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**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 Cadzo 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.

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

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Endeavor Business Brokers is committed to helping business owners and prospective buyers achieve their goals by expertly navigating the business sale process. With a dedicated team, we bring together business owners looking to sell and buyers eager to invest, facilitating a smooth transition that benefits both parties. Our experienced brokers understand the challenges and nuances involved in buying and selling businesses, offering comprehensive support from valuation to negotiation to ensure each transaction is fair and successful. Whether a client is an experienced investor or a first-time buyer, we provide the guidance needed to make informed, strategic decisions.

At Endeavor Business Brokers, we also believe in giving back to the community. As part of our mission, we donate 10% of our gross revenue to charities, actively supporting organizations that make a meaningful impact. Recently, we contributed to Dom Fixes Bikes, an organization that combines skill-building with community support by repairing and donating bikes. This partnership reflects our commitment to fostering growth and opportunity, not just within the business sector but in the broader community as well.

One of the critical questions we ask potential sellers is: "Can you double the worth of your business in the next 10 years?" For many owners, this can be a challenging goal. With the right approach, guidance, and strategy, businesses can see incredible growth, but sometimes the best course of action is to partner with a broker who understands the market and can help maximize the value now. If doubling the value seems out of reach, it might be time to consider meeting with Endeavor Business Brokers to explore your options and determine the best path forward.

Our team prides itself on creating successful matches between buyers and sellers, empowering both to achieve their unique financial and professional objectives. By leveraging our experience, connections, and commitment to integrity, we ensure our clients experience a seamless transition and a solid foundation for continued growth.



Drew Carney, President, Business Broker and
JT Clark, Vice-President, Business Broker

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PHOTO BY STEVE LADNER PHOTOGRAPHY

Cover Story: *CJ's Tire & Auto is committed to delivering exceptional, cost-effective tire and automotive services, prioritizing customer satisfaction, employee well-being, and community involvement, making it the preferred one-stop shop for all automotive needs.*



18
*Holiday Gift Guide:
Local Gift Ideas and
Treats for Those on
Your "Nice List"*



28
*Business Spotlight –
Everything Printing:
Your Business Printing
Professionals*

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

Contents

- 10** | **Focus on Pottstown Revitalization**
A Sampling of Pottstown's Dynamic Business Community
 - 14** | **Celebrating Non-Profit Organizations**
Local Inspiration to Jump-start Your Season of Giving
 - 20** | **Tax Planning & Preparation Guide**
Recordkeeping for Tax Purposes
 - 23** | **Social Media Tips**
Freshen Your Social Media for the New Year
 - 25** | **Marketing Tips**
Prepping for Holiday Promos? Finish 2024 Strong
 - 31** | **Regional Chamber of Commerce Round-Up**
Greater Reading / Phoenixville / Perkiomen Valley / TriCounty Area / Spring-Ford
 - 36** | **The SBRA Community**
Are You Looking for Customers or Guests?
 - 39** | **Ask SCORE**
Achieving Product/Market Fit for Your Startup
 - 41** | **Legal Perspectives**
Denied Workers' Comp After a Positive MRI?
 - 46** | **Ask SCORE**
Closing Sales Starts with Building Trust
 - 51** | **Downtown Marketing & Development**
When the Administrative Elite Goes Silent
- ... AND MORE!**

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Changing More Than Tires



CJ's Headquarters is located at 91 Ben Franklin Highway West (Route 422 West) Birdsboro, Pennsylvania 19508



By Kathy Hunt

Crisp, fall days are a sure sign that winter cannot be far away and with it, the necessity to protect ourselves against sleet, snow and other hazards of seasonal driving. Whether you need to have your brakes checked, flush your car's coolant/antifreeze, or rotate your tires, CJ's Tire & Auto can meet all your vehicle's needs. Independently-owned and operated for three generations, CJ's Tire & Auto has 18 Pennsylvania locations in nine counties, including Berks, Bucks, Chester, and Montgomery as well as Cumberland, Lancaster, Lehigh, Schuylkill, and York. Its newest site, at 2435 Maryland Road in Willow Grove, opened in October of this year.





A longstanding, trusted business

Headquartered in Birdsboro, the family-run business has made exceptional customer and community service its priorities since 1971. Paul “Skip” Levensgood Sr. started CJ’s with the belief that people should receive better customer service and tire prices than what he had experienced at local tire shops. Today, Levensgood Sr. is the chair of CJ’s while his son Paul carries out the day-to-day operations.

Because exceptional customer service is a commitment of CJ’s Tire & Auto, each location features trained, experienced, and knowledgeable mechanics who skillfully address general car maintenance, such as tune-ups, windshield wiper replacements, and inspections, as

well as more serious issues, such as steering and suspension problems and brake repairs. At every center, the sales staff is trained on the latest automotive and tire technology and can advise consumers on the best choices for their vehicles. All CJ’s centers have well-stocked inventory and easy access to one of the company’s nine distribution centers.

As the recipient of numerous *People’s* and *Reader’s Choice* awards in Berks and Lancaster counties, CJ’s has a proven track record of customer satisfaction. Whatever a personal or commercial vehicle requires, CJ’s will take care of it. The company’s new tagline sums it up best: “We keep things moving.”

Continued focus on community

Since opening its first site 53 years ago in Birdsboro, CJ’s Tire & Auto has prioritized not only customer satisfaction but also community service. To support the areas in which it works, the company created the CJ’s Cares program, which raises funds for and makes company contributions to regional charities.

“We use our business as a tool to give back to the local community,” said Leeanne Bolger, sr. director of marketing for CJ’s. “Every year we choose four to five different local organizations and ask our customers to round up their invoices, donating the difference to one of the charities. If they’re buying tires, we donate a dollar per tire to charity. At the end of the collection, we give the money to the organizations.”



Among the nonprofits supported in CJ’s fundraisers are St. Jude Children’s Research Hospital, the PA Breast Cancer Coalition, and Animal Rescue League. For its generous efforts, CJ’s has received a *Shining Light* award from the PA Breast Cancer Coalition and philanthropy award from the Animal Rescue League of Berks County. Since starting CJ’s Cares in 2021, the business has donated more than \$250,000 to food banks, animal shelters, and children’s hospitals, among others. In previous years, it has held fall food drives where each county with a CJ’s location can choose which food bank the collections are donated to. “Our slogan is ‘CJ’s changing more than tires,’” Bolger said.

The desire to help its communities is evident not only in the company’s charitable giving but also in its warm, open approach to its customers. Have a service or pet dog that you would like to take along on your visit to CJ’s? The company is friendly-dog-friendly, so bring your furry friend along as you shop for tires or wait for your vehicle to be serviced.

(Continued on page 8)



(Continued from page 7)

Looking out for consumer and commercial clients

Along with fundraising and providing welcoming environments with friendly, knowledgeable staff, CJ's offers transparency on prices and assistance with financing.

"We have a great website with 'all-in pricing' that makes us very transparent about prices," Bolger said. "You can go online and search for tires, and it's all right there. You can even buy your tires online and schedule service."

For general consumers, CJ's has created a Loyalty Rewards program. Here, consumers earn points for every dollar spent at CJ's. Accrued points can be applied to any purchase, including tires and service. The Loyalty Rewards program includes monthly promotional deals, such as \$10 off a car inspection or oil change, and a free enrollment bonus. When customers sign up for Loyalty Rewards, either online or in a CJ's store, they automatically earn five dollars-worth of points.

Customers should keep in mind is that Loyalty Rewards points can only be used on future purchases. They are not redeemable for cash. Commercial, fleet, and government vehicles are excluded from this particular loyalty program.

Commercial clients have their own rewards incentive, known as CJ's Commercial Advantage Program. Aimed at helping fleet owners track and control their costs, Commercial Advantage features discount pricing on parts and labor for vehicle repairs as well as discounts on tires and installation. These cost-cutters apply not only to a company's commercial vehicles but also to its employees' personal automobiles, allowing both the business and its employees to save money.



"We have Complete Care," Bolger said. "There are three dedicated associates who, all they do is, go out and help manage fleets for businesses. We have discounts and customized plans for all types of vehicles, whether it's one to 100 vehicles," Bolger said.

The program also gives customized pricing on automotive maintenance and keeps maintenance records so that service reminders can be emailed in a timely fashion.

Bolger noted that CJ's continues to provide a "price-match promise;" if a customer finds the same tire for a verifiable, lower price at a tire dealer located within a 25-mile radius of a CJ's location, CJ's Tire & Auto will match that price. "Typically, we have the best prices, so we don't need to do this very often," she said.

Financing options to fit customers' needs

In terms of how customers pay for automotive service and tires, CJ's has six different ways to finance these purchases. "I haven't seen anyone else have the amount of options that we have," Bolger said. "It makes buying tires and paying for service a lot more affordable because you can do it on your own terms. Plus, you can do all of this online and break up your payments."

One way is to apply for a credit card with Goodyear, Bridgestone and Firestone, and Continental and General Tires. If customers don't want yet another credit card in their wallets, they can pay using their PayPal accounts.

Additionally, CJ's customers can apply for 12 months of interest-free financing through Koalafi, a lease-to-own financing service that accepts customers with any credit score — good, bad, or none. With Koalafi, payment plans are tailored to the customer's financial situation. Another financing choice is Affirm, the largest, U.S.-based, buy-now and pay-later loan service. With Affirm, customers select a payment schedule of either four installments made every two weeks with no interest or monthly payments with interest. Details about all six options are available on CJ's website, CJTIRE.COM/FINANCING.



KNOWING WHEN IT'S TIME TO REPLACE YOUR TIRES

Many of us rely on yearly automotive inspections to tell us whether it's time to replace our tires. If you don't want to risk decreased handling, traction, and fuel efficiency due to badly worn tires, keep an eye out for these four visible signs, courtesy of the American Automotive Association (AAA). Any one of these could mean that you shouldn't wait until your yearly inspection to replace your tires.

- **Sidewall cracks:** These may indicate that your tire has a leak or its treads are separating. If left unaddressed, sidewall cracks can lead to a tire blowout, which no one wants to experience.

- **Worn-out treads:** If your tire treads are low, they have less grip on the road. To avoid slipping and sliding on the highway, take a quarter and insert it into your tires' treads. If the top of George Washington's head is visible, your tread is too low and it's time to replace that tire. If the top of Washington's head sinks deep into the tread so that you can't see it, you have enough tread to keep on driving safely. Tire-tread depth should never go below 1/16th of an inch.

- **Sidewall bubbles or bulges:** As with sidewall cracks, these indicate that your tire is likely to experience a blowout. Get that tire replaced as soon as possible.

- **Unevenly worn treads:** Although this might not be reason alone to replace your tires, you should have them checked and then rotated and balanced so that they wear evenly. Likewise, confirm that your tires aren't over- or under-inflated, which can cause uneven wear.



Still the experts on tires

While CJ's provides its customers with comprehensive car care, it's worth remembering that the business did get its start with tires and it remains an expert in this area. Don't know when you should replace your tires, or which ones best suit your car or truck and your driving habits? Not to worry. CJ's associates are up-to-date on the latest tire and automotive technology. Once they determine the proper tire size, they can make recommendations on what tires would work best for a specific vehicle and its use.

CJ's has over 100,000 tires in stock at its distribution centers, giving customers a range of choices and prices. According to Bolger, because it has the reputation of being a high quality tire available at an affordable price, Falken remains CJ's best-selling brand.

No matter what brand a customer chooses, CJ's recommends drivers inquire about all-weather tires. A newer cold-weather product that is perfect for the North East. Due to different tire compound, all weather tires have the firm grip of traditional winter tires along with the durability of all-season tires. These tires perform well year-round in all types of weather. Bolger said that, generally, all-season tires are really only good for three seasons, but all-weather truly address all types of weather, including light snow.



All-weather and all-season tires can last for up to 70,000 miles before needing to be replaced. Manufacturers of all-season tires, such as Michelin, Bridgestone, Firestone, Continental, General, and Falken produce all-weather tires as well. CJ's has a wide selection of all-weather tires to fit every budget.

As mentioned previously, CJ's has "all-in pricing," which includes the cost for tire installation, balancing, lifetime rotations, rubber valve stem, TPMS (tire pressure monitoring system) reset, tire tax and recycling, and state sales tax. At CJ's, there are no hidden fees.

Check CJTIRE.COM under the tab "Promotions" or CJ's Tire & Auto Facebook and Instagram pages, @cjstire_automotive, for details about sales and other promotional events. You can also consult the website for the CJ's location closest to you.



ROADSIDE ASSISTANCE FOR THOSE UNEXPECTED EVENTS

When you bring your car to CJ's Tire & Auto for a tune-up, inspection, tire rotation, or other service, your vehicle automatically becomes eligible for complimentary roadside assistance for the next 365 days. Should your vehicle break down or encounter other unexpected issues, simply call your local towing or roadside assistance company and remain with your vehicle until roadside service has taken place.

