. Nearly everything from tealeaves to caterpillars has served as a bellwether of fate. Twenty-first Century small business owners can draw on a host of technology and information resources to chart the course of their enterprises. But given the increasing pace and unpredictability of change, one can't help but wonder if those caterpillars might really know something.

Anticipating trends can be extremely valuable in keeping you current on everything from sales strategies and customer desires to technology tools and the general economy. As your business grows, change will be inevitable and small business owners should constantly look ahead and seek out ways to shake things up. The more you test the winds of change, the better your chances of success down the road.

But how can you tell the difference between a fleeting fad and a true trend? Louis Patler, a market research guru for companies such as American Express and Dell, has spent decades tracking emerging trends and studying their impact on business. He says the key to successfully piloting a business in the years ahead will be embracing new ways of thinking.

For example, Patler says that truisms like

"stick to what your business does best" are outmoded. If you want your business to grow, consider that past business traditions and processes might only hold you back. Trying new approaches is vital.

Not all customers are created equal. Some are more valuable and loyal than others, and those are the ones you should lavish the most attention on with special savings and service offers. And don't expect loyalty from employees. As American society becomes ever more mobile and labor shortages worsen, workers won't stay on a job for more than three years.

Information is the key to success in the 21st Century, and the ability to effectively capture and analyze data on customer needs and behaviors is essential for small business owners to stay on top of and, even more important, anticipate trends related to their products of services. After all, what's important to your current and potential customers will likely be important to you as well.

Don't rely on incomplete information to plan your small business. Get help from the experts at 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.

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Rodney began by posting ads on craigslist, working on his own or with a helper and his vision quickly came to life. In 2021, the business moved from its home-based office to 1361 Farmington Avenue in Pottstown. They have hired an incredible team of electrical technicians, a sales manager and office manager as the business continues to grow. They have just signed the lease for a second office location in Allentown, PA and are looking forward to expanding their service area.

When asked their recipe for success, the couple explained, "Our number one



Rodney and Brittany Schaeffer & their daughters at the Pottstown Fourth of July parade. Their son, Rodney, was unfortunately not able to be present.

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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 **1,352 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 5,000 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.



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OUR TEAM

The team here at Lucky Squirrel enjoys working together to go above and beyond for our customers. When you first walk in or call, you are greeted by Rachel or Kaity in the front who help put your order together and guide you through the whole process.

In the back, we have our screen printer Justin, accompanied by his assistant Tim. Day to day we have Melissa who keeps us all organized and helps with production, and our current intern Cambria who is a senior in high school looking to study graphic design in college.

Behind the scenes we have part time designers that help make artwork come to life. The owner Tom provides a fun work environment for the team, and jumps in on multiple projects for signage and vinyl applications. Everyone in the Squirrel family strives to do their best to take care of our customers and provide excellent end products!



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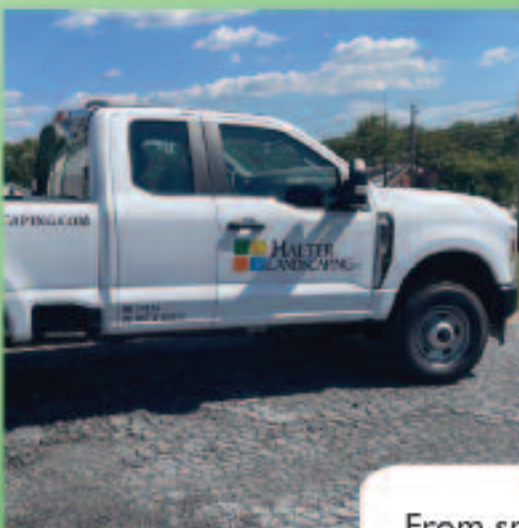
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We have a minimum of 24 pieces for screen printed items. We can bring your business marketing visions to life through t-shirts, hoodies, and plenty more!



Our signage varies from simple yard signs for business advertisement to vinyl banners and panels.



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The client is the center of everything I do: their needs, goals, and preferences, their financial considerations, and what type of coverage they are accustomed to. I have lots of happy customers who enjoy being able to call throughout the year when something comes up they want to discuss. For this reason I get many referrals, for which I am grateful. We form lasting relationships and there is hardly anything I would not do for my clients.

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UPCOMING EVENTS

Intermediate Excel AM Session

Four weeks on Tuesdays:
Oct. 1, 8, 15, and 22
Time: 8 a.m. - 10:30 a.m.
Shearer Technical Computer Consultants
727 Penn Ave.
West Reading, PA 19611
\$300/person - GRCA Members
\$375/person - Future Chamber Members
http://GreaterReading.org
Contact: Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11768>

Advanced Excel PM Session

Four weeks on Tuesdays:
Oct. 1, 8, 15, and 22
Time: 2:30 p.m. - 5 p.m.
Please remember to bring your laptop!
Center for Business Excellence
49 Commerce Drive, Wyomissing PA 19610
\$300/person - GRCA Members
\$375/person - Future Chamber Members
http://GreaterReading.org
Contact: Mark Dolinski, Vice President of Training and Professional Development
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11765>

Breakfast4Success: Unlocking Employee Engagement

Wednesday Oct 2, 2024
7:30 AM - 9:30 AM EDT
Redner's Event Center
Fightin Phils Stadium
2024 Centre Ave., Reading
\$35 / Member
Member Exclusive
Contact: Katie Johnsen 610-898-7779
kjohnsen@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11613>

Advanced Excel AM

Four weeks on Wednesdays:
Oct. 2, 9, 23, and 30
Time: 8 a.m. - 10:30 a.m.
Shearer Technical
727 Penn Ave.
West Reading, PA 19611
\$300/person - GRCA Members;
\$375/person - Future Chamber Members
http://GreaterReading.org
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11769>

Sales Methods & Mastery Training Program Thursday and Friday

Thursday and Friday, October 3 & 4
Time: 8:30 a.m. - 4:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$795/person for GRCA Members
\$995/person for Not-Yet Chamber Members
\$695 **Early Bird** registration by August 1 (Chamber Members)
\$795 **Early Bird** registration by August 1 (Not-Yet Chamber Members)
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11741>

Intermediate Excel PM Session

Four weeks on Thursdays: Oct. 3, 10, 24, and 31
Time: 2:30 p.m. - 5 p.m.
Please remember to bring your laptop!
Center for Business Excellence
49 Commerce Drive, Wyomissing PA 19610
\$300/person - GRCA Members;
\$375/person - Future Chamber Members
http://GreaterReading.org
Contact: Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11766>

GoggleWorks Art Park Ribbon Cutting Event

Friday Oct 4, 2024
5:30 PM - 8:00 PM EDT
cutting at 5:30 pm
201 Washington St
Reading, PA 19601
Contact: Jesse Futter jfutter@goggleworks.org
Register: <https://business.greaterreading.org/events/details/goggleworks-art-park-ribbon-cutting-event-11787?calendarMonth=2024-10-01>

Intro to Excel AM Session

Four weeks on Mondays: Oct. 7, 28, Nov. 4, and 11
Time: 8 a.m. - 10:30 a.m.
Shearer Technical
727 Penn Ave.
West Reading, PA 19611
\$300/person - GRCA Members;
\$375/person - Future Chamber Members
http://www.greaterreading.org
Contact: Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11767>

Bridging Language Barriers

Thursday Oct 10, 2024
9:00 AM - 12:00 PM EDT
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$145/ GRCA Members
\$175/Future GRCA Members
WEDnet eligible
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11793>