Afterward, submit a CJ's Roadside Assist reimbursement request along with your vehicle's most recent CJ's repair invoice and the invoice from and proof of payment to the roadside assistance provider. CJ's will reimburse up to \$150 annually for the following services to a covered vehicle: towing the disabled vehicle; unlocking the vehicle; jump-starting the battery; flat-tire assistance; and fuel, oil, fluid, and water delivery.

Coverage applies only to the year, make, and model of vehicle identified on the submitted CJ's invoice as the "covered vehicle." Only the vehicle owner, owner's spouse, or a dependent child who was driving the car at the time of the incident may receive the reimbursement. During the coverage period, the maximum reimbursement amount per covered vehicle will not exceed \$150.

Note that, in order to be reimbursed, you must submit the form and additional paperwork within 60 days of receiving roadside assistance. This information can be emailed, mailed, or faxed. The reimbursement request form and additional terms and conditions are available on CJ's website under the tab "Promotions; Roadside Assistance Coverage."

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Embody's Sunoco Service Center

Embody's Sunoco Service Center, located at 1435 East High Street in Pottstown, has been serving the surrounding area for more than 50 years. The business is a family-owned and operated establishment. Owner Terry R. Embody oversees the nine employees. All makes and models of vehicles are serviced by expert technicians, under the management of John Ray.

Embody's is the only 100 percent service center in the Pottstown area providing old-fashioned service, which includes washing windshields, checking fluids under the hood, and checking air in tires. Offering road services for flat tires and no starts, the service center also performs a complete safety check at no additional cost with every oil and filter change.

Other services offered by Embody's include: Pick up and delivery of vehicle; PA State safety and emissions inspection; factory-scheduled maintenance; sales and service of many major brands of tires;



computerized wheel balancing; brake service; exhaust repair and replacement; air conditioning and cooling system maintenance and repair; tune-ups and computerized engine diagnostics; fuel injection service; engine repair; transmission service such as fluid flushing and filter changes; steering and suspension repairs; replacement of shocks & struts; and road services.

Hours are Monday through Friday 6 a.m. to 9 p.m., Saturday and Sunday 7 a.m. to 7 p.m. All major credit cards are accepted. Call 610.326.2250 any time you need car repairs. Embody plans to stay in business as long as possible and has no plans to sell or retire.

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Pottstown Dance Theatre Repertory Ensemble Performs Beloved Christmas Classic

The Pottstown Dance Theatre will once again perform the Christmas classic, "The Nutcracker", on December 7 at 1pm as well as 4pm so that everyone can enjoy this fun ballet! Under the direction of international dance artist, Michelle Jones Wurtz, approximately thirty locals will perform 100 percent of the roles, as many of the dancers are now dancing at professional levels. The performance will take place at the

Boyertown Area High School which has state of the art lighting and sound.

Rick Boone will play the role of Drosselmeyer, the eccentric uncle/godfather to the lead female character, Clara. His real, true-life daughter Lucy Boone is sharing the role of Clara with Kate Garcia; and Sarah Boone (Lucy's mother and Rick's wife) is playing an Adult Lady in the party scene. They are not the only

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members of the same family working in this production. Adleigh Strickland is sharing the role of the Snow Queen with Teagan Lee, and Adleigh's brother, Aidan, is a Gentleman in the performance. Other siblings include Harlow and Harper Heber, Cordelia and Lorelei Mowrer, and Joshua and Susan Shirk. The role of Fritz (Clara's brother) is portrayed by Alaina Faust, while her mother Lara is an Adult Lady as well as Archangel. This truly is a remarkable family production!

Other noteworthy roles include Kelsy Noble (a choreographer and rehearsal assistant) as Mother Ginger and Clara's

mother, Teagan Lee as the Sugar Plum Fairy, Ella Mazur (a graduating senior) as the Dew Drop Fairy, Joshua Shirk as the Mouse King, and Natalia Jones as the Nutcracker. This performance has been cited and therefore funded at times by the Pennsylvania Council on the Arts for years. Tickets are available at Pottstown Dance Theatre (72 West Main St., Pottstown 19465), by calling 610.323.2569, or online at www.pottstowndance.com. Discounts are given for purchasing in advance and group rates are available. Call to inquire about bringing a group. Do not miss this Holiday classic!

Be Part of the Solution with a Hobart's Run Trashcan!

Street litter look terrible – but it also damages the environment, decreases property values, discourages business investment (and deters customers' patronage), and diverts civic resources from other priorities, among other outcomes. Organizations such as Keep Pennsylvania Beautiful have published reports noting that a key to eliminating litter is **changing people's behavior** – and one way to achieve this is to increase convenient access to waste disposal bins.

Hobart's Run's Adopt-a-Trashcan program is part of this fight in Pottstown. We have provided 87 trash bins to property owners throughout the Borough – but there are more areas that would benefit from these resources. In exchange for a promise to routinely add the trash to their collection and change the bags, adopters receive a free bin, roll of starter bags, and a weight to keep the can in place – all delivered to their doorstep. Participants agree their trashcans have made a huge positive difference on their blocks.



We need more sponsors to keep this high-impact program growing. Sponsors are recognized with a logo sticker on each bin they fund, among other recognition. Most importantly, they play a tangible role in making our town cleaner. Information on how to sponsor or adopt a bin can be found on the Hobart's Run website. One bin sponsorship costs \$200, with a price break if you pitch in more!

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Mr. Sticky's Homemade Sticky Buns has become a staple Sticky and Cinnamon Bun bakery to the whole area since opening at 600 Heritage Drive, Suite 102, Pottstown three years ago. Monday through Saturday, Mr. Sticky's makes all of its baked goods fresh from scratch, the way our grandmothers and mothers made it. Then, at the end of the day, any leftovers goes to our areas food banks and are distributed to families in need. No leftovers are served, EVER. It has been like this since owners Matt Misciagna and Rob Winter brought Mr. Sticky's to Pottstown in November 2021. Located in the Heritage Shopping Center up on Heritage Drive past the Hospital, it's a destination you will love to frequent.

When you walk into Mr. Sticky's you are immediately immersed into the incredible smell of Sticky and Cinnamon buns, mixed with the smell of fresh coffee they roast and present ole' school. Mr. Sticky's has an open floor plan so you can see the bakers at work and see firsthand what you are being served. Super clean bathrooms.

December is a huge month at Mr. Sticky's. Did you know that Mr. Sticky's in Pottstown

helps businesses in our area deliver Holiday gifts of Sticky and Cinnamon Buns to your clients? Companies send out Mr. Sticky's to their clients and Mr. Sticky's makes sure that your clients get Sticky or Cinnamon Buns with thank you or Holiday notes directed by you. They will actually deliver this themselves to your clients in the territory they serve (which is SouthEastern PA and parts of Southern NJ.) Whether you have clients in Upper Darby, the Main Line or over to Levittown, Mr. Sticky's in Pottstown will make sure your gifts are presented in a very professional manner. Reserve your company's Holiday gifts needs soon! This opportunity fills up quickly as they cannot accommodate every company at the last minute. There's something about Mr. Sticky's that people just love and it's a fantastic gift whether at work, school, home or church! As they say at Mr. Sticky's: Warning Extremely Addictive!

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If you are looking to build a small addition or a brand-new house, Hydier Builders team up with architects and engineers to get the job done. Need new windows? Need your bathroom remodeled? Is it time for a new room or a new deck? Hydier Builders will make your dreams a reality.

Hydier Builders has years of experience planning, managing, and executing construction projects of all kinds. Their team is professional and reliable, and they will work within your constraints. They always stay on the job until it's done to your satisfaction.

Hydier Builders offers special services for landlords and seniors & accessibility. They understand the desire most people have to stay in their homes despite physical changes that have created barriers to everyday living. Through innovative designs and building techniques, Hydier Builders has been successful in helping many people make the necessary modifications to their homes and restore that feeling of comfort that comes from being home. From bathroom components to wheelchair ramps, they look forward to serving you to support your accessibility needs. They can package a set of affordable services to keep your properties in tip-top shape and save you a lot of aggravation.

Remodeling & Additions

Ready to really expand? Hydier Builders is ready to make it happen for you. For kitchens and baths, Hyder Builders does it all, from making simple repairs and alterations to creating your dream kitchen or bath. You may owe it to yourself to upgrade windows and doors to stop leaks, improve energy efficiency

and improve the appearance of your property. Decades of experience make Hydier Builders a great choice for your roofing and siding work to ensure that you have a quality, trouble-free installation.

When it comes to electrical, plumbing and HVAC, you can count on Hydier Builders for efficient and cost-effective repairs, additions and improvements of electrical wiring and plumbing systems.

Are you considering — or already in the process of — selling your home or other property? Did you know that your house will likely sell much faster — and for a much higher price — if you take the time to fix the existing problems before you try to sell it?

Let's face it... if there are things obviously wrong with your property, potential buyers are likely to have serious concerns about making an offer on it. They are more apt to skip your property entirely, and just move on to the next home on their list. And if they do make an offer... it will surely be for much less than you're asking.

You can significantly shorten the sales cycle and get much higher offers by having a professional contractor check out and fix these issues with your house BEFORE they become issues with your potential buyers. By taking this proactive step and getting your home ready for sale, there will be fewer potential obstacles between you and the offer you want.

So, if you're considering selling your home in the near future, give Hydier Builders a call to check out and remedy any problems so that they don't prevent your house from selling... or prevent you from getting the price you want when you do sell it.

Contact Hydier Builders by calling Brian Hydier direct at: 610.724.6104 and visit www.hydierebuilders.com.

Steve's NORTH END MOWER SHOP

POTTSTOWN, PA

610-323-7003

www.stevesmowershop.com



Steve's North End Mower Shop

At Steve's North End Mower Shop, our attention to service and quality has made us an industry leader. At our company, the customer always comes first, and we constantly strive to exceed your expectations.

We service most makes and models of outdoor power equipment. Normal maintenance provided for lawn tractors and zero turns will include a visual inspection for fuel or oil leaks, and the unit will be pressure washed if needed to clean the cooling fins. All fittings will be greased. All cutting and transmission belts, pulleys and cutting spindles will be inspected. The engine oil will be changed and all filters (air, fuel and oil) as well as spark plugs will be replaced. Blades will be sharpened or replaced. The engine RPM's will be checked and adjusted if needed. The transmission oil and filter will be changed on serviceable units. The battery terminals will be cleaned and the battery charged and tested.

We will service any brand or model of outdoor power equipment. Bring your item in or, we can pick it up from your location. Pending your location, local pickups and deliveries are various prices roundtrip. We will quickly prepare a



full diagnosis. There are no hidden fees. Diagnosing small tools takes time. You may decline service after diagnosis, however we require a minimum fee per tool. Your equipment will be returned in diagnosis form - partially or completely deconstructed.

Lawn mower blade sharpenings are available for next day pick up. Chainsaw chain and hedge trimmer sharpenings are available in a timely manner.

Visit www.stevesmowershop.com to get detailed information about us and meet our dedicated staff members. We're looking forward to working with you.

Steve's North End Mower Shop is located at 435 Mangers Mill Road, Pottstown, PA 19464. For additional information please call 610.323.7003.

CELEBRATING Non-PROFIT ORGANIZATIONS

Family Caregivers Network Celebrates 25 Years of Compassion and Excellence in Home Care

In 2000, Gerry Fioriglio, RN, established a home care company in Pennsburg, Montgomery County. The company began with a simple yet profound mission: to provide compassionate, high-quality care that improves lives and supports families. As they prepare to celebrate their 25th anniversary next year, they reflect on the dedication, growth, and resilience that have shaped the organization and impacted the lives of countless individuals involved in this journey. Gerry takes pride in the legacy she created a quarter-century ago and remains deeply committed to making a positive difference in the lives of the clients they care for, their families, and the local communities.

Over the past 25 years, Family Caregivers Network has witnessed significant transformations in healthcare and the growth of at-home care. When the organization was founded, the healthcare landscape was evolving with new treatments for long-term illnesses such as Alzheimer's and Parkinson's disease, along with changing healthcare policies and an increasing demand for in-home services. The organization embraced these changes and continually adapted to provide innovative solutions that meet the unique needs of each client.

The dedicated team of Family Caregivers Network is knowledgeable, compassionate, and committed to excellence. They assist clients with various activities of daily living, including meal preparation, medication

reminders, personal hygiene, housekeeping, and running errands. Care can be provided through short, intermittent three-hour visits, or with 24-hour care in the home. Their Live-in care service is especially popular, as it allows individuals to remain in their homes at a lower cost compared to moving to a nursing home.

The expert services provided through specialty programs, such as Memory Matters At-Home Activities for individuals with dementia and Alzheimer's disease, as well as an at-home program for those with Parkinson's, have led to positive outcomes in long-term care. Additionally, a free home safety evaluation conducted by a certified home safety specialist ensures that a person's home is as safe as possible for aging in place. The company's safety program is further enhanced by its Lifeline medical alert buttons. For the past four years, the Family Caregivers Network has been nationally recognized as the "Best of Home Care."

"Our journey over the past 25 years has been marked by the invaluable trust that families and communities have placed in us," said Gerry. "Providing care for a loved one is a deeply personal experience, and we are honored that so many families have chosen us as their care provider. Our team works tirelessly to uphold the highest standards of integrity, respect, and compassion. We are dedicated to making a positive difference—one life, one family, and one community at a time."



Gerry Fioriglio RN, CDP, BS
Owner/Geriatric Care Manager
Certified Dementia Practitioner

For more information about these and other programs offered by Family Caregivers Network, please visit www.family-caregivers.com or call 215.541.9030.

Age at home with Live-In Care



- Age with dignity and independence in your own home.
- Receive a higher standard of care with our specialized programs at home.
- Cost effective and personalized with 24/7 supervision and care.



Our Live-In Care Includes

Assistance with all ADL's such as Meal prep, Activities, Transportation, Housekeeping, Bathing, Dressing, and Companionship. Safety 24/7, with a caregiver in your home. Nursing care management oversight by an RN.

Call or email us today for a free consultation!
215 - 541 - 9030 • family-caregivers@comcast.net
www.family-caregivers.com



every one

deserves a decent place to live.

Happy Holidays from Habitat for Humanity of Montgomery and Delaware Counties! We are grateful to all our donors, volunteers, and community members who have supported our mission. Thanks to your generosity, we have helped thousands of families repair their homes, achieve financial stability, live in improved neighborhoods, and access affordable materials.

This holiday season, give the gift of hope, stability, and a brighter future to families in our community.

Scan the QR code to make a difference today!





Habitat For Humanity MDC
533 Foundry Road
West Norriton, PA 19403

Contact Us
610-278-7710
habitatmontdelco.org

Be Part of the Bigger Picture!

The Pottstown Rotary Club Wants You!

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

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

Rotary



Visit www.pottstownrotary.org



Realizing The Vision of Affordable Housing with Habitat for Humanity

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

One homeowner, Kesha, bought a Habitat home in Glenside, PA. She recalls what life was like before her new home. "I was living in a small two-bedroom apartment with my four children. The apartment was overcrowded, and the rent was increasing every year. It caused a strain on my finances; most of my monthly income was spent on rent. I was desperate to find a larger affordable home for my family but realized that I wouldn't be able to purchase the traditional way as mortgages were not affordable. I felt hopeless." She decided to take a leap of faith and apply for a Habitat home.

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



course. I learned about home maintenance, and I have met wonderful people."

The journey was not without its challenges. "Habitat does not hand people homes; you must be willing to partner with them to help yourself buy a home," she explains. "I had to participate in 400 hours of sweat equity. I helped build affordable housing for other families. I was painting, hanging drywall, and even helped dig a ditch." Despite the hard work, the rewards were immense. She shared her story at an annual fundraiser, volunteered at the Habitat West Norriton Restore, and found patience and perseverance throughout the year-long process.

Now, almost eight years into homeownership, she reflects on the best part: having a stable home for her family. "We are creating our own traditions and memories here. Two of my children are now adults and are on their own. This is our gathering place. We are a close-knit family, and I love that I have a big backyard for my grandchildren to play in. I earned my master's degree in 2020, and my daughter earned hers in 2022." Her

experience with Habitat exemplifies the transformative power of secure and affordable housing. Habitat for Humanity of Montgomery & Delaware Counties continues to impact families and communities. As Kesha enjoys the stability and joy of her home, her story stands as a testament to what is possible when families and organizations work together to build a brighter future.

We continue to help families across both counties and garner support from the community because of our mission and advocacy for affordable housing in the areas we serve.

There are many ways to support Habitat's mission, either as an individual or corporation. We appreciate individual donations in the form of Habitat's "Hope Builder" program, which individuals can support via a small monthly donation. As an organization, corporate partners can donate to our mission and volunteer on a build site or at our donation-based retail outlet, ReStore — an independently owned thrift store that accepts donations and sells a constantly changing inventory of diverse, high-quality merchandise at a fraction of the retail price. Proceeds from ReStore sales directly support Habitat's mission to build and renovate homes in our communities. Lastly, Habitat for Humanity offers a vehicle donation program, Cars for Homes, where individuals can donate old vehicles (cars, motorcycles, RVs, motorcycles, boats) if they have inflated wheels and can be towed. All vehicles are eligible for a tax deduction.

Together, we can create a world where everyone has a decent place to live. Visit our website to learn more about how you can get involved and make a difference today.

For more information about our program, or to get involved, visit habitatmontdelco.org.

CELEBRATING Non-PROFIT ORGANIZATIONS

Animal House Project is Expanding its Animal Welfare Initiatives

Animal House Project, a 501 c3 Charitable Organization is excited to announce the integration of Diane's Pet Supplies & Adoption Center located in North Coventry, Pennsylvania. This new addition will create a new vision for animal welfare, providing expanded services to support families and pets in need across the region.

Founded in 1989 by Diane Dietch, Diane's Pet Supplies & Adoption Center has long been a staple in the North Coventry community, offering pet supplies and adoption services to local families. The center has played a pivotal role in placing thousands of animals into loving homes, from dogs and cats to small animals and reptiles. In addition to pet adoption, the center has supported its community by hosting monthly low-cost vaccine clinics and offering a wide variety of pet supplies.

Animal House Project is a nonprofit that has been working to address the growing issue of surrendered pets due to financial

hardships. Established in 2007, it is best known for founding the Chester County Pet Food Pantry in 2010, Pennsylvania's first-ever pet food pantry. The pantry helps families facing financial crises by providing free pet food and services, allowing them to keep their pets rather than surrendering them to shelters.

STRENGTHENING THE MISSION

Animal House Project's board of directors expressed enthusiasm about the integration, emphasizing how the collaboration will provide greater access to resources for local pet owners and further the cause of animal rescue and adoption.

As part of this integration, Diane's Pet Supplies & Adoption Center will continue to operate and maintain its current services. The same dedicated staff, programs, and services will remain in place, ensuring a smooth transition for clients and supporters. The center's popular offerings—including pet food, toys, treats, and pet adoption services—will continue as before.

A 501(c) 3 Charitable Organization



ANIMAL HOUSE PROJECT
d/b/a Diane's Pet Supplies & Adoption Center

1486 Pottstown Pike,
Pottstown Pa 19465

(484) 558-0467

info@animalhouseproject.org

www.animalhouseproject.org



Our mission is to keep pets at home and out of shelters or rescues by providing donated pet food and pet care services to families facing financial crisis in Berks, Chester and western Montgomery Counties.

EXCITING UPDATES AND FUTURE PLANS

In addition to the integration, Animal House Project has some exciting updates on the horizon. The center will soon open a **Cat Café** just in time for Thanksgiving, providing a cozy space for visitors to interact with adoptable cats while enjoying a coffee or treat. The center will also continue hosting its monthly **Low-Cost Vaccine Clinic**, offering affordable vaccinations for pets in the Chester County area and beyond.

This addition for Animal House Project marks a significant milestone in our ongoing commitment to animal welfare, ensuring that it can continue to serve its community for years to come.

For more information, visit Animal House Project dba Diane's Pet Supplies & Adoption Center at 1486 South Hanover Street, Pottstown, PA 19465, or follow them on social media for updates about the Cat Café and other community events.



Adventure for a Cause

An initiative that combines the excitement of exploring new places with the opportunity to support important causes. Book this trip and \$100 will be donated to your favorite non-profit.



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Staterooms are limited!

AmaWaterways River Cruise Paris & Normandy August 21 - 28, 2025

Sail through the heart of France on the stunning Paris & Normandy River Cruise. Discover the magic of Paris, the rich history of Normandy, and picturesque villages along the Seine—all while indulging in world-class amenities aboard an award-winning AMAWaterways ship.

What's Included

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- Excursions: At least one complimentary shore excursion in every port
- Airport transfers to and from the airport if flights booked with AmaWaterways
- Port charges





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yourgoodwill.org

Amplify Your Corporate Giving: Partner with PAHWF to Build a Stronger Community

The Pottstown Area Health & Wellness Foundation (PAHWF) is your local partner in driving impactful community initiatives. As a community foundation, we connect local changemakers with resources to address pressing needs, fostering long-lasting positive change in education, health, and economic equity. Over the past two decades, we have invested over \$55 million across more than 250 organizations and initiatives, facilitating meaningful improvements that enhance the quality of life for residents being of over 260,000 residents surrounding Pottstown, PA. By pooling resources and directing funding to where it's most needed, we help ensure that community initiatives effectively tackle unique challenges faced by our region.

Your business has a unique opportunity to contribute to this legacy of growth and resilience. Partnering with PAHWF can enhance your corporate social responsibility efforts, amplify your

community presence, and strengthen your brand. Whether through direct donations, matching gifts, or collaborative partnerships, your support fuels local initiatives that promote youth development, health equity, and wellness programs. Together, we can elevate the quality of life for all residents while positioning your organization as a committed community leader.

Join us in making a lasting difference in the Pottstown Region. By aligning with the Pottstown Area Health & Wellness Foundation, your organization connects with a network of like-minded leaders who share a commitment to building a thriving, equitable community. Visit our website at www.pottstown-foundation.org and follow us on social media to learn more about how your contributions can drive impactful change. Be a changemaker and help us continue to transform lives — because together, we can create a healthier, more vibrant community for everyone.

Amplify Your Corporate Giving



As a business leader, **your support fuels community growth.** Together, by connecting changemakers we can elevate the quality of life for all residents through impactful, lasting change.

With **20 years of success** and **over \$55 million invested** alongside **250+ partners**, the **Pottstown Area Health & Wellness Foundation** invites you to join our mission.

Donate Today:

- Contribute to community projects or a cause that aligns with your values.

Multiply Your Impact:

- Match gifts or offer corporate donations to deepen community transformation.

Partner with Us:

- Collaborate to create a lasting impact and strengthen your brand's community connection.



Be a changemaker. Join your Community Foundation.

Visit our website and follow us on social media start your journey.



Inspiring Generosity,
 Passion, and Partnerships
 @PAHWF

www.PottstownFoundation.org
 152 East High Street, Suite 505
 Pottstown, PA 19444
 (610) 525-2904

Holiday Gift Guide

Billy's Homemade Candies

For nearly a century, Billy's Homemade Candies in Temple, Pennsylvania has been crafting superior handmade candies. Traditional recipes passed from family to family are still prepared in copper kettles over open flame before being covered in a fountain of the finest Milk and Dark Chocolate available.

You'll also find local gifts, gummy candies, ice cream novelties and more in the nostalgic retail location at 4949 Kutztown Road. Discover the joy of

picking your favorites from the large variety available or indulge someone with a pre-packed gift assortment.

Billy's offers gift-giving ease, with complimentary gift wrapping and the option to ship directly to your customers, colleagues, and friends. Order anytime at www.billyscandies.com or visit in store for the largest selection of Superior Chocolates since 1935!

For additional information, please call 610.929.1673



Revitalized Massage and Wellness

Inhale the Future, Exhale the Past

Revitalized Massage and Wellness LLC opened in 2022 and recently moved to their new fully handicap-accessible location with plenty of parking at 508 North Park Road, Wyomissing, PA 19610.

Licensed Massage Therapist Nicole B. Greiss offers medical massage therapy services, body contouring, trauma-informed and trauma and resiliency coaching, yoga and nutrition.

Specific massage services include: Swedish: Cupping; Deep Tissue; Hot Stones; Buccal massage; British Sports; Soft-Tissue Release; Myofascial Release; Trigger Point Therapy; Manual Lymphatic Drainage; Prenatal Massage; Infant Massage; Wood Therapy; Craniosacral; Migraine Relief; and TMJ.

Revitalized Massage and Wellness LLC is a registered Medical Provider Facility. They accept HSA/FSA cards, cash, credit card, Venmo and CashApp. ApplePay will be coming soon!

Body Contouring services are noninvasive and organic. Sessions include a customized treatment plan with services to target client's specific areas as well as wood therapy and lymphatic massage.

Trauma and Resiliency Coaching is geared to clients with trauma. Not a one-size-fits-all, trauma comes in all shapes and sizes. I offer individual and group sessions.

Prices are affordable at \$1.00 per minute starting with a 60-minute massage, and 30-minute services are \$40.00. They offer a loyalty card for clients. After 10 paid sessions, a client gets to pick a service of their choice for free for being a valued and loyal client.