Family Business Alliance - Leveraging Your Leadership Team

Tuesday Oct 15, 2024
11:30 AM - 1:00 PM EDT
Center for Business Excellence
49 Commerce Drive, Wyomissing
\$25 / GRCA Member
\$35 / GRCA Future Member
***FBA Sponsors & Peer Group Members receive complimentary tickets to this event.*
Contact: Jackie Stiles jstiles@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11620>

Unlock the Power of Emotional Intelligence in the Workplace

Thursday, Oct. 17 and 24
Time: 9:00 a.m. to 12:00 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$395/person for GRCA;
\$495/person for Future GRCA Members
Training is WEDnet eligible
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11783>

Moselem Springs Golf Club - 60th Anniversary Ribbon Cutting Event

Thursday Oct 17, 2024
2:00 PM - 4:00 PM EDT
(cutting at 3 pm)
684 Eagle Rd, Fleetwood, PA 19522
Contact: Crystal Noll cnoll@moselemgolf.com

Evening of Empowerment 2024

Thursday Oct 17, 2024
5:30 PM - 8:00 PM EDT
Abraham Lincoln Events - Presidential Ballroom
100 N. 5th St., Reading, PA 19601
***complimentary parking in Abraham Lincoln parking garage*
\$60 / GRCA Member
\$75 / Future GRCA Member
***price includes appetizers & drinks*
Contact: Jackie Stiles jstiles@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11604>

Leadercast: Super Teams II

Friday Oct 18, 2024
1:00 PM - 4:00 PM EDT
Time: 1 p.m. - 4 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$50/person for GRCA Members
\$65/person for Future Chamber Members
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11791>

Essentials of Effective Leadership - Fall 2024

Five weeks on Wednesdays: Oct. 23, 30, Nov. 6, 13, and 20
Time: 8:00 a.m. - 11:00 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$695/person for Chamber Members;
\$895/person for Future Chamber Members
Contact: Mark Dolinski, Vice President Training and Professional Development
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11697>

GRCA Executive Leadership Academy: Dynamic Strategic Planning for Competitive Advantage

5 weeks on Wednesdays: Oct. 23, 30, Nov. 6, 13, and 20
Time: 1 p.m. - 4 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$1,495/person for GRCA;
\$1,895/person for Future Chamber Members
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11728>

Supervisor Training Module 2: Managing Performance & Developing Employees - Fall 2024

6 weeks on Tuesdays:
Oct. 29, Nov. 5, 12, 19, 26, Dec. 3
Time: 8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$695/person for GRCA Members
\$860/person for Future Chamber Members
WEDnet eligible
Contact: Mark Dolinski, Vice President Training and Professional Development 610-898-8386
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11694>

Leading Through Change

Tuesday, Oct. 29
Time: 9:00 a.m. - 12:00 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
\$250/person for GRCA;
\$300/person for Future GRCA Members
Training is WEDnet eligible
Contact: Mark Dolinski
mdolinski@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11795>

2024 Manufacturing (MFG) Summit

Wednesday Oct 30, 2024
8:00 AM - 12:00 PM EDT
Miller Center for the Arts at Reading Area Community College
4 N. 2nd St., Reading, PA 19601
***parking is available in the RACC student parking lots*
\$30 / GRCA Member
\$40 / Future GRCA Member
Complimentary to Students (contact Keith Stamm kstamm@greaterreading.org)
Sponsorships available! Contact Keith Stamm at kstamm@greaterreading.org
Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11735>



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.

WELCOME NEW BOARD MEMBERS



**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 TriCounty Area Chamber of Commerce and we are excited about the opportunities for 2024-2025 that kick off in September.

As your Chamber starts the 2024-2025 program year, the team has so many things already planned, and events will really kick off in September! We are just getting the program year started and are continuously working to find even more ways to increase your opportunities for growth through your Membership benefits.

Resources, Relationships, and Recognition continue to be the focus the Chamber Board of Directors has defined for this program year and as a Board of Directors and staff we will continue to seek our Members your input to guarantee that the resources our Members need are available to them to receive their maximum Membership value all year long. I encourage Members (and not yet Members) to contact me and let's chat if you need any assistance.

It is a great feeling when you know there is a group of people that truly have your back and believe in the work that you are doing.

It is even more rewarding when it is a group of volunteers – who have their own business to run, their own lives, their own passions – and the TriCounty Area Chamber of Commerce is on that list!

I am excited to share that we have recently appointed four new Members to the TriCounty Area Chamber of Commerce Board of Directors. The following four individuals will begin volunteering as new Members of the Board of Directors immediately and they will serve unexpired terms of previous board members.



Megan La Rosa -
Assistant Vice President
| Cash Management
Sales Officer, Tompkins

Megan La Rosa is the Assistant Vice President/Cash Management Sales Officer at Tompkins. Megan is a responsible, well-organized, goal-oriented person who wants to be a part of the Chamber's long-term success. Megan is very active on the Chamber's Young Professionals Committee and will serve as the liaison between the Board and TriCounty Young Professionals. In addition to being a Leadership TriCounty Class of 2023 graduate, Megan also currently serves as a Chamber Ambassador and was the recipient of the 2024 Volunteer of the Year Award presented at the Chamber's Annual Dinner in April.

David Morrison is the Owner/Agent of TriCounty Health Plans. David hopes to bring his passion and enthusiasm for the tri-county area to the Board. He is very involved in the greater Pottstown area and plans to add connections and insight from different perspectives. His goals for serving on the board include: to give back to the Chamber and help it grow; and to have a voice in helping shape the future of the Chamber. He is a proud graduate of the Leadership TriCounty Class of 2023.

Jennifer O'Donnell is the Chief Marketing & Development Officer of Community Health & Dental Care (CHDC). Jennifer is interested in serving on the Chamber



David Morrison -
Owner/Agent,
TriCounty
Health Plans



Jennifer O'Donnell -
Chief Marketing &
Development
Officer, CHDC

Board to assist in strengthening the Chamber's position throughout the tri-county area by lending her knowledge, experience, and expertise to enhance and grow the Membership as well as elevate CHDC's presence as a community leader. She is a graduate of the Leadership TriCounty Class of 2016, as well as a previous Director of the program.

Stephanie Ziegler is the Business Development Officer at Diamond Credit Union. Stephanie's expertise spans from a financial background, including in-depth analysis and business plan development. She is looking forward to contributing both financial expertise and a comprehensive understanding of business dynamics to the board. Stephanie is very active on the Chamber's REACH Committee and will serve as the liaison between the Board and TriCounty Young Professionals. She is a proud graduate of the Leadership TriCounty Class of 2024.

A very grateful welcome to these new four Members of the TriCounty Area Chamber Board and a huge thank you to our existing leadership. Please use the QR code to see our entire team of volunteer leaders.

We look forward to what we have to offer our Members and not-yet Members in 2024-2025.



WELCOME NEW MEMBERS!

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

Edward Jones - Ryan Brumfield
(484) 889-2577

<https://www.edwardjones.com/us-en/financial-advisor/ryan-brumfield?msocid=1b68e0da3bde63c837abf40c3>
Financial Services

Frida's Mexican Taqueria
(484) 624-8237

<https://order.toasttab.com/online/frida-s-mexican-taqueria-449-east-high-street>
Restaurants, Food Products – Specialty

Inclusive Clay
(610) 574-2792

<https://www.inclusiveclay.org/>
Nonprofit Organizations, Artists / Artisans

IT Medical Staffing
(973) 348-3505

<http://www.itmedicalstaffing.com/>
Employment Agencies

MEMBER ANNIVERSARIES

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

34 Years

James M Capinski and Associates

25 Years

Media Fusion Technologies

20 Years

Schultz Technology

10 Years

Gateway Ticketing Systems

5 Years

North End Florist

Trellis for Tomorrow

Follow us on:



#WhyTCACC

#tcaccbettertogether

REGIONAL CHAMBER ROUNDUP

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.