For additional information, please call 484.272.5225 or email nikki@revitalizedmassageandwellness.com, and visit: <https://revitalized.noterro.com> or <https://linktr.ee/revitalizedmassageandwellness>



508 North Park Rd, Wyomissing, PA 19610
484-272-5225
nikki@revitalizedmassageandwellness.com
<https://revitalized.noterro.com>
<https://linktr.ee/revitalizedmassageandwellness>

Massage & Wellness LLC

Medical massage therapy services, body contouring, trauma-informed and trauma and resiliency coaching, yoga and nutrition.

- Affordable prices at \$1.00 per minute with a 60-minute massage. 30-minute services are \$40.00
- Registered Medical Provider Facility. We accept HSA/ FSA cards, cash, credit card, Venmo and CashApp. ApplePay will be coming soon!
- Loyalty card for clients. Pick a service of your choice for free after 10 paid sessions.



Nicole B. Greiss, LMT

Betty's Originals Gift Baskets for ALL Occasions

Betty's Originals Gift Baskets for ALL Occasions is a family-owned business, operated by myself and my mother-in-law, Georgeann. We purchased the business from long-time owner, Irma Burns (Schwenksville, PA), in early 2021. Since then, we have been working hard, adding different varieties of gift baskets to meet the requests of our customers. Whether you need a gift for family/ friends or an employer who needs holiday employee gifts, we have something for all.

Some of our customer favorites are Movie Night, Dunkin Donuts and Starbucks baskets, Baby Shower baskets, Sympathy and Holiday Baskets, just to name a few. And of course, the "Original Snack and Candy Tower" is our overall best seller, which contains a little something for everyone! We even offer gift baskets for pets!

Whether you are an individual, small business/group, or corporation we are confident that we can meet your gift

giving needs. We strive to offer affordable gift baskets for any budget. We accept cash, credit cards, Venmo and PayPal payment methods.

We offer local delivery to the Pottstown area and surrounding communities. As well as, 2-day Priority Mail shipping to anywhere in the world.

There are several ways to purchase a gift basket from us, you may call us at 484-500-1898 to place an order or discuss any questions you might have. You may contact us through our FB page @giftbasketsbybettyoriginals. Or email to bettyoriginalsbaskets@gmail.com.

We also participate in various vendor events throughout the area such as Craft Shows, Church Bazaars, Pop Up Markets, Pet Fairs and many others. Follow our FB page for event info!

We take pleasure in putting together thoughtful gifts for our customers. The process is creative, fun and rewarding in so many ways!



Betty's Originals
Gift Baskets for ALL Occasions
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Holiday, Birthday, Get Well, New Baby, Baby Shower, Anniversary, Italian Night, Pizza Night, Succulents, Starbucks & Dunkin Donuts ... just to name a few!
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bettyoriginalsbaskets@gmail.com
Facebook @ giftbasketsbybettyoriginals





The Collective

The Collective, located at 10 S. Hanover St., Pottstown, PA 19464, offers a range of beautiful, curated gifts including local artwork and hand-crafted, locally-made products, jewelry, greeting cards, home decor and more.

We are always on the hunt for new and interesting finds so that every time you visit The Collective there are things to discover.

Our shop is meant to be walked in and explored so we don't offer any e-commerce options. We want you to come and visit to see everything The Collective and Pottstown has to offer.

There's no telling what you'll find. We are focused on bringing you:

- Beautiful works and hand-crafted products from local artists and makers.
- Fair-trade and eco-friendly goods,

curated from our region and around the world.

- Creative Classes and Events to help you explore your creative side, find new interests and connect with others.

Our Community Connections are community partnerships supporting non-profits making a differing in Pottstown as our way of giving back to this community that has given us so much. We hope you will visit and that we can connect you to new artists or makers, invite you to take a creative class, or help you find that perfect gift at a price point you can afford.

Follow us on Facebook and Instagram for the most up to date information on artists, products and events.

For additional information, please visit www.thecollective19464.com or email contact@thecollective19464.com.




The Collective is a unique boutique and gallery specializing in hand-made artisan gifts and art. Come visit The Collective where we invite you to:
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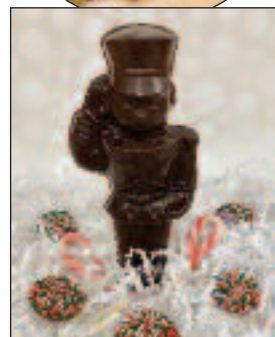
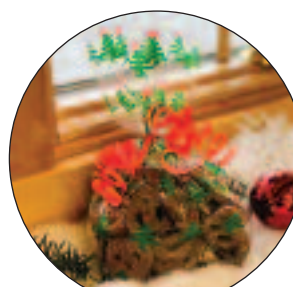
Reppert's Candy

Reppert's Candy has a sweet history and long-standing tradition of providing fine chocolates since Floyd and Dorothy Reppert founded the company in 1945. In 1978, the Reppert's decided to retire and sold the business to Larry and Jean Schell. Today, the business remains in the Schell family, and Keith Schell is the current owner.

Reppert's Candy, operating out of a 12,000 square foot facility in Oley Township, now offers more than 65 varieties of candy and approximately 200 different style chocolate molds. Reppert's Candy retail store is filled from end to end with seasonal chocolate decorative pieces, Halloween candy, and Thanksgiving treats. From full-size jack-o-lanterns, turkeys and cornucopias to chocolate and marshmallow ghost pops, the variety of seasonal treats will get you in the autumn spirit! The retail store's transition from Autumn to Christmas begins at Thanksgiving and lasts through the new year. Chocolate tree ornaments and custom packaged party favors are just a few examples of the hundreds of seasonal treats you will find at Reppert's retail store.

Reppert's also offers custom chocolates for your wedding favors and gifts for the wedding party, bride or even the groom. Reppert's can offer custom molds, custom packaging and plenty of options. Call them so they can learn how to make your special day even sweeter. You can reach them at 610.689.9200 or email: info@reppertscandy.com.

Reppert's Candy is located at 2708 W. Philadelphia Ave., Oley, PA 19547. For additional information, please visit: www.reppertscandy.com.



TAX PLANNING & PREPARATION GUIDE



RECORDKEEPING FOR TAX PURPOSES

Provided by H&R Block

Which records should you keep? You should keep information that you and the IRS need to determine your correct tax. Everyone should keep the following records.

Copies of tax returns. Keep copies of your tax returns as part of your tax records.

- Your tax returns can help you prepare future returns and amended returns.

- After you die, copies of your tax returns and other records can be helpful to your survivors or the executor or administrator of your estate.

Proof of income and expenses. Listed below are examples of income and expense documents you should keep. The list is not all inclusive.

Income	• Forms W-2, 1099, and Schedules K-1 • Bank and brokerage statements • Business and hobby income records • Records relating to sale of business property
Expenses	• Sales slips, invoices, receipts • Cancelled checks or other proof of payment
Deductions	• Medical expenses • Real estate tax records • Mortgage interest
Donations	• Details of cash and non-cash contributions • Written communications from qualified charities
Your Home	• Closing statements, including any refinance documents • Purchase and sales invoices • Receipts for improvements • Insurance records
Investments	• Brokerage statements • Form 1099 and 2439 • Mutual fund statements • Other basis documentation
IRAs	• Forms 1099-R, 5498, and 8686 for each year.

Records for Special Situations

Some items require specific records, in addition to the basic records of income and expenses.

- **Alimony.** If you pay or receive alimony, keep a copy of your written separation agreement or the divorce, separate maintenance, or support decree.

- **Business use of your home.** Keep records that show which part of your home is used for business and the expenses related to that use. Childcare providers should also keep track of hours open for business, as well as hours spent in preparation and clean up.

- **Gambling.** Keep an accurate diary of winnings and losses. Required information includes:

- Date and type of gambling activity.
- Gambling establishment name and address, and names of persons present with you.
- Amount you won or lost.

- **Tax credits.** Each tax credit includes special record-keeping requirements. Examples include:

- Provider's name, address, and taxpayer ID number for the Child and Dependent Care Credit.
- Physician's certification for the Credit for the Elderly or the Disabled.
- School records for the education credits.

- **Vehicle records.** If you use your own car for business, medical transportation, or qualifying volunteer work, keep a mileage log that includes the date, destination, and purpose of each trip. You also need to know how many miles you drove for other purposes, such as commuting and personal use. Your vehicle records should include purchase or lease papers and loan records. You may receive a larger deduction if you keep records of gas purchases, maintenance costs, etc., in addition to mileage.

What is Proof of Payment?

The records you keep provide the documentation to support the deductions and expenses claimed on your tax return. You must always keep documentation of the reason for the payment. Other documents, such as statements and receipts, will help establish that the item is allowable on your tax return.

If You Pay With	Then the Statement Must Show
Cash	Amount, payee name, transaction date
Check	Check number, amount, payee's name, date the check was posted to your account
Debit or Credit Card	Amount charged, payee's name, transaction date
Electronic Funds Transfer	Amount transferred, payee's name, date, the transfer was posted to your account
Payroll Deduction	Amount, payee code, transaction date

- **Account statements.** Account statements from your financial institution are acceptable as proof if they provide the information shown above.

- **Pay statements.** You may have deductible expenses withheld from your wages, such as medical insurance premiums and charitable contributions. Keep year-end or final pay statements to prove payment of these items.

- **Mortgage interest.** Form 1098, Mortgage Interest Statement, documents mortgage interest you paid. Be sure to verify that the amount is correct.

How Long Should You Keep Tax Records?

The IRS says you must keep your records for as long as they may be needed for the administration of any provision of the Internal Revenue Code, which means you must keep records of items shown on your return until the statute of limitations for that return expires. The statute of limitations is the time during which you can amend your return, claim a credit, or be assessed additional tax by the IRS. The chart next column lists some general guidelines.

Asset Records

Keep records of acquisition date and cost basis for each business or investment asset until the period of limitations expires for the year in which you dispose of the asset. For example, suppose you sold a piece of business equipment in 2020 and you meet condition (1) below. You must then keep records of that asset until at least April 15, 2024 (three years after the due date for your 2020 tax return).

Statute of Limitations	
If you	Then the statute of limitations is:
1) Owe additional tax, and conditions 2, 3, and 4, below, do not apply to you	3 years after the return is filed.*
2) Omit income that is more than 25% of gross income on your return	6 years after the return is filed.*
3) File a fraudulent return	Unlimited
4) Do not file a return	Unlimited
5) File a claim for credit or refund after filing* an original return	Later of 3 years after the return is filed, or 2 years after tax was paid.
6) File a claim for loss from worthless securities	7 years after the return is filed.*

* A return filed early is treated as being filed on the due date.

Electronic Records

Paper records take up a lot of space, and they can fade or be damaged. Many people prefer to keep electronic records instead of paper records.

All requirements that apply to hard copy records apply to electronic records, including record retention periods. If you scan or otherwise transfer your tax records to an electronic format, you must be able to store, preserve, retrieve, and re-produce the records in a legible, readable format. Remember to back up electronic records and store in a secure location.

Penalties

If you cannot substantiate certain items on your return with proof, the IRS may disallow those items, resulting in additional tax due. As a result, you may be subject to accuracy-related penalties due to negligence or substantial underpayment of tax.



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Behind Exciting Long-Term Business Growth is a Boring Bookkeeper...

The end of the year is a busy time for many reasons. Holidays, travel plans and family visits consume most of our days starting in November through January 1. But as a small business owner, there is even more you have to handle at the end of the year.

Right now, is the time of year when your business really needs your attention, especially in regard to accounting. Doing so not only helps you close out the current year on a high note, but it also sets you up for starting off the next year on the right foot.

Is your business on par with the following accounting tasks?

• **Monthly bank, credit card and loan reconciliations** — For the year-end, it is important to make sure what you show on your financial statements matches up with your bank and credit card accounts and your year-end statements.

• **Reconcile your accounts receivable and accounts payable** — There is a tendency to forget to collect on your invoices if you do not use invoicing software. Without a good collection system like QuickBooks, you may be missing out on the money you are owed.

• **Gather and Organize Your Receipts** — It is important to gather and organize your business-related receipts. A shoebox full of receipts is the last thing your CPA wants to see. There are many

apps available to download, which will simplify this.

• **Check Payroll** — A few common areas to watch out if you're worried about end of year accounting are withholding taxes for fringe benefits, deferred compensation, and end of year bonuses.

• **Collect W-9s** — Did you use vendors this year? If so, you will have to collect W-9 forms for some of them. The W-9 form can be used as a paper trail for the IRS to track your expenses. For every vendor that you have spent \$600 or more for services, you are required by law to issue and complete a 1099 form. The 1099 must be filled out and sent to the IRS by January 31st.

• **Take Physical Inventory** — For some of you, there is no need to take physical inventory. For others, getting an accurate account of your inventory is important. You will want to match it with your end of year balance sheet. It will also be helpful for your bookkeeper, especially to know how much you have spent on inventory throughout the year and its current value.

If the above-mentioned tasks are in a foreign language to you, or if you know that there is not enough time in the day to tackle this checklist, call Breslow's Bookkeeping Business at 215.272.5217 today.

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Grace & Grit Beyond Beauty was born out of a desperate need for alternative hair solutions for women in and around Berks County. Women lose hair for all types of reasons – hormones, aging, disease, poor nutrition, and medications just to name a few. Yet for some reason there is still have a stigma about wigs. It is time to change this mindset in our community. Wearing helper hair (wig, topper, extensions or otherwise) is not just about beauty, it is about empowerment and confidence. It is about helping that woman who is spending so much time worrying about her hair that she is missing out on special moments of her life.

Owner, Amy Ames, battles with her own hair loss. She went on a mission to figure out how to not just wear a wig but to wear it well. She accomplished this and wore alternative hair for over 5 years without notice. Now Amy is educating women on which alternative solution meets their needs, how to wear, care and style human and synthetic wigs and toppers. Custom coloring and lengths are available.

Grace & Grit Beyond Beauty also offers permanent eyebrow makeup treatments for thinning or disappearing brows. This is something that everyone should do for themselves and is something many teens of the 1990's now needs due to the overplucking trend. Permanent makeup brows – microblading, nano brows and powder brows last approximately a year without the need of touchup. Can you imagine the time this saves every single morning?

Schedule your complimentary Discovery call 484.663.3476 or visit www.graceandgritbeyondbeauty.com.



“Women do not wear wigs to look better for other people. Women wear wigs to feel better about themselves. It takes Grace and Grit to revive confidence which is way Beyond Beauty.”

– Amy Ames

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FRESHEN YOUR SOCIAL MEDIA FOR THE NEW YEAR



SOCIAL MEDIA TIPS By Theresa Mintzer

2025 is just around the corner. Do your social media accounts look tired? Now is the time to plan for growth in the next year. Set aside some time to assess the current state of all your business accounts.

List your social media platforms:

- Do you check each platform regularly for comments?
- Is your information up to date?
- Are there other places where your ideal client might get information regularly?
- Do you know the admins, editors, etc.? For security reasons, make sure you know the people that have access to your account.
- Has the account grown over the last year?

Your profile picture or logo:

- Does it look professional?
- Is it the same across all accounts?
- Does it reflect your brand?

Your bio information:

- Are you using key words that relate to your business?
- Are you listing activities and interests that show you are a thought leader in your field?

- Are you including a link to your website, offer, or email list?

Posting habits:

- Are you posting consistently?
- Do your posts reflect your brand?
- Are your posts engaging, educating, or entertaining your ideal clients?

Response to comments:

- Are you responding in a timely manner?
- Are your responses genuine?
- Are they more than one or two words?

Lastly, look at your most popular posts over the last few months. Think about why those posts resonated with your audience. Was it the topic, tone, or information? Use this to create similar content. Lastly, are you posting in a way that will increase your reach? Sharing short form video content such as Shorts, Reels, and Stories will help with the algorithm on different platforms. Need help? I offer social media coaching.

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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Morgan Truck Body, Inc. Welcomes New Production Control & Customer Care Team

Morgan Truck Body recently announced the creation of a new department, Production Control and Customer Care. The new department's mission is to enhance our post-sale customer experience. The team is responsible for overseeing customer care during the entire production cycle — from scheduling, managing the status, and communication of customer orders across Morgan's

multiple production facilities to coordinating the Sales, Inventory, and Operations Planning process. This is an exciting step for Morgan Truck Body to enhance their operational execution and customer experience.

For additional information, please call 800.666.7426 or email info@morgancorp.com and visit www.morgancorp.com.

Morgan Scholarship Award Program

Morgan Truck Body offers an exciting Scholarship Award program for full-time team members' children, who are continuing their education at an accredited two- or four-year technical school, college or university and have a minimum grade point average of 3.0 or higher at the time of applying.

Morgan is thrilled to announce that 10 outstanding students received this scholarship award of \$5,000 for the academic year back in July 2024. These students demonstrated exceptional academic achievements and remarkable dedication to their studies and communities. We proudly support them as they continue their educational journeys and look forward to their future accomplishments.

College Summer Internship Opportunities

Morgan Truck Body offers exciting internship opportunities every summer to college students. Summer internships are typically three-months and intended for college students entering their senior year in a Bachelor's degree program focused on Supply Chain Management, Human Resources, Quality Engineer, Mechanical Design, EHS, Tooling Design Engineer,

Continuous Improvement Engineer, Manufacturing Engineer, Cost Accounting, General Accounting or related fields of study. If interested in an internship with Morgan Truck Body please check out www.morgancorp.com/careers in February 2025 to see a full list of internship opportunities. You can read former intern testimonials at www.morgancorp.com/careers/advancement-opportunities/

Educational Assistance Program

Morgan Truck Body encourages the continuing education and training of its team members by providing financial assistance for education courses related to their jobs or careers. Morgan will reimburse up to a maximum of \$10,000 within any one calendar year for undergraduate education courses through an accredited college, university, or technical college that are directly related to a team member's current position or that might lead to promotional opportunities for the team members, or for courses that are a part of an approved degree or certificate program. Requirements must be met to be qualified for this program.

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PREPPING FOR HOLIDAY PROMOS? HERE'S HOW TO FINISH 2024 STRONG



MARKETING TIPS
By Julie Huff, Copywriter,
beMarketing

The holiday season is here, and it's the perfect time to bring some extra magic to your marketing! But successful holiday marketing takes more than seasonal cheer. It takes thoughtful planning and a solid strategy. Here are some tips to make this your *best* season yet.

Set Clear Goals: Before you dive into holiday offers, take a moment to set your goals. Are you looking to increase brand awareness, drive sales, or build customer loyalty? Knowing what you want to achieve will help guide every step of your campaign.

Segment Your Audience: The holidays are all about personal touches, and that includes marketing. Think about what different groups in your audience might want — offer new customers a first-purchase discount or give loyal customers exclusive early access to

holiday deals. Customized offers create lasting customer connections.

Create Limited-Time Offers: With the holiday season comes urgency! Use that to your advantage with flash sales, exclusive bundles, or unique holiday-themed perks. Whether it's a gift-with-purchase or a seasonal discount, make these offers feel one-of-a-kind to encourage customers to act fast.

Plan and Automate Your Content: The holidays are busy for everyone, so set yourself up for success by planning content in advance. With your posts, emails, and offers scheduled, you'll have more time to interact with customers and keep things running smoothly, even when the pace picks up and staff takes time off.

Wrapping Up: Holiday marketing doesn't just boost sales—it can build customer loyalty that lasts. Want to take your holiday strategy to the next level? Let's chat. Contact beMarketing to make 2024 your most successful season yet!

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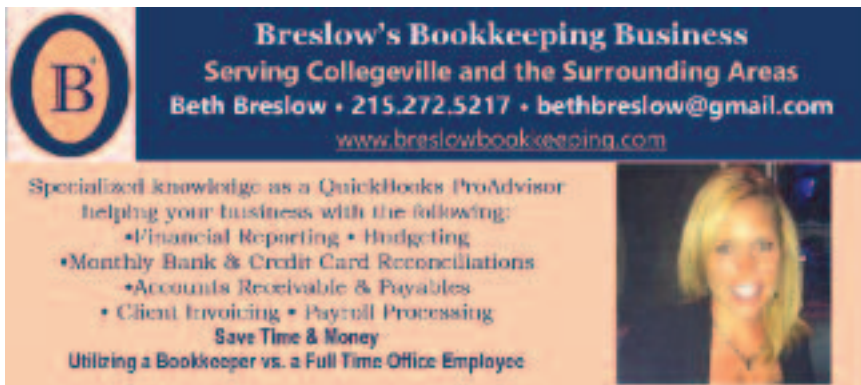
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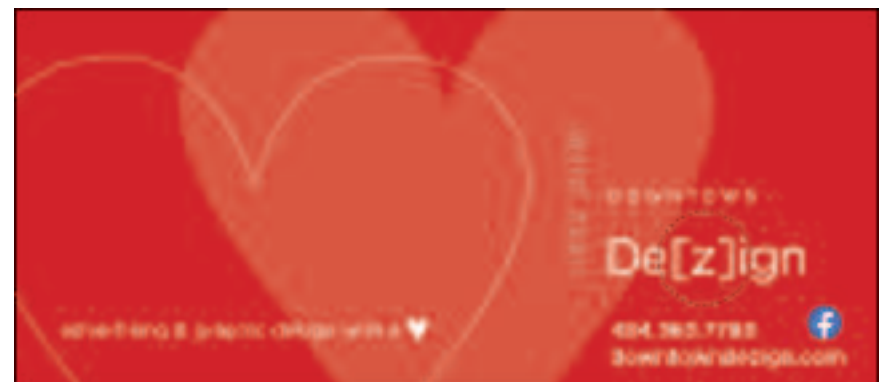
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Everything Printing was recently repainted, expressing their long-term commitment to the community.



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Left to right: Cady, Zach, Lee, Ben, and Jason.

In the era of everything digital, one might assume the need for print services would fade, yet local print shops continue to thrive. One such local gem is Everything Printing in Gilbertsville, a family-owned business that has served the community for more than two decades. Known for their quality work, friendly and knowledgeable service, fast turnaround, and customer satisfaction.

With capabilities to produce 20,000 prints per hour, and a paper inventory of over 2 million sheets, Everything Printing can meet same day / next day deadlines. From business cards and brochures to banners and booklets, Everything Printing offers a wide range of printing solutions. Dedication to quality, commitment to the community, and passion for print, Everything Printing isn't just a business; it's a staple of the local community.

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- Can retarget users online
- Have a short and clean URL
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CONSTRUCTION SERVICES/BUILDING & RE-MODELING HOLLENBACH CONSTRUCTION, INC.	23
HYDIER BUILDERS	13
DANCE INSTRUCTION POTTSTOWN DANCE THEATRE	11
DIGITAL PRINTING / MARKETING / ADVERTISING BERKS DIGITAL, INC.	26, 39
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EDUCATION / TECHNICAL SCHOOL NORTH MONTCO TECHNICAL CAREER CENTER	25
ELECTRICAL CONTRACTOR MARRIED 2 ELECTRIC	49
ENGINEERING SERVICES EARTH ENGINEERING	44
LUDGATE ENGINEERING	30
FLOORING CHESMONT CARPET ONE	40
MY DAD'S FLOORING	43
GRAPHIC DESIGN & SOCIAL MEDIA SERVICES SUZY RAE DESIGN	26
GRAPHIC DESIGN SERVICES DOWNTOWN DEZIGN	26
GRAPHIC DESIGN, SIGNS & PRINTING SERVICES FASTSIGNS	26
LUCKY SQUIRREL PRINTWORKS	26, 53
SIGNATURE SIGN, INC.	54
HEALTH / HEALTHCARE COMMUNITY HEALTH & DENTAL CARE	23
HEALTH & BEAUTY CAVAS EXPRESSIONS AESTHETIC BEAUTY SPA	27
GRACE AND GRIT BEYOND BEAUTY BOUTIQUE	22
REVITALIZED MASSAGE & WELLNESS	18
SHERYL WILLIAMS HAIR REPLACEMENT SPECIALIST	38
HEALTH & FITNESS / GYM FIT LIFE FITNESS	12
HEALTH & FITNESS / PERSONAL TRAINING AEROBIC RHYTHMICS	27
GYMGUYZ KING OF PRUSSIA & MONTGOMERY COUNTY'S1	51
HEALTHCARE READING HOSPITAL SCHOOL OF LIFE SCIENCES	5
HEALTHCARE / OCCUPATIONAL HEALTH OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL -TOWER HEALTH	2
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TRADING POST DEPOT	40
HUMAN RESOURCES CONSULTING WORKPLACE HARMONY	53
INDUSTRIAL SUPPLY CLARK INDUSTRIAL SUPPLY, INC.	44
INSURANCE SERVICES BONNIE HEATH SENIOR INSURANCE BROKER	41
CHESTER PERFETTO AGENCY / TRAVELSAFE INSURANCE 50	22
JAB INSURANCE BROKERS	22
LANDSCAPING / PROPERTY MAINTENANCE TONY & JOE'S LANDSCAPE DESIGN	52
LAWN MOWER SALES & SERVICE STEVE'S NORTH END MOWER SHOP	13
LODGING / HOTEL SURESTAY PLUS BY BEST WESTERN	49
MAINTENANCE/JANITORIAL SERVICES DEMEDIO'S BUILDING MAINTENANCE	30
MANUFACTURING MORGAN TRUCK BODY	24
REPPERT'S CANDY	19
MARKETING SERVICES BEMARKETING	25
MEDICAL SPA FRENCH CREEK AESTHETICS	50
YOUNG MEDICAL SPA	48
ORGAN BUILDERS PATRICK J. MURPHY & ASSOCIATES	39
ORGANIZATION POLKA DOT POWERHOUSE POTTSTOWN CHAPTER	10
POTTSTOWN AUTOMOTIVE REPAIR	46
POTTSTOWN ROTARY CLUB	15
SMALL BUSINESS RESOURCE ASSOCIATION	42
ORGANIZATION / CHAMBER OF COMMERCE GREATER READING CHAMBER ALLIANCE	31
ORGANIZATION NON-PROFIT ANIMAL HOUSE PROJECT	16
FAMILY CAREGIVERS NETWORK, INC.	14
GOODWILL KEYSTONE AREA	17
HABITAT FOR HUMANITY OF MONTGOMERY AND DELAWARE COUNTIES	14
HOBART'S RUN	10
POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION ..	17
PAYROLL SERVICES ELITE BUSINESS SOLUTIONS, LLC	30
PAYROLL SERVICES / BOOKKEEPING SERVICES EXPRESS DATA SYSTEMS, INC.	21
PAYROLL SERVICES / HR SUPPORT PREMIERNOW	56
PHOTOGRAPHY PROFESSIONAL KEVIN YORK PHOTOGRAPHY	27
STEVE LADNER PHOTOGRAPHY	48
PLUMBING CONTRACTOR A. JACKSON ECKER, INC.	27
PRINTING SERVICES EVERYTHING PRINTING	24
EVERYTHING PRINTING	26
REAL ESTATE KELLER WILLIAMS JOSEPH SCOTT MCARDLE	52
UNITED REAL ESTATE STRIVE 212 JEFF WITTIG	27
REAL ESTATE / COMMERCIAL & INDUSTRIAL ZUBER COMMERCIAL REALTORS	35
RESTAURANTS BEE KEEPERS CAFE	45
FRIDA'S MEXICAN TAQUERIA	45
GRACIE'S 21ST CENTURY CAFE	45
MR. STICKY'S HOMEMADE STICKY BUNS	12
MS. PICKLES SANDWICH SHOP	45
SPECK'S DRIVE-IN	45
YE OLD COVENTRY PUB	45
RETAIL THE COLLECTIVE	19
RETAIL / CONFECTIONARY BILLY'S HOMEMADE CANDIES	18
RETAIL / GIFT BASKETS BETTY'S ORIGINAL GIFT BASKETS	18
RETAIL / TOBACCO & RELATED PRODUCTS COLE TOBACCO	27
SCREEN PRINTING & EMBROIDERY AMITY SHIRT FACTORY	27
SECURITY SERVICES SECURITY SERVICE COMPANY	44
TAX PREPARATION SERVICES H & R BLOCK	21
TECHNOLOGY MOREFIELD	42
TECHNOLOGY / IT PC NINJA COMPUTER SERVICES & SOLUTIONS	24
STC NTECH & EDTECH SPORTS	54
TRAVEL AGENCY H & G TRAVEL ADVENTURES	16
TREE SERVICE CHIPPERTREE SERVICE, LLC	12
VIDEO PRODUCTION/TELEVISION PCTV NETWORK	41