BUSINESS IMPACT PANEL

ECONOMIC DEVELOPMENT LUNCHEON

- Medical Marijuana
- Childcare Costs
- Training Dollars

Thursday, November 14th
11:30 AM - 1:30 PM

RiverCrest Golf Club & Preserve
 100 Golf Club Dr., Phoenixville, PA 19460

Ticket Prices:

\$55 Per Member
 \$400 Per Member table of 8
 \$110 Per Non-Member

REGISTER

For more details, please call Alice at 610.326.2900, visit tricityareachamber.com, or email alice@tricityareachamber.com. Scan the QR Code to learn more or to register! Marketing & Exposure opportunities on the back!



VOICE & VISION Breakfast

Unlock your potential and master the art of communication at this Young Professionals Breakfast. Designed specifically for ambitious young professionals, this event will provide you with essential skills to enhance your public speaking, excel in group discussions, and build meaningful connections through small group networking.



Mike Iorio, Vice President/Partner, for **Dale Carnegie Training®** in **Southeastern Pennsylvania and Delaware** will focus on ways to help you:

- Gain confidence and refine your public speaking skills with practical tips
- Discover strategies for thriving in group settings, from leading discussions to contributing constructively
- Engage in this learning opportunity designed to help you build authentic relationships
- And More!

 Tuesday, October 29th  8:00AM - 9:30AM  Philadelphia Premium Outlets
 18 Lightcap Rd. Pottstown, PA 19464

 **Registration: \$35 per young professional**
 Includes breakfast and professional insight. Register by Friday, October 25th, to secure your spot. Sponsorship opportunities available!



business.tricityareachamber.com/events/details/young-professionals-voice-and-vision-breakfast

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CHDC Your Health. Our Community.
Herbein CPAs + Advisors
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CREATING CONNECTIONS



SUPPORTING COMMERCE



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• **Future headquarters:** 710 Main St., Phoenixville, PA 19460 • 610.933.3070
• fax 610.917.0503 • info@phoenixvillechamber.org • www.phoenixvillechamber.org



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

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



Phoenixville Social Hour - October 1, 2024

The Fenix Bar & Lounge – 6:00PM

FIRST FRIDAY PHOENIXVILLE First Friday - October 4, 2024 - 5:30PM

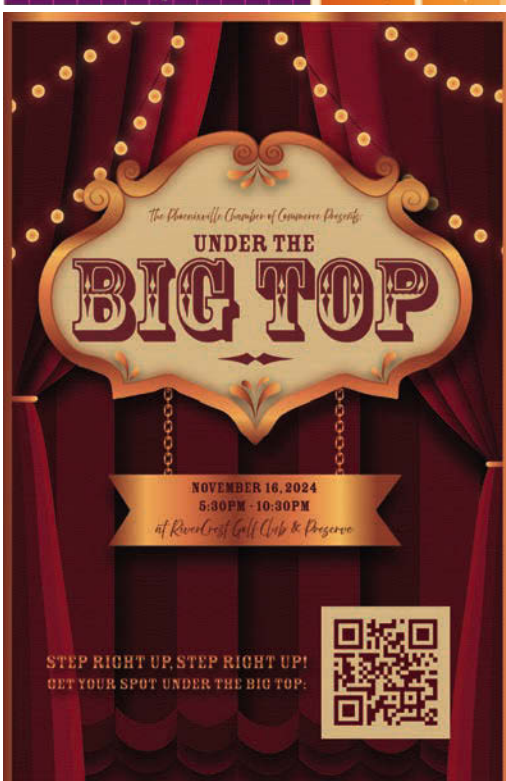
Each and every First Friday the 100 & 200 Blocks of Bridge Street are closed to vehicles, to give residents and visitors more space to shop, eat and enjoy Phoenixville. Shops and Restaurants extend into Bridge street, so visitors and residents can experience an open-air experience every First Friday.

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.

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



Perkiomen Valley CHAMBER OF COMMERCE
your business... our community

Welcome to the Perkiomen Valley Chamber of Commerce!

For 65 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks. Visit www.PVchamber.net to view membership directory. To sign-up for E-news, send request to info@PVchamber.net. Follow the PV Chamber FaceBook Page @PerkValleyChamber.

UPCOMING EVENTS



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!

October 7, 2024 — 3rd Annual Sporting Clays Tournament & Luncheon at 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! Individual and foursome registrations available. Visit www.PVchamber.net.

**MONDAY
OCT. 7TH**

SPORTING CLAYS TOURNAMENT

Attention, Shooting Enthusiasts!
Prepare for an adrenaline-pumping experience like no other as we invite you to our Clay Shooting Competition

PRESENTING SPONSOR:



REGISTER ONLINE:
www.PVChamber.net



FEATURED EVENT October 23, 2024 — PV Summit Business Conference & Networking Event

Join us for an engaging and high-energy event featuring breakout sessions, an exhibitor showcase, speed networking, a luncheon, and inspiring keynote speakers! This is your chance to boost your professional growth, stay informed on local and County updates, promote your business, and make valuable connections. Open to all, with special ticket and exhibitor table discounts for PV Chamber members. **Save \$20 with coupon code SUMMIT24.** Visit www.PVSummit.net for full conference details, ticket info, and a list of presenters. Don't miss out!

SAVE THE DATE...

December 10th — Annual Holiday Mixer at RiverCrest!

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

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

SPRING-FORD CHAMBER OF COMMERCE

BECOME A MEMBER

Connections

Teamwork

Community Service

Innovation

Economic Growth

Partnership



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!



Get Ready for a Night at the Races!

Join us on **Friday, October 18th, 2024, from 6:00 PM to 10:00 PM at the Spring Valley YMCA** for an evening of excitement and fun at our Night at the Races event!

What's in store:

- Thrilling pre-recorded horse races
- A delicious dinner and dessert (included with admission)
- BYOB (Bring Your Own Beverages!)
- A 50/50 raffle and plenty of surprises throughout the night

Admission: \$35 per person (includes dinner)

This is a fantastic opportunity to support the Spring-Ford Chamber of Commerce and contribute to the Spring-Ford Rotary's Adopt a Family Program. Don't miss out on an evening of good food, great company, and exhilarating races!



Must be 21 to attend.

Mark your calendars and purchase your tickets today!

STAND UP @ STEEL RIVER

Get Ready to Laugh!

Join us for a night of side-splitting fun at our **Comedy Event on Friday, November 1st, 2024, at the Steel River Playhouse** in Pottstown!

Enjoy an evening filled with great humor, delicious refreshments, and an unforgettable atmosphere. Whether you're looking to unwind after a long week or simply enjoy some top-notch entertainment, this event is the perfect way to spend your evening.

Event Details:

VIP Cocktail Reception: 5:00 PM

Doors Open: 6:00 PM

Show Starts: 7:00 PM

Sponsorship Opportunities:

Table of 4: \$300

Table of 8: \$500

(Includes prime seating, name on the table, company advertisement in the program, verbal recognition, and an invitation to the VIP reception!)

Don't miss out on this fantastic night of comedy and networking! Grab your tickets and bring your friends for an evening of fun and laughter.