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REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



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

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

UPCOMING EVENTS

Go Taste Berks 2024 - All Month Long!

Friday Nov 1, 2024

Location: All over Berks County!

Don't hesitate; passports sold out last time!

\$20 / GRCA Members; \$25 / Not-Yet Members

Note: All tickets are non-refundable, but transferable to a friend/family member. Want to purchase 10 or more passports? Contact Anna Lisa at

ALisa@greaterreading.org to receive a special discount.

Contact: Katie Johnson
kjohnsen@GreaterReading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11628>

Intro to Excel - November 2024

Four weeks on Thursdays:

Nov. 7, 14, 21, and Dec. 5

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

Location: 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/11826>

Environmental Health & Safety Roundtable 2024

Thursday Nov 7, 2024

12:00 PM - 1:30 PM EST

Location: Center for Business Excellence

49 Commerce Dr., Wyomissing, PA 19610

For registration and fee information, please contact Keith Stamm.

Contact: Keith Stamm, 610-898-7776
kstamm@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11803>

Berks Alliance Community Forum: Route 422 Improvement Project

Thursday Nov 7, 2024

12:00 PM - 1:00 PM EST

Register in advance for this meeting:

<https://us02web.zoom.us/j/6108987779>

After registering, you will receive a confirmation email containing information about joining the meeting.

Contact: David Myers
dmyers@graeterreading.org

GRCA Ribbon Cutting | Inn on Main

Thursday Nov 7, 2024

3:00 PM - 5:00 PM EST, cutting at 4

Location: 401 Main St, Oley, PA 19547

Contact: Jennifer B. innonmain401@gmail.com

Women2Women Networking & Public Speaking Essentials - Nov. 2024

Thursday Nov 7, 2024

5:30 PM - 7:30 PM EST

Location: DoubleTree, 701 Penn St., Reading

\$25 / GRCA Member; \$30 / Future GRCA Member

Advanced Registration Required

High School & College Students are free -

email kjohnsen@greaterreading.org

Contact: Jackie Stiles 610-898-7785

jstiles@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11593>

Lunch&Learn - 1099 Reporting from A to Z!

Tuesday Nov 12, 2024

12:00 PM - 1:30 PM EST

Location: Center for Business Excellence

49 Commerce Dr., Wyomissing

\$25 /member (member exclusive)

Contact: Katie Johnson 610-898-7779

kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11601>

MFG IP Workshop: Beginner 3D modeling and printing for manufacturing companies

Tuesday, November 12, 2024, from 3-5pm

Berks LaunchBox in the GoggleWorks Center for the Arts, 201 Washington St, Reading, PA 19601

Free class, but please register!

3D Printing for Small to Mid-Size Manufacturing Companies (google.com)

Contact: Erica Kunkel els5014@psu.edu

Ultimate Excel 2019/365 - November 2024

Four weeks on Wednesdays:

Nov. 13, 20, 27, and Dec. 5

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

Location: 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/11827>

De Mujer a Mujer - Superar la Diferencia Salarial de Género (Overcome the Gender Pay Gap) - Nov. 2024

Thursday Nov 14, 2024

5:30 PM - 7:00 PM EST

Location: Centro Hispano, Casa de la Amistad

25 N 2nd St, Reading, PA 19601

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

Contact: Jackie Stiles 610-898-7785

jstiles@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11607>

Intermediate Excel - November 2024

Four weeks on Mondays:

Nov. 18, 25, Dec. 2, and 9

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

Location: Shearer Technical

727 Penn Ave., West Reading, PA 19611

\$300/person - GRCA Members;

\$375/person - Future Chamber Members

<http://GreaterReading.org>

Contact: Mark Dolinski, Vice President Training and Professional Development

mdolinski@greaterreading.org

register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11828>

Family Business Alliance - Fall Forum 2024

Wednesday Nov 20, 2024

7:30 AM - 9:30 AM EST

Location: Abraham Lincoln Hotel

100 N 5th St., Reading

\$35 / GRCA Member; \$50 / Not-Yet GRCA Member

**includes breakfast

Contact: Jackie Stiles 610.898.7785

jstiles@greaterreading.org

<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11621>

GRCA Ribbon Cutting | First Commonwealth FCU

Wednesday Nov 20, 2024

3:00 PM - 5:00 PM EST

cutting at 3 pm

Location: 2 Cloister Ct, Sinking Spring, PA

Contact: Lisa Deutsch lddeutsch@firstcomcu.org

Berks Alliance Community Forum: Hope for the Homeless

Thursday Nov 21, 2024

12:00 PM - 1:00 PM EST

Register in advance for this meeting:

<https://us02web.zoom.us/j/6108987779>

After registering, you will receive a confirmation email containing information about joining the meeting.

Contact: David Myers
dmyers@graeterreading.org

Networking@Night - Bobcat of Reading

Thursday Nov 21, 2024

5:30 PM - 7:00 PM EST

Location: Bobcat in Reading,

5430 Pottsville Pike, Leesport

Free to GRCA Members

Contact: Katie Johnson 610-898-7779
kjohnsen@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11591>

Intro to Excel - Late November 2024

Four weeks on Tuesdays: Nov. 26, Dec. 3, 10, and 17

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

Location: 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/11829>



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

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

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

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

Never goodbye, always see you later!



By Eileen Dautrich, TCACC President

This is crazy, I cannot believe this is the last article that I will write for the *Rt. 422 Business Advisor*.

Fun fact – did you know that one of the first projects that I worked on after coming to the Chamber in March of 1999 was developing our relationship with the *Rt. 422 Business Advisor*.

We had a long-standing partnership for many years and used the newsmagazine as the official monthly newsletter of the TriCounty Area Chamber of Commerce. The cover of the first edition of the partnership is pictured here – crazy, right? So much has changed!

I wish I could list here all of the people that have contributed to my tenure here and the success of this organization. It takes a community, and your Chamber is a community. As a Member you make a choice (the right one 😊) to be part of this membership organization. You pay membership dues to be part of this community and as a result you are given access that non-members do not get. Take advantage!

As we move into a New Year, and I move onto my next chapter, I encourage all of you to take a moment and set a goal for your team and your business to take advantage of one member benefit that you have not used before or attend one of the many events planned for 2025 that you have not attended before and add a few pages to your own TriCounty Area Chamber of Commerce story.

Remember this is your Chamber. Never hesitate to contact the Chamber office and share with the team what assistance you need.



I do have a request that I would like to ask of each of you. I mentioned earlier in this article that membership in this Chamber is a choice. BUT...my hope has always been that TriCounty Area Chamber of Commerce Membership is not a choice. A new business opens, and you visit that new business, and you ask if they are a member of the chamber, and your answer is "you need to be!" The vendors that you use for your business – are they members – they need to be. Customers of your business, businesses, and organizations you support and are a part of – I think you get it by now – "they need to be!"

So, imagine the number of additional and different connections everyone could make if each of you just casually and informally shared your chamber story and how you benefit from the Chamber and encourage other businesses to also benefit from the Chamber to help their business grow.

I cannot thank you enough for the support, participation, and involvement that all of you already have provided to this organization! We have the "Best.Members.Ever." Please do not hesitate to connect with me on LinkedIn if we are not already connected so we can stay in touch. Best of luck to you in your future endeavors!

One final shout out from me to an incredibly special group of people. I have loved my job and coming to work every day and the great programming and great customer service that we have been able to provide and that has only been possible because of the Best.Team.Ever. A huge thank you to Melissa Shainline, Hailey Heimbach, Alice Funk, and Angie Mizic-Gallardo for their support!



WELCOME NEW MEMBERS!

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

Berks Surveying & Engineering, Inc.
(610) 944-8528

<http://www.berks-surveying.com/>
Engineers - Civil / Environmental / Mechanical / Municipal, Engineering, Surveyors

CE Tumbling

(267) 644-8747

<https://cetumbling.com/>
Recreation, Health Clubs / Fitness Centers / Gyms

Endeavor Business Brokers

(610) 952-8658

<http://endeavorbusinessbrokers.com/>
Financial Services

Stick Figure Fundraising, LLC

(484) 661-7581

<http://www.stickfigurefundraising.me/>
Consultants

MEMBER ANNIVERSARIES

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

35 Years

Borough of Boyertown

15 Years

FASTSIGNS

10 Years

Fred Beans Ford of Boyertown, Inc.

Gerhart, Hartman & Ritner, Ltd.

Sunnybrook Village Business Campus

5 Years

Achin' Back Garden Center, Inc.

JJC Automotive

Milestone Financial Associates

REGIONAL CHAMBER ROUNDUP

Small Business Season Holiday Gnome Contest

How it works:

1. Visit any of the small businesses listed (Scan QR Code) to locate the Holiday Gnome.
2. Snap a photo with the Holiday Gnome and share it on Facebook, tagging [etricountyyareachamber](#) and the business you are at.
3. The Chamber will maintain a list of everyone who tags us with a photo of the gnome on social media.
4. Each week, a winner will be randomly selected to receive a prize!
5. You can enter as many times as you like—more entries mean a better chance of winning!

See participating locations, prizes, and more details by scanning the QR Code!




TRICOUNTY YOUNG PROFESSIONALS Individuals aged 21-40

SOUPer Bowl Event

**Thursday, December 12th
5:00 PM - 7:00 PM
ARTFUSION 19464
341 Beech St., Pottstown, PA 19464**

Join TriCounty Young Professionals at ArtFusion 19464 to paint soup bowls for their upcoming Soup Bowl Event. Snacks provided!



Even though this is a free event, please register so that our host is able to have the appropriate number of supplies ready for our group.



Ugly sweater contest!



MEMBERSHIP Breakfast

PRESENTED BY TRICOUNTY YOUNG PROFESSIONALS
LEADING WITH IMPACT PANEL



Heather Chandler, President of Sealstrip Corporation



Mike Gillin, Site Vice President of Constellation



Dr. Rick Patel, President and CEO of Diamond Credit Union

**Wednesday, January 8th
8:00 AM - 9:30 AM**

Spring Hollow Golf Club
3300 Schuylkill Rd., Spring City, PA 19475

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

Young Professionals (under 40) who are Non-Members, please contact sailey@tricityareachamber.com for Member pricing.