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 continue our thriving- Spring-Ford Chamber Business Connect! This event is held every Tuesday at the Sunshine Café. Interested in speaking? Reach out to us at sfchamberofcommerce@gmail.com



Woman IN NETWORKING



Friday, October 4th 2024

Friday November 1st, 2024

Friday, December 6th 2024



Limerick Township Building
646 W Ridge Pike, Limerick, PA
19468



At 8 AM - 9 AM

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

**BE BETTER.
GROW FASTER!**



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**Small Business
Resource Association**



THE SBRA COMMUNITY

The Sex Life of the South African Bumblebee



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

Due to a lack of sexual activity, there are no bumblebees in South Africa. So, with that new found knowledge and the fact that I now have your attention, here is the real topic for this month's article.

YOUR BUSINESS— YOUR FUTURE—YOUR CHOICE

On September 24th, at the DoubleTree Hotel in Reading, the SBRA hosted the 1st Annual Business Innovations Conference. This full day conference provided four panels with four subject matter experts discussion the future as it will affect business communities around the globe. These four topics were FINANCIAL, WORKFORCE, TECHNOLOGY AND CONSUMER TRENDS. Like it or not, the world is changing faster than most people can keep up with it. You might be a great student of finance but get lost in the world of technology or, you might be younger than 35 and feel very at ease with the new consumer trends but you have a very difficult time finding employees. In other words, you may have some idea about some of the changes taking place but, you haven't a clue about most of what you need to know.

Change is inevitable, and like it or not, you will need to embrace it or get left behind. Some of my friends have asked me if I really write these monthly articles or do I use AI. I have been told that an 800-word article would take no more than 5 minutes to tell AI what you want and for it to give it to you—well written, grammatically correct and

without spelling errors. Yes, that is true but, it would not be the real me writing these articles and giving you my real thoughts and experiences. It would definitely save time but it would not be me. HOWEVER, AI is the tool of the future as it has so many beneficial applications. Therefore, I do use AI in many areas of my work life, that by doing so, has allowed me to have much more time to focus on other areas of my work life. Change, if it is for the better, will make your life better.

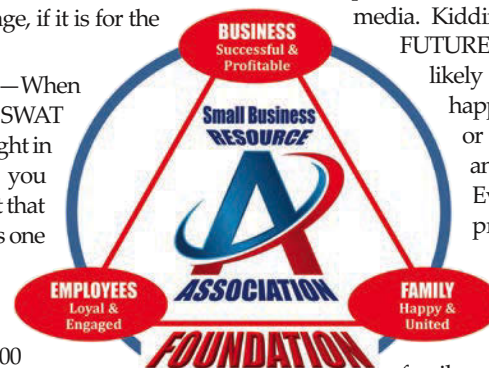
YOUR BUSINESS for instance—When was the last time you ran a SWAT analysis on your business or brought in a consultant to analyze the way you are doing business. I am confident that everyone reading this article owns one or more automobiles. I am also confident that most of you get your car inspected every year, change the oil every 3000 to 5000 miles, take your car to be washed and respond to your "check engine" light. WHY do you do those things? Because you want your car to run well, be safe and dependable and to protect your investment. Your business needs the same TLC and, contrary to some peoples' belief, your business does not take care of itself. In fact, businesses do not go out of business all by themselves. People run businesses out of business by not taking care of them. Many ways of doing business have changed since Covid. Even if it worked well before Covid, many changes have taken place since then that may necessitate you re-visiting what you do and how you do it. You might find that a few simple changes and adaptations to new technology could result in better—faster—less expensive results.

As for the FUTURE—Bob Dylan in an album released in 1964, sang the song "Times They are a-Changing". Funny

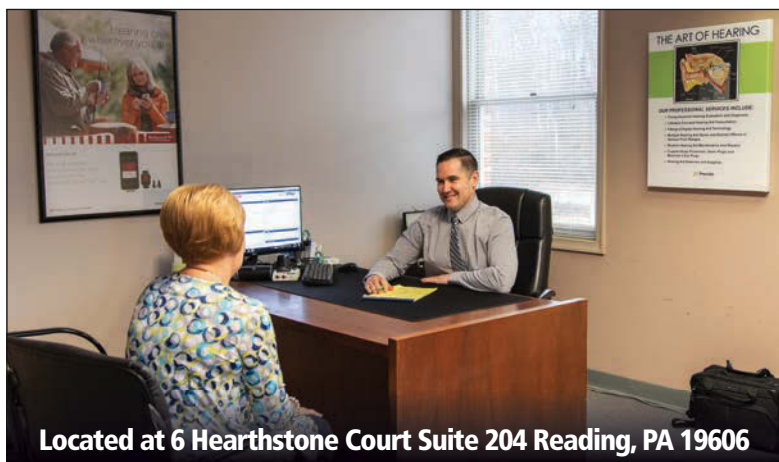
how 60 years later his message is just as powerful. Fear of change prevents growth and moving forward. Fear of change holds back progress. Fear of change allows others to take advantage of change and be more successful. If it were not for change, we would still be using horses for transportation, telegraphs for communication, drawings for pictures, candles for light and worse yet—no social media. Kidding aside, we need to embrace the FUTURE which is defined as "at a later time, likely to happen or exist". The future will happen and exist whether we embrace it or not. Let's assume we will embrace it and therefore we must prepare for it. Every generation had it better than the previous generation because of change. Don't try to hold back the natural course of life by not embracing the opportunities that the future might bring to you, your family, your business, your community and our Nation. The rest of the civilized world is stepping into the future by studying, embracing and implementing change. We better do the same.

It is YOUR CHOICE—You can take the informal belief of an Ostrich and be someone who says that a problem does not exist, because they do not want to deal with it. Bury your head in the sand and hope it disappears. The problem with that theory is that when you pull your head out of the sand, the problem not only still exists, but in most cases it has gotten worse. Don't bury your head to change. Choose to get informed, get educated, associate with people that are thinking about how to make life and work better and easier. Become part of the future so it doesn't pass you by.

**REMEMBER— IT'S YOUR BUSINESS—
YOUR FUTURE—YOUR CHOICE**



SBRA Business Spotlight



Located at 6 Hearthstone Court Suite 204 Reading, PA 19606



Precision Hearing Aid Center is a family owned, independent hearing center which prides itself on thorough testing, accurate programming, with friendly and flexible scheduling. With our strong technology background, we strive to make the complex simple.



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SBRA EVENTS

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

Tune Up Tuesday Zoom Workshop

information. sharing. motivating.



Tuesday, October 15th

9:30-10:30 a.m., presented by JBT Bank
(see events page for details)

SBRA Breakfast Referral Club

• Friday, October 4th

7:30-9:00 a.m. at B2 Bistro in West Reading

• Friday, October 18th

7:30-9:00 a.m. at B2 Bistro in West Reading

Networking Mingle

Wednesday, October 30th

5:30-7:00 at B2 Bistro in West Reading

Zoom Membership Benefits Update

Learn How the SBRA Can Help Your Business
Grow – October 30th 9:00-9:30 a.m.

TOP REASONS TO PARTNER WITH AN OUTSOURCED HR CONSULTING FIRM



By Tamara DeLoretta,
Hubric Resources

In today's competitive business landscape, companies of all sizes face complex human resources challenges that demand expertise, efficiency, and a strategic approach. For many businesses, partnering with an outsourced HR consulting firm is the key to navigating these challenges while focusing on growth and core operations. Here are the top reasons why working with an outsourced HR consulting firm can be a game-changer for your business.

1. Access to a Wealth of Expertise and Experience: An outsourced HR firm brings together a team of seasoned HR professionals with diverse backgrounds in various industries. With decades of combined experience, consultants are equipped to handle all aspects of human resources, from compliance and employee relations to talent acquisition and organizational development. This breadth of knowledge ensures that your business receives expert advice tailored to your specific needs, helping you avoid costly mistakes and improve HR processes.

2. Cost-Effective Solutions and Scalability: Maintaining an in-house HR department can be costly, especially for small to mid-sized businesses. Outsourcing HR functions allows companies to access top-tier HR expertise without the overhead costs of full-time staff. Moreover, their services are scalable, meaning they can adjust their level of support based on your evolving business needs, whether you're expanding, restructuring, or navigating a temporary surge in demand.

3. Enhanced Compliance and Risk Management: Keeping up with ever-changing employment laws and regulations can be overwhelming. An outsourced HR firm helps businesses stay compliant with federal, state, and local employment laws, reducing the risk of fines, lawsuits, and other legal issues. They conduct compre-

hensive audits and provide proactive strategies to ensure that your HR policies and practices meet legal requirements and industry standards, giving you peace of mind.

4. Focus on Core Business Goals: HR functions are essential but often time-consuming, taking valuable resources away from core business activities. By outsourcing HR tasks such as payroll, benefits administration, and employee training, your team can focus on strategic goals and operational efficiency. Outsourced support allows business leaders to concentrate on what they do best—growing the business and enhancing profitability.

5. Improved Employee Engagement and Retention: A company's success is closely tied to the performance and satisfaction of its employees. Outsourced HR firms specialize in developing customized employee engagement strategies that foster a positive workplace culture, boost morale, and enhance productivity. They will tailor their approach for areas such as performance management, conflict resolution and employee development. This tailored approach helps companies to retain top talent, improve employee engagement, and ultimately reduces turnover costs.

6. Strategic Guidance for Growth and Transformation: Whether you're planning a major expansion, merger, or simply looking to refine your current operations, outsourced HR support provides strategic HR guidance to support your business objectives. HR consultants work with you to align your human capital strategies with your overall business goals, offering insights that drive decision-making and foster sustainable growth.

Partnering with an outsourced HR consulting firm provides your business with a powerful combination of expertise, flexibility, and strategic support. By taking the burden of HR management off your shoulders, they will enable you to focus on what matters most: achieving your business vision.

WELCOME NEW SBRA MEMBERS

Maid to Bee Clean

Queens' Café

Sitren Skin Therapy

East Coast Sports Academy

Go Fish Seafood

Just B Whole Body and
Wellness Coaching

Kinya Ramen

Spartan Capital

WindowHero Northeast Reading

Will Omlor, EOS Implementer

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CELEBRATING NATIONAL CYBER SECURITY AWARENESS MONTH

PC Ninja Computer Services & Solutions

Melvin Foo proudly owns and operates PC Ninja. A Chinese-Malaysian with an international background, Foo was born in Singapore and attended elementary school there. Higher education took him to the United Kingdom, with university degrees earned in Wales and England. After working briefly in Australia, Foo moved to the USA to work for an engineering company in Cleveland, Ohio. He finally settled in Berks County, where PC Ninja was founded in 2010 after the birth of his first son. Foo became a proud US citizen in 2015.

With over twenty-five years of Information Technology experience serving large corporations and governmental establishments, Foo created a way to utilize his skills to serve residential customers within the Berks County area. Starting out in an office in Leesport doing primarily computer repair, PC Ninja has

since evolved into a full-service technology company serving commercial and industrial customers within Berks and beyond. PC Ninja helps businesses with computer repair, network design/installation/setup, security implementations, backup and storage systems, cloud phone systems, and regular server/workstation maintenance.

Currently based in Wyomissing, Pennsylvania, PC Ninja partners with businesses to solve their technology problems and assist them in simplifying workflow. Foo says, "We know how technology can be a stumbling block to many individuals and businesses. PC Ninja can tackle the technological challenges, leaving you to focus on what you do best."

For more information about PC Ninja's services, visit www.pcninja.us or call 610.816.5387.



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PA ADULT EDUCATION ADVOCATES WANT \$7M BOOST AS WAIT LISTS GROW



**By Anthony Hennen,
The Center Square**

After dramatic increases in spending on K-12 education, some advocates hope to get a "rounding error" boost for adult education, programs which they say get overlooked.

"It's an area of education that we don't necessarily think enough about up here," Rep. Peter Schwyer, D-Allentown, said during a House Education Committee hearing last month. "This is something that falls through the cracks. We have to start elevating this conversation, so we are able to find additional support."

Adult education ranges from helping people earn their GED and prepare for college to learning English and gaining a credential.

"What I want to share today is the importance of considering education and workforce development as the same," Rochelle Cooks, director of workforce solutions at Beyond Literacy in Philadelphia, said. "Adult education sits between K-12 and college initiatives.

It's an often-overlooked sector — and yet it's one that trains up our job seekers to make sure they're able to get family-sustaining wages."

(Continued on page 40)

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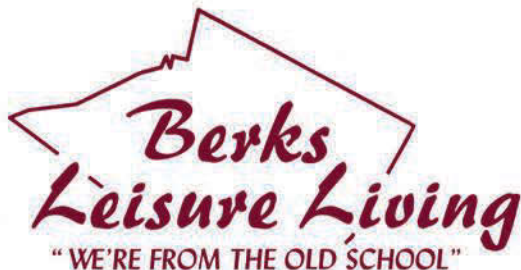
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Manheim 717-664-0190

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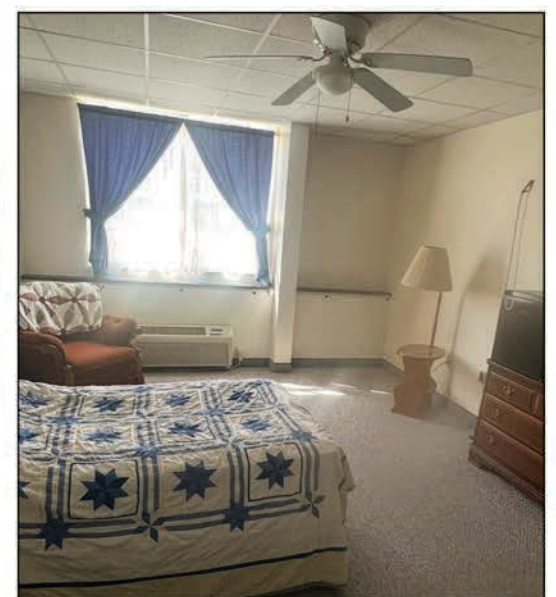
\$2,250/Month



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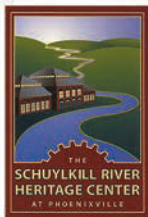
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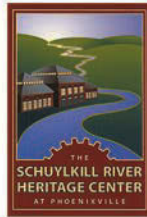
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PA ADULT EDUCATION ADVOCATES WANT \$7M BOOST

(Continued from page 39)

Cooks argued people don't lack motivation — what's holding them back is their lack of credentials that get in the way. Missing out on occupational training or not having the right tech skills, for example, holds people back.

"Adult learners are vital to the prosperity of Pennsylvania and our economy," she said. "The return on investment when you support adult literacy programs goes into higher employment rates, lower reliance on social services, a more competitive workforce, and an increase in consumer spending power."

Advocates want a \$7 million boost for adult education funding in next year's budget to bring total spending to \$30 million by fiscal year 2026-27.

"It won't take much to expand the capacity of adult education," said Michael Lamb, a board member of Literacy Pittsburgh. "That's not even a rounding error in the Department of Education's budget. With your support, we can make the modest investment and move more working-aged adults into meaningful work while helping our employers fill job openings."