Sponsored by:  

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



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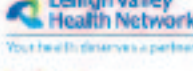








SUPPORTING COMMERCE








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."

UPCOMING EVENTS



Phoenixville Social Hour
December 03, 2024 - Rec Room - 6PM



December 06, 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.



Visit our events page
for details on
these events and more.



REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE

521 Main Street, Trappe, PA 19436 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net



Welcome to the Perkiomen Valley Chamber of Commerce!

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

New Chamber Program

Discover Incredible Local Deals with the PV Perks Card!



For just \$10, unlock the best of the Perkiomen Valley with the PV Perks Card—your ticket to **exclusive discounts** and unbeatable offers from 15 of our community's top spots in **dining, shopping, and family fun!** Order online at www.PVChamber.net

WELCOME NEW MEMBERS

Brandon Lee Wolff, Esq. – Legal Counsel
(215) 436-9813
www.linkedin.com/in/brandonleewolff

Rock Roofing Contractors –
Roofing, Siding & Gutters
Ron Radcliffe (215) 528-7939
www.rockroofingcontractor.com

Bfit Training Studio –
Personal and group exercise training classes
Bethanne Smith (610) 745-4979
www.bfittrainingfitness.com

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!



DEC 10 at 5PM

RIVERCREST GOLF CLUB & PRESERVE

Food Stations / Signature Cocktail Music / Exhibitors / Non-Profit Displays Silent Auction / Basket Raffles / Wine Pull

All Welcome! Purchase tickets www.PVChamber.net

Join us for an evening of gratitude and celebration as we recognize community leaders for their service to the Perkiomen Valley region. Honored guests include clergy, municipal managers, Local and State Legislatures, non-profit directors, school board superintendents and first-responders. **Sponsorships** start at \$150. Contact the Chamber office to donate wine (min. value \$20 ea) and/or basket raffle/silent auction items. 610-489-6660.



- Vendor Fair
- Swag Bags
- Luncheon
- Networking

Panel Discussion - Ask the Experts
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Store Front - Parking Lot side Was a sneaker outlet **1900 Sq ft**
Store Front - Parking Lot side was a dance studio **2200 Sq ft**
"L" Shape location (no windows) entrance on Oak St. **5221 Sq ft**
Call for more information and showings.

LAND FOR SALE Washington Twp - Berks County

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



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

1,995,000

FOR SALE-
504-512 Chestnut St., Pottstown



Attention Real Estate Developers!

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

Reduced to \$665,000

FOR SALE- 355 Circle of Progress Dr. - Pottstown

There is a main general office with kitchen cabinets measuring 15'x36'; 3 smaller offices (10x16, 10x11 and 10x11) Board/conference room 11'6x14' powder room and a 7x9 utility room. This totals approximately **1,352 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.



\$949,000

FOR LEASE
355 Circle of Progress, Pottstown
PRIME OFFICE SPACE



Main office, 3 smaller offices, Conference Room, Powder Room & Utility Room.
Approx 1,352 Sq ft **\$1750/mo**
plus electric, heat, water, sewer, trash, lawn care & snow removal.

SAVE THE DATES: for these holiday favorites sponsored by the Zuber COMMUNITY OUTREACH committee



DROP OFF
through Dec. 7th
201 E Phila Ave., BOYERTOWN
Phone: 610-369-0303



FRI, DEC. 6th through TUE, DEC. 31st
Log into: www.zuberrealty.com/lighttour
For a full list of homes and other information
and cast your vote by Dec. 31st.



bring the Kids
for a visit with SANTA and the elf
Sunday DEC. 15th 11am to 2pm
201 E. Phila. Ave., BOYERTOWN
BRIC, PHOTOS, POOL, FUN and SANTA giving GIFTS to all the girls and boys

BE BETTER.
GROW FASTER!



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 **Small Business
Resource Association**



THE SBRA COMMUNITY

Are You Looking for Customers or Guests?



By Gary Seibert, CEO,
Small Business Resource Association

Contrary to what most people think, I do not like to refer to the people we do business with as customers. To me a “customer” is someone you have a financial transaction with when they purchase a product or service from you.

You give something to them and they, in return, give you an appropriate amount of money in return. Robots can do that. In fact, I just read about some restaurants that are using robots to wait on tables, take orders and deliver the food. Other than going there once to experience the novelty, I am pretty sure that would be my only visit. I prefer people to people interaction.

People like to do business with people they know, like and trust. Just being a customer will never accomplish that end goal. In fact, if all you do is treat people like a customer, the likelihood that they will be a return customer will be reduced as most people are looking for much more than just a financial transaction.

Decades ago, there was a chain of 46 restaurants in Philadelphia called automats, an iconic waiter-less, coin operated restaurant under the name Horn and Hardart. They didn’t even have tables, just counters where you would stand and eat the food you got out of a vending machine. They opened in 1902 and lasted almost 100 years. At their heyday in 1940, H&H served almost 70,000 people a day. However, trends and culture changed as fast-food restaurants with plenty of seating and people to take your orders replaced the automat concept. They wanted more

customers, but their customers wanted more than vending machine food and standing at a counter to eat.

Today, the bar and restaurant industry nationwide provides over 660,000 places for you to go and satisfy your eating and dining desires. The mortality rate in this industry runs between 40 to 60 percent failure during the first two years in business. Are those failures because the food was not very good, the décor was just okay, the prices were too high or was it something else. My guess is that the owners were more interested in looking for customers than looking for what the customers really needed – Good ole fashioned, “GUEST SERVICES”.

Some of you may remember the TV sitcom “Cheers”, “where everyone knows your name”. It was based on a neighborhood bar, below a popular restaurant, that was frequented by the same clients almost daily. People were greeted as they walked through the door, and when one of the characters walked in everyone shouted “NORM”. The bartender and waitresses knew everything about everyone and they made everyone feel special every time they entered the room. Hospitality 101—great Guest Service.

Just think what your business would look like if you, and everyone that worked for you, greeted everyone that walked into your business with a smile and a genuine friendly look on their face. They talked to them and found out their name and something about them. They made it a point to make the person feel like a GUEST and not just a customer. They helped them find what they were looking for while not being pushy and just trying to make a sale. Whether they

purchased or not, the GUEST felt welcome and treated as a friend. H&H provided a good product at a good price but failed miserably at GUEST SERVICES.

Disney is the KING of Guest Services and has one of the best training programs for their employees anywhere in the world. The standard for everyone in the organization is pretty simple—100 percent every moment you are on the Disney property. No exceptions, No excuses, treat everyone as an honored Guest. Here is the Disney guideline for Guest Service.

1. Make eye contact and smile at everyone you come into contact with.
2. Greet and welcome each and every guest.
3. Seek out information about the guest as to make them feel special.
4. Provide immediate service and recovery for guest needs.
5. Display appropriate body language at all times including facial expressions... and get rid of the cell phone.
6. Preserve the “Magical” Guest experience—Leave your problems at home and be happy.
7. Thank each and every guest for visiting and invite them back for another experience.

Disney knew the value of being aggressively friendly and hospitable, the importance of first impressions—“the greeting”, and making sure you take care of all the customer’s needs and problems.

No matter what your business is, you will have interactions with people, clients, employees, vendors and competitors. How you treat them may be the difference between people wanting to do business with you or NOT. Outrageous Guest Services is a choice. Are you treating your clients as a customer or a guest?

Your Business—Your Future—Your Choice



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SBRA EVENTS

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



SBRA Breakfast Referral Club

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

Tune Up Tuesday Zoom Workshop –

Tuesday, December 3rd, 9:30-10:30 am

Information. Sharing. Motivating.



Networking "Jingle" Mingle

Wednesday, December 18th, 5:30-7:00 at Riverfront Federal Credit Union

IDENTITY THEFT — PROTECT YOURSELF!



By Anthony Pomponio, Chief Lending Officer,
Riverfront Federal Credit Union, Certified Fraud Examiner

In today's digital age that includes instant peer to peer payments, it is important protect yourself against identity theft. As more and more personal information is stored online, there are ways to protect yourself from identity theft:

1. Use strong passwords: Choose complex passwords that include a mix of letters (including capital letters), numbers, and symbols. Use a unique password for each of your accounts and avoid using the same password for multiple accounts. While this may seem like a daunting task to remember passwords, it is the single most important thing you can do to protect yourself against identity theft.

your password. The more obstacles you put between you and the scammer, the better. Scammers want to move quickly. Like a burglar coming across a house with many spotlights vs one that does not.



5. Protect your devices: Keep your computer, smartphone, and other devices up-to-date with the latest security updates and antivirus software. Be cautious of public Wi-Fi networks and avoid accessing sensitive information while connected to an unsecured network.

2. Be cautious of phishing scams: Scammers often use phishing emails or phone calls to trick you into providing your personal information. Be suspicious of unsolicited emails or calls, and never provide personal information unless you are certain the request is legitimate. In many cases, phone calls will mimic the financial institution that you work with. This is called "spoofing." Again, never provide personal information to a person you do not know.

6. Be cautious of sharing personal information especially on social media. Avoid sharing your full name, date of birth, and other sensitive information online. Furthermore, never provide details when you are away from your home, travelling or any other personal life event online. Scammers can utilize this information to trick, hide or physically break into your home when you are away.

3. Monitor your credit report: Check your credit report regularly for any suspicious activity. You can obtain a free credit report from each of the three major credit bureaus once per year. Services exist that will monitor your credit report daily for a fee. Be sure to use legitimate companies for this service.

7. Shred sensitive documents: Shred any documents that contain sensitive information, such as credit card statements or bank statements, before disposing of them. Many local townships have shredding events — check when these occur so that you can shred all of your personal information.

4. Use two-factor authentication: Enable two-factor authentication for your online accounts. This adds an extra layer of security by requiring you to provide a second form of authentication, such as a code sent to your phone, in addition to

By taking these steps, you will protect yourself against identify theft by making it harder for the scammer to get access to your personal information.

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Ask SCORE

ACHIEVING PRODUCT/MARKET FIT FOR YOUR SMALL BUSINESS STARTUP

Every business starts as an idea. Turning that idea into a profitable small business startup requires your idea — your product or service — to achieve what's known as product/market fit.

Product/market fit is the evidence that your product or service fills a need in the market and that the market is willing to pay enough for it to allow your business to generate a profit. So, how do you know if your product or service is a fit?

Listen to your customers. They'll tell you whether your product or service fits their needs.

The only way to truly achieve product/market fit is to first listen to your customers. Then, develop your product or service around meeting that need and solving the problem with a better solution.

Better solutions can come in multiple forms. You can develop a new solution or an improvement to an existing solution. If you uncover that the market

is unwilling to pay for an existing solution, you may be able to achieve product/market fit by offering a less expensive alternative to a competitor's product.

"Consider that your business will only succeed if it adds real value for the user. In this case 'value' means that businesses or individuals will understand they need or want it enough to pay you a price that will give you profit and success," advises SCORE mentor Bob Goedjen. "Start by understanding your target market's need and then whether you will be a better solution than your competition."

Before you jump in, do research to determine if your product or service has product/market fit.

A business must turn a profit to stay alive. Without product/market fit, you can't sustain your business and will end up losing money. Take these three steps to achieve product/market fit before you launch your startup.

(Continued on page 40)



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Ask SCORE

(Continued from page 39)

Conduct Research to Understand your Customer's Current and Future Needs

Understanding the true needs of your customer and what they're willing to pay for a solution is the first step in identifying product/market fit. Start by researching your target demographic.

Perform primary research by spending time with a prospective customer or within your industry. You can also conduct secondary research by reading industry blogs and articles, print publications, or looking at the results of research studies and surveys. You can even conduct your own survey by polling a group of prospective customers or using third-party online services like Survey Monkey.

Develop A Single Value Proposition

Trying to be all things to all people is a losing battle. Focus on just your target customer. Ask yourself, 'what it is that they most value?', 'what problem do they have that no one else has solved?' and 'what are they willing to pay for the solution?' By working to fully solve one pain point for your customer, you're

more likely to achieve product/market fit and deliver better value in the end.

Listen. Learn. Adapt.

Have a well-thought-out business plan, but also be open to shifting the plan as you receive customer feedback and as you watch the needs of your customers evolve. Even once you've achieved product/market fit, don't stop listening and learning. Your customer's feedback and buying behavior are your best indicators of product/market now and over time.

Achieving product/market fit is not an easy part of the startup journey. It pays to have support from a colleague or mentor experienced in the art of launching a startup, like a SCORE mentor. A SCORE mentor will help you through the entire business planning process, including the research needed to fully assess product/market fit. Contact a SCORE mentor today.