Current programs can't meet demand, Lamb argued. Every month, 400 people

are on Literacy Pittsburgh's waiting list. Other testifiers noted they had more than 1,700 people on a waiting list in Allentown and more than 2,000 in Reading.

In Pittsburgh, the majority of students are immigrants, who are held back from fully contributing to the economy. Other Pennsylvania cities have a high demand for those programs from immigrants, too.

"Over the last five years, the literacy center has tripled the number of students served and typically helps 1,500 students per year," Jen Doyle, CEO of the Literacy Center in Allentown, said. "A large percentage of our ESL students attended college and have work experience from their home countries. With additional ESL classes, more of these adults could return to their professional fields — this would unleash a gold mine of talent and skills for Pennsylvania employers."

Though the potential gains are real, state funding isn't the only issue. Instead, it's making sure people can access classes and programs. "In adult education, reducing barriers is huge," Cooks said.

Those barriers are often practical problems, like having transportation to classes or finding a babysitter to provide childcare.

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THREE MILE ISLAND POWERING BACK UP



**By Christen Smith,
The Center Square**

Three Mile Island came out of retirement on September 20, exactly five years after mounting economic pressure and shifting energy demand forced the infamous Pennsylvania nuclear generation plant to shut down.

Constellation Energy announced that Microsoft will buy 835 megawatts of energy from the facility to power the company's data centers spread throughout PJM, a regional power grid that serves 65 million people in 12 states and the District of Columbia. Doing so will keep the plant operational through 2054.

Joe Dominguez, president and CEO of Constellation, said nuclear plants are the "only" energy sources capable of offering carbon-free energy 24/7. The company said the new Crane Clean Energy Center will honor the legacy of Chris Crane, former CEO of Exelon Generation and staunch advocate of nuclear power and carbon-free energy. Exelon was Constellation's parent company until 2022. Crane died in April.

"Before it was prematurely shuttered due to poor economics, this plant was among the safest and most reliable nuclear plants on the grid, and we look forward to bringing it back with a new name and a renewed mission to serve as an economic engine for Pennsylvania," Dominguez said.

TMI, located in Londonderry Township, Pa., made global headlines when its second nuclear reactor partially melted down in 1979. The facility's first reactor remained operational and powered 800,000 homes for another 40 years.

Constellation says the new facility will provide 3,400 direct and indirect jobs and generate \$3 billion in state and federal taxes. "This is a valuable opportunity to invest in clean, carbon-free and affordable power – on the heels of the hottest year in Earth's history," said state Rep. Tom Mehaffie, R-Hershey. "This will transform the local economy and presents a rare opportunity to power our economy with reliable clean energy that we can count on."

Mehaffie has been vocal about restoring TMI's generating capabilities as the state ramps up efforts to decarbonize its power sector. Gov. Josh Shapiro has proposed to require 35 percent clean energy in the state, nuclear makes up most of that — 32 percent in 2022.

The governor said Friday the plan strengthens "Pennsylvania's legacy as a national energy leader."

"My administration will continue to work to cut energy costs and ensure the reliability of our energy grid so that Pennsylvanians can have access to affordable power made right here in Pennsylvania for years to come – and the Crane Clean Energy Center will help us achieve those goals," he said.



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MORE GOOD NEWS ON PA JOBS IN AUGUST, KEYSTONE RESEARCH FINDS

Unemployment Still at 3.4%, Continuing Its Record-Low Run

The Pennsylvania Department of Labor & Industry (L&I) released its preliminary jobs report for August 2024 in September. In response, Keystone Research Center (KRC) economist and executive director Stephen Herzenberg released the following statement:

"The Pennsylvania job market in August maintained its forward momentum and our unemployment rate stayed at 3.4 percent for the 11th month in a row.

The number of non-farm jobs rose to a record 6.2 million, a jump of 8,000 jobs over July and the 13th consecutive monthly increase.

Pennsylvania has gained more than 100,000 jobs (102,600) in the past 12 months.

Our unemployment rate is now eight-tenths of a percentage point below the national 4.2% rate.

"The August numbers sustain the economic realities documented in KRC's 'State of Working Pennsylvania 2024' report — Pennsylvania's economy is the most favorable it's been for workers in half a century. We have low unemployment, more job openings than unemployed workers, inflation down to 2.5 percent, and wages rising faster than inflation.

The Federal Reserve's half-point interest rate cut and federal investments in climate and infrastructure should sustain a healthy economy for workers. After decades of growth that benefited only the very rich, Pennsylvania working families should finally begin to feel like they are sharing in prosperity."



The Keystone Research Center is a nonpartisan economic think tank dedicated to conducting research and advancing policies that promote shared prosperity and economic opportunity for all Pennsylvanians.



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POLST IN PENNSYLVANIA



LEGAL PERSPECTIVES

By Michelle M. Forsell, Esq., Wolf, Baldwin & Associates, P.C.

POLST stands for Physician Orders for Life-Sustaining Treatment. It was created in 1991 in the state of Oregon by medical ethicists with the express purpose of ensuring that patient wishes for end-of-life treatment were followed.

Eventually, the National POLST Advisory Panel (later called National POLST Paradigm Task Force) met in September 2004 to create quality standards and assist states in developing their own POLST. The Task Force was replaced in 2017 by the National POLST Office and is currently located in Baton Rouge, Louisiana.

The intent was that a POLST was appropriate for a patient with an advanced progressive illness or frailty such that the physician would expect the patient to survive less than one year. POLST is not recommended for a patient who is stable with years of life expectancy even if the

patient suffers from a chronic condition.

Pennsylvania was one of the first states to have POLST. However, in Pennsylvania, POLST refers to Pennsylvania Orders for Life-Sustaining Treatment. Of concern is that the form created by the Pennsylvania Department of Health and being used since 2009 is based on the original Oregon document created 25 years ago and has not been modified since. The Pennsylvania Legislature has yet to codify POLST, although Senator Gene Yaw has sponsored SB 631 to amend Title 20, Section 54 of the Code to include a new subchapter for POLST.

(Continued on page 44)



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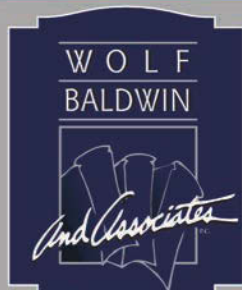
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LEGAL PERSPECTIVES

(Continued from page 43)

Most people are familiar with the advanced healthcare directive, often referred to as a living will, but unaware of how it complements and works together with the POLST. The advanced healthcare directive is codified in the Code, yet it has its limitations. Specifically, it is a legal document intended for all adults to name a surrogate decision maker and to identify future treatment preferences for end-of-life care. It is not a medical order and as such, an emergency medical service (EMS) provider cannot follow it.

On the other hand, the POLST is to be completed when the patient is or has been diagnosed with an advanced progressive illness or frailty with a life expectancy of less than one year. The medical provider authorized to complete a patient's POLST on the state approved form is required to review the current advanced healthcare directive with the patient, and either the patient or the patient's surrogate must sign the form. POLST is the medical order to convey the patient's end-of-life treatment. Because POLST is not codified in Pennsylvania, EMS is required to call the medical command physician for approval to

follow the order, which can result in unnecessary or unwanted treatment or delays. Conversely, EMS that is shown an out-of-hospital do-not-resuscitate order (OOH-DNR) is permitted to follow the order without contacting the medical command physician. Therefore, it is currently advisable that every patient with a POLST also have an OOH-DNR.

Senator Yaw's proposal would provide EMS with the authority to comply with the POLST without the necessity of receiving approval from the medical command physician because POLST would become an immediately actionable medical order applicable across all healthcare settings.

POLST is an essential tool in end-of-life care and the codification of it will assist in overcoming the limitations and challenges of both the advanced healthcare directive and POLST as it exists in its current form in Pennsylvania.

Michelle M. Forsell is an elder law attorney at Wolf, Baldwin and Associates, P.C. She is a member of the National Academy of Elder Law Attorneys. She practices primarily out of the firm's Pennsburg office and can be reached at 215.679.5912 or by e-mail at mforsell@wolfbaldwin.com.

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and various charities. As a result, many people have been concerned how the upcoming PennDOT project to realign Ridge Pike will impact Speck's. A few businesses have already closed or relocated due to eminent domain claiming their property. Speck's will remain at its location, but changes to its entrances and parking lot design will occur because of the construction. It will be a long, complicated project and customer support for Speck's and all the businesses along the construction zone will be crucial to ensure their survival. Support our local businesses to keep them all as community staples!

More information on the PennDOT project is available at www.lowerprovidence.org/home/news/penn-dot-ridge-pike-german-town-pike-intersection-re-alignment-project

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PHOENIXVILLE REVITALIZATION — INTERVIEW WITH MANNY DEMUTIS

(The following is an interview Barry Cassidy conducted with Phoenixville developer Manny Demutis in Cape May, New Jersey on September 8, 2024.)



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

Q. Why are you spending a lot of time in Cape May?

We own the Inn of Cape May, an ideal summer setting. I have a house close to the hotel and provide oversight when needed. I try to blend as much work time as I can into days at the beach.

Q. Saw the live band out in front of the Inn last night. It seems like you drew a nice-sized crowd out there.

Yeah, we took a page from Phoenixville's strategy of live music, which definitely brings people to the Inn. There is something about creating a sense of place, distinguishing yourself from the other hotel offerings, and still maintaining the hotel's context as part of the whole within the historic district.

Q. I understand that you are going to go solar on the Inn. What made you think of doing something like that, and how does it affect the historic nature of the Inn?

We are working now to assess the applicability of solar shingles on the Inn. Solar products are now available to meet the needs of historic buildings by manufacturing compatible shingle panels. We are looking into the Inn, Phoenix Village, and the new Steelworks development for solar projects.

Q. I noticed the boards up on the properties along Bridge Street. It looks like you are getting ready to tear them down for the Steelworks.

This kind of deal takes time, lending parameters change, permits have to be

secured, and it has taken longer than I would have liked, but it is moving forward. Adding a solar component to the mix will be good for the town. We will also work in downtown Phoenixville and Cape May electric car charging units. Suppose we are generating solar electricity and using that source as the source for the solar car charging units. In that case, we will embrace an opportunity to lessen the demands on the electric grid.

Q. I recently saw a picture of you wearing white pants after Labor Day. Is this proper?

While some may consider this a fashion faux pas, we don't live in the Gilded Age anymore. You can wear white after Labor Day. Coco Chanel wore white year-round as a permanent part of her wardrobe. Some traditions and so-called "rules" may or may not apply in the twenty-first century. Cultural values and traditions can be a good thing or could eventually run their course, like white pants after Labor Day.

Q. Why are you selective in renting Phoenixville stores and not to anyone wanting to open a business?

You have to look at the downtown as a whole, the business mix, and the long-term merchants who have survived the street changes. Some people have invested in the downtown by having a business and buying a building. You must respect their investment in the town and try to complement their efforts. Listen, we live in a community, and we need to all work together. I am fortunate enough to own more than one storefront, which is not just a condition. It is a responsibility to the community.

(Continued on page 50)

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Renegade Solutions, LLC is a woman-owned small business specializing in SCADA control systems, industrial automation, and process control design within the water and wastewater industry. Founded in 2022 by Heather Heltzinger, a licensed wastewater operator, Renegade Solutions was built on the principle of providing innovative, cost-effective solutions for municipalities and townships. With a focus on designing and implementing control systems that simplify operations, the company has quickly earned a reputation for its ability to tackle complex projects with a personal touch.

One of the company's core strengths lies in its operator-first approach. Being licensed operators themselves, the Renegade team understands the challenges faced by plant operators and integrates this knowledge into their control designs. This hands-on expertise allows the company to create custom HMI and PLC programming that not only meets regulatory requirements but also enhances the efficiency and ease of day-to-day plant operations. This tailored approach has made Renegade Solutions a trusted partner for municipalities seeking long-term, practical solutions for their water and wastewater facilities.

Renegade Solutions prides itself on its collaborative approach, forming strategic partnerships with small local businesses and large corporations alike. The company has worked with major clients such as Aqua America and smaller municipal authorities like Womelsdorf Sewer Authority and Shoemakersville Water Authority. These partnerships extend to engineering firms like Systems Design Engineering, Inc., allowing Renegade to offer comprehensive services from project conception to execution. Whether it's a complete SCADA upgrade or a maintenance program, the company provides unmatched service with an emphasis on keeping projects on time and within budget.

In addition to its technical expertise, Renegade Solutions is dedicated to addressing one of the industry's biggest concerns—cybersecurity. The company's new partnership with Costream, a customized software solution that pairs asset management with advanced cybersecurity protocols, demonstrates its commitment to staying ahead of technological challenges while offering clients peace of mind.

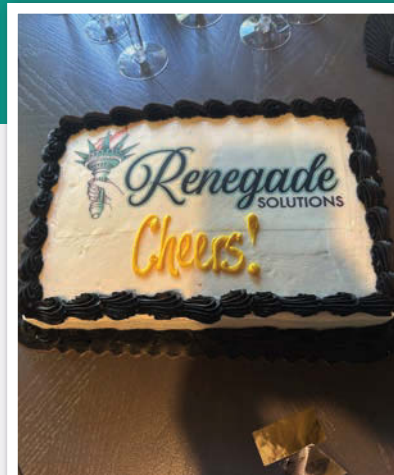
Despite its rapid growth, Renegade Solutions remains grounded in its mission to serve smaller communities. Understanding the unique needs of municipalities with limited budgets, the company delivers affordable, high-quality solutions that enable towns to comply with state and federal water quality

standards without compromising efficiency. This focus on the customer experience has made Renegade Solutions a sought-after service provider in Eastern Pennsylvania and beyond.

Renegade Solutions is committed to giving back to the industry through active involvement in various professional organizations. Heather Heltzinger, the company's founder, currently serves as President of the Eastern Pennsylvania Water Pollution Control Operators Association, and the company is a member of numerous other local and statewide industry associations.

Looking to the future, Renegade Solutions is preparing to roll out a new maintenance program that will provide ongoing support to municipalities, ensuring their control systems remain efficient and compliant. With its combination of technical innovation, customer-first mindset, and commitment to the industry, Renegade Solutions is poised for continued success as a leader in the water and wastewater control systems market.

For additional information, please call 610-370-7302 and visit www.renegadesol.com.



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 48)

I view myself as a servant leader and understand that I am responsible to myself and the entire community. When we started the revitalization, you asked me to be the board chair of the Main Street organization I asked the simple question, "What do I have to do?" and you told me, "Nothing different." Those words held as I continued to be myself, whether the town was thriving or not. We have always been inclusive in Phoenixville, and we have always had outstanding leadership by the combined citizenry. Although I was the tip of the spear for the revitalization, it was a combined effort from all that turned the town around.

I remember how we brought \$5000 grants to people on the North Side to help the residents deal with issues relating to older housing. That was one of the most important things that we did. That was a community initiative, and even though the borough administration tried to kill the project, people in the community knew the importance of helping the less fortunate and those elderly on a fixed income. Fairness, equity, and inclusion are terms used today to describe what we did 15 years ago: including everyone in

the revitalization, listening to the people, and following the voices.

Q. Do you remember the issues about the environmental impact on the beavers if the steel site was developed?

How could I forget? I don't think anyone wanted to impact the beavers, but the issue related to the greater good of the community. We could not let the Steel site sit as a memorial of the past. Instead, we needed to move toward redevelopment to forge a new era in Phoenixville. The beaver issue was found to be an artificial constraint as there was no real impact on the beavers.

However, it shows the level of concern in the community when the issue is raised in a public meeting. The beaver issue was different from what we were told, and the fact that it was reported that one of the restaurants on Bridge Street had beavers on the menu was the turning point, as it was over-the-top rhetoric. I was glad to put that issue in the rearview mirror.

Q. What other issue sticks out in your mind regarding the revitalization of Phoenixville?

The long-term effort to restore train

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service to Phoenixville. As I understand it now, we will be getting AMTRAK service in a few years. We tried to connect to Paoli early but settled on the Norfolk Southern line. These rail lines are legacies of the past that served the community and are frankly... underutilized. By connecting these underutilized networks of transportation, we are reviving past splendor and helping to further reposition the town in the regional marketplace.

Q. So, it seems that you are embracing change in Phoenixville as the town evolves into a vital entertainment district in the region.

It is sort of like wearing white after Labor Day. Some of the things of the past remain relevant, while other issues stand

tall as reflections of who we are as a community. I'm not giving up on the train line and going solar downtown are all for the betterment of the community. Serving the less fortunate and protecting the interests of the town are paramount. Honestly, although I don't have any statistics, I believe there are just as many beavers in Phoenixville now as there were before the steel site was developed. The issues in downtown revitalization are complex, and you need to be open to new ideas as tastes change in what is acceptable. The trick is to do the necessary work to ensure the path you take is the correct one.

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

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Steve Ladner Photography

I have been a commercial photographer all of my life, and I am grateful that I have been able to sustain myself as an artist doing what I love to do. It all began when a series of fortuitous circumstances after graduating college (NYU) inspired me to develop my skills as an amateur photographer into what became a 25-year career as a fashion photographer in NYC. Photography seemed like a way to earn a living doing something artistic that I loved. It was play in the beginning, and having no expertise at the time, that mind set allowed me to experiment freely. I was almost immediately given a chance by an industry looking for new talent, which was unexpected and amazing to me, and I began working for magazines like *GQ*, *Harper's Bazaar*, *Town & Country*, *French Vogue*, and cosmetic clients like Revlon, Estee Lauder, and Chanel. Then I had to get serious and taught myself the finer points of the craft.

I got married and had two beautiful little girls. While they were still very young (1.5 and three years old), I decided to move to Paris, France, because I loved the creativity I saw in the fashion magazines there. I stayed for seven years, and my girls became temporarily French, attending a Waldorf school, and only speaking French to each other by the end of our stay.

As a family we had many amazing and sometimes challenging experiences. I was so glad my girls had that life, and I believe they would say the same thing. My family includes my daughter Jackie and her two-year-old son, Jack, and my daughter Sarah, and her 13-year-old daughter, Sophia. We are all very close but they do not live near me. I am still close friends with their mother Marilyn, and she lives in Florida.

Jumping ahead a number of years, no longer shooting fashion, but continuing to photograph commercially, I decided my New York life and experience had come to its natural conclusion. I moved to West Mt. Airy, Philadelphia, and eventually arrived in the Chester Springs area — specifically Birchrunville.

I live alone on a 20-acre horse farm. I feel very grateful to be living in this beautiful countryside after living for so many years in a big city. At this point in my life, I welcome the peace far from the madding crowd. I have entered a new period in my life and career as a professional photographer. The journey I am on now is a process of letting go of judgements of the past, letting go of whatever no longer serves me, letting go of expectations for the future, and



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About Us

At Rose Garden Preparatory Day School our fundamental belief revolves around crafting an optimal environment to nurture and educate young children. In fact, our initiative originated from a dedication to our own children and the challenge of finding a high-quality childcare program.

Our array of programs caters to your family's needs: encompassing infant and toddler day care, pre-kindergarten, as well as engaging summer camps! We believe strongly that children learn best through active engagement in rich activities that support critical thinking as well as creative expression.



welcoming the unknown with a perspective of unlimited possibility.

I live with my two sibling cats, Bodhi and Zoey. Living in a close relationship with animals like I never had before has taught me so much about communicating on an energetic level. I appreciate their presence and essence and have learned their language. This animal family has become something really interesting and unique for me.

As a photographer, my years of experience allows me to trust my technique and pay attention to the moment and the creative ideas that come to me as I play and interact with whoever or whatever I am

photographing. I am inspired by the beauty I see in everything and everyone. Portrait and headshot sessions with me are fun and relaxed. I will coach you to be your best, your authentic self, resulting in engaging and dynamic images. And over the last 15 years, I have mastered shooting real estate, interiors and exteriors, for listings, or any purpose. Website: <https://stevladner.com>.

In addition to my work as a photographer, I have created a collection of mixed media artwork. This work has been inspired by new perspectives and new directions as I continue to grow as an artist. The art can be seen here: <https://steve-ladner.pixels.com>.



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**STEVE LADNER
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Published in GQ, Harpers Bazaar, French Vogue,
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Peppermint Stick Ice Cream Parlor Hosts Grand Opening Weekend

The Peppermint Stick Ice Cream Parlor, located at 26 E. Philadelphia Avenue in Boyertown, hosted its grand opening weekend from Friday, September 6th to Sunday, September 8th. Festivities kicked off at 4:30 PM on Friday with a ribbon-cutting ceremony hosted by Building a Better Boyertown and The Tri-County Area Chamber of Commerce.

Step back in time to a nostalgic era at the Peppermint Stick Ice Cream Parlor. This custom-built 1940s-themed ice cream parlor and soda shop features authentic fixtures and décor carefully recreated by historic restoration craftsman Eugene Kehler. Using reclaimed lumber from local buildings, Kehler has brought the past to life with a soda fountain bar inspired by historic photographs.

Enjoy delicious ice cream and soda treats in a charming, vintage setting. As a special treat, anyone dressed in 1940s attire will receive a coupon for a free fountain soda to be redeemed on a future visit.

On Sunday, September 8th, influencer and mural painter DJ Berry from World



Cow created a stunning mural on the side of the Peppermint Stick building and spreading his message of kindness that we are all spots on the same cow.

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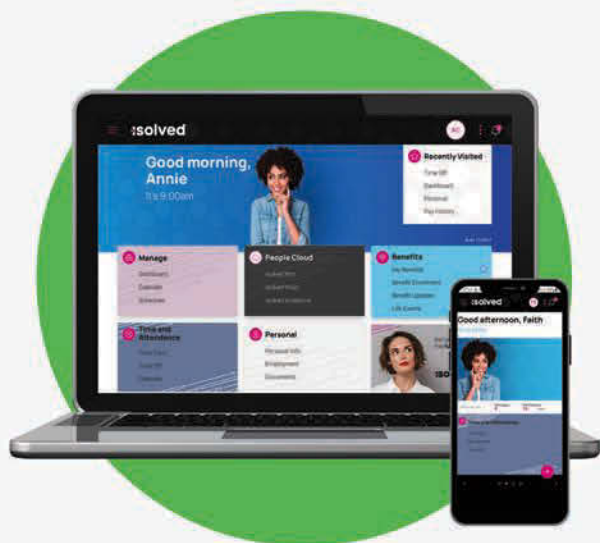
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