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WHY WAS MY WORKERS' COMP CLAIM DENIED IF I HAD A POSITIVE MRI?



LEGAL PERSPECTIVES

By Daniel E. McCabe, Esq., Wolf, Baldwin & Associates, P.C.

Workers' Comp. attorneys often hear the above phrase in many different forms. There are often times when injured workers have diagnostic tests, such as an MRI, which show various injuries to various different body parts. Injured workers will often feel as though a diagnostic test would be the key to proving that an injury is work related. However, this is not always the case. In fact, even a positive MRI could mean very little.

Many of my clients will be very confused when they suffer a back injury and subsequently get an MRI which shows a herniated disc, only to find out that the insurance company is going to deny the claim. "How could they do that?" I often hear. Well, diagnostic studies, such as an MRI, an EMG, or an x-ray are not always a direct indicator that there has been a work injury. Many injured workers feel that as soon as they see a positive finding on a diagnostic test it must mean that whatever the test shows was caused by the work injury. However, this is often not the case. Many of us may be walking around with various degenerative findings in our spines, for instance, which may or may not be causing any types of symptoms. Anyone over 40 years old is likely to have various abnormal findings that may show up on an MRI, which maybe causing no symptoms whatsoever. Until there is a work injury, or pain rising to the level of needing treatment, most people never get any type of

diagnostic scans of their bodies. When they do and there is a finding, it's often easy to think that it must have been caused by an injury. Thus, diagnostic tests, as useful as they can be, can often be misleading to people who have never had them before.

Workers' Comp insurance carriers will usually hire highly skilled doctors to perform what is called an "independent" medical exam (IME) to perform a thorough examination of the allegedly injured worker, and will frequently report that a diagnostic test is only showing findings that are age-related or degenerative instead of being related to a work injury. This is, in fact, is one of the most frequently litigated issues in Workers' Comp cases. Are the findings on the MRI new and caused by the work injury, or are they actually age-related and unrelated to the work injury? There are some definitive ways to tell whether a finding on a diagnostic test is a new finding, but even those ways can be questioned.

(Continued on page 42)

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LEGAL PERSPECTIVES

(Continued from page 41)

Confusing things even more is that there may be a finding on a diagnostic test that is clearly age related and existed before the work injury, but it may have been made symptomatic by the work injury. Thus, it could be argued that while the diagnostic test is showing perhaps a herniated disc that clearly predated the work injury, the injured worker was never symptomatic until the accident at work. This is known in the Workers' Comp world as an aggravation of a pre-existing condition — which is, by law and without a doubt, a work injury. The only problem with this argument is that an aggravation injury may be difficult to actually prove. Further, employers and insurance companies often use the existence of a pre-existing herniated disc on an MRI as a way to deny the claim, especially if there is a pre-injury MRI to which to compare the post-injury study.

MRIs are not the only diagnostic test that can be read in multiple ways. An Electromyography (EMG) is a diagnostic test that measures the electrical activity in muscles to assess the health of muscles and nerves. In the Workers'

Comp world, this test can often be used to corroborate a complaint of pain which is radicular in nature (shooting down one's leg starting from the lower back area, for example). However, the test is notoriously inaccurate, and positive findings can sometimes be caused by other physical issues than a nerve being pinched in an injured worker's back. However, many injured workers will receive a positive EMG and feel as though that should be definitive evidence that their injury is work related.

And of course, there is the good old x-ray. Many injured workers get an x-ray showing some type of fracture and immediately feel as though they are entitled to benefits related to a work injury. However, a skilled physician can read an x-ray and make a determination that the findings on the x-ray may have predated the work injury. For instance, a fracture in someone's spine can often show up months or even years after the injury, but when it does, they might feel as though it should be evidence enough to show that they have suffered an earlier work injury.

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All the disc levels in the human spine have correlating dermatomal patterns of nerves which go down into the various upper and lower extremities in the human body. For instance, the L1 nerve pattern generally goes into the lower back, hips and groin. Thus, if you were to suffer a herniated disc at that level, you might feel pain in those areas. However, for the injured worker complaining about pain going down the back of the legs, a "positive finding" of a herniated disc at L1-2 would not have any relevance to the complaint of pain going down the back of the legs. This illustrates that positive findings on an MRI are not necessarily going to be definitive evidence of a work injury.

There are also times when an MRI shows almost no findings, but the injured worker nevertheless complains of pain. Specifically, a torn labrum in the shoulder will only usually show up on a MRI if the MRI is performed with contrast. This type of MRI is when a dye is injected into the affected area, which allows the radiologist to see the injured structures in more detail. This type of study is called an MR arthrogram. Sometimes a regular MRI may not show any injury, which can trigger a denial from a Workers' Compensation carrier.

But if the pain persists, a doctor may request an MR arthrogram, which then may reveal the tear that was not visible on the non-contrast MRI.

The reality is that these diagnostic tests are really just a piece of a larger puzzle. They are simply evidence to be used to try to prove that a work injury occurred. These tests are certainly not always the winning chip that many injured workers think that they are. For instance, a diagnostic test showing a herniated disc at L4-5 may not really mean much at all in diagnosing the work injury. A corroboration with a physical exam, together with a thorough history of the mechanism of injury, is really the only way to make this type of finding useful. Injured workers should not be surprised if a diagnostic test is not the definitive way of winning a Workers' Compensation case.

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C. He and managing attorney Levi S. Wolf are two of about 200 lawyers across the state who have been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

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BUILD A BETTER BUSINESS BY LISTENING TO YOUR CUSTOMERS

Do you ever wonder what your customers think of your business? Are you meeting their expectations? Are there areas that need improvement? Will they like that product or service enhancement you've been thinking about?

All those answers and more are there for the asking. All you have to do is listen.

A casual conversation can yield a tremendous amount of valuable information about why your customers are coming to you, what you are and are not doing right, and whether past problems have been fully rectified. You can also get insights on the issues and needs they're facing, giving you ideas on ways in which your business can help.

You shouldn't corner customers on the spot for answers, of course, particularly if they are pressed for time. Instead, agree to meet or talk at a convenient time and discuss ways you can help customers explore their options and select the right action to achieve their goals. Remember, your small business will gain customer trust only by listening, not rambling endlessly about what you offer. Results are what customers care about the most. If you provide results, you gain their business.

Once you've listened attentively, you have the information you need to create an urgency to act that is based on the client's needs, not yours. No need to push. Just use your knowledge to understand the customer's own urgency. That's why they are talking to you in the first place.

As you hold these conversations, common themes will likely emerge that you can incorporate into your service strategy. Remember too that while you should treat all customers equally well, not all of them have the same priorities and concerns. An issue that Customer A perceives as absolutely critical may be hardly worth talking about to Customer B. Still, only a few minor adjustments may be necessary to address the needs of both, further enhancing your reputation as a can-do business!

Customer satisfaction is crucial to a small business. For more help, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter near you.



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

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

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



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CLOSING SALES STARTS WITH BUILDING TRUST

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

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

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

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

Listen

Step one in building trust is to stop talking and simply listen to your prospective customers. Demonstrate curiosity in what they do and show interest in helping them solve their challenges. Ask questions about them and their situation rather than jumping into a sales pitch.

Respect Their Time

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

Always Have Their Interests in Mind — Not Yours

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

(Continued on page 48)



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Ask SCORE

(Continued from page 46)

Keep Your Promises

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

Respect Your Competition

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

Go the Extra Mile

Fulfilling your obligations is a must when building trust. But, going above and beyond is a sure way to expedite the process. Make your customers feel special by investing in their business and their mission. You can take them to lunch just to check in, send them article links that you think will help them with

a project or initiative, connect them with your contacts on LinkedIn, or any number of efforts that they may value.

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

Closing the sale is no easy feat. Whether you're just getting started or looking to expand your client base, use every resource you have at your fingertips, including your local SCORE chapter. When you work with a SCORE mentor, you'll gain the advice and insight of a seasoned professional with experience in building a client base built on trust. Contact a SCORE mentor today.

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Located at 2200 Stacey Drive in Reading, PA, SureStay Plus by Best Western Reading North (formerly Comfort Inn) offers exceptional accommodations and is one of the region's top hotel destinations. Situated at the intersection of Route 12 and North 5th Street (Business Route 222), guests will find themselves just 5 minutes from downtown Reading, making it a perfect choice for both business and leisure travelers.

A Local Favorite with a Legacy of Excellence: Owned by Vijay Joshi, Reading Hotels LLC, SureStay Plus is led by General Manager Janet Lamborn, who proudly celebrates 25 years in the hospitality industry as of August 2024. Janet's dedication to the field and her team's commitment to delivering superior service have made this hotel a beloved choice for visitors. The hotel is particularly known for its *exceptionally clean rooms* and *friendly customer service*—two key reasons why the property



Janet Lamborn

maintains consistently strong reviews from guests.

Ideal Location for Business and Leisure Travelers: When you stay at SureStay Plus by Best Western Reading North, you'll enjoy a range of thoughtful amenities designed to make your stay as comfortable as possible. Each guest room includes: 55-inch LG Flat Screen TV with HD channels, Refrigerator and Microwave Oven, Coffee Maker, Hair Dryer, Iron and Ironing Board, Free Parking.

(Continued on page 50)

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(Continued from page 49)

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Fresh, Hot Breakfast to Start Your Day Right: The hotel offers a *complimentary hot breakfast buffet* from 6:30 am to 9:30 am, ensuring you start your day on the right note. Breakfast offerings include: Scrambled Eggs, Bacon or Sausage, Hot and Cold Cereals, Fresh Fruit, Yogurt, and Pastries, Make-your-own Waffles. And for a refreshing pick-me-up, there's always *freshly brewed coffee* available in the lobby, along with *lemon-infused ice water* for a cool, refreshing break.

Flexible Meeting Space for Your Next Event: Need a space for a meeting or event? SureStay Plus by Best Western features a *meeting room* that can accommodate up to 30 people. Perfect for private meetings, parties, lectures, product demonstrations, depositions, memorial services, and even prayer meetings, this versatile space is an excellent option for hosting gatherings in a comfortable setting. Whether you're organizing a small corporate event or a family celebration, the hotel's meeting room is equipped to meet your needs.

A Commitment to Cleanliness and Quiet Comfort: As a *No-Smoking facility*, SureStay Plus by Best Western Reading North ensures that guests enjoy a healthy and comfortable environment. The hotel observes quiet hours from 10 pm to 7 am, so you can relax and unwind without disturbances. Rooms with *two double beds or 1 king bed* are available, making it a perfect choice for families or small groups.

Best Western's Annual Convention: Accelerating Success: SureStay Plus by Best Western is proud to be a part of the Best Western brand, a company that recently held its Annual Convention in Charlotte, North Carolina, from October 21 to 23. The convention's theme, "*Accelerate*", emphasized the importance of agility and adaptation in the ever-changing hospitality and technology landscape. Attendees were inspired to innovate and stay ahead of industry trends, with the event taking place in the NASCAR capital, Charlotte. The theme reflected both the speed of the racing world and Best Western's commitment to accelerating its own success.

For additional information, please call 610.371.0500 and visit www.bestwesternreading.com.

WHEN THE ADMINISTRATIVE ELITE GOES SILENT



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

When I graduated from college with a BA in Political Science, my father helped me get an appointment as an intern for the AFL-CIO in the Industrial Union Department (Old CIO). I was excited to start a career and was assigned to work on an education program explaining the new *Occupational Safety and Health Act of 1971*.

I did what they wanted but was disliked by my boss, and I found myself at the Xerox machine making copies of the course material all day. Luckily, the office manager guy decided that it would be better to send the copying to a printer, and I spent my time reviewing the federal register for updates on the Act.

Updates came occasionally, and I sat there at my desk doing nothing. When there were updates, I copied them and sent them out to the national union presidents. Once, about halfway through my internship, the threshold values (tlv) of toxic

substances list were published as a final rule. More substances were listed than in the interim rule, and I sought to find what was new on the list. What I found was that new substances had been added, but more importantly, what was deleted was the entire Benzene Suite of chemicals.

I knew this was big and reported it to my boss. He took credit and diminished my diligence. However, in EPA, the higher-ups were impressed with whoever found this out. I was invited to lunch (at Trader Vic's) with the under-secretary and told that "sometimes people in positions of influence make mistakes in their assumptions, and someone made the assumption you did not exist." Everyone at the table laughed. I did not understand but laughed. I got a 10-dollar-a-week raise and started getting invited to parties where the movers and shakers were.

Much of my success can be traced back to that incident. Never take something for granted; the people in authority like to write their own rules. In that case, everyone went silent about how the Benzene suite of chemicals disappeared.

(Continued on page 52)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 51)

I learned to pour over the rules, read the laws, read the regulations, and if I could argue, I could end up doing what I wanted because it is allowed under the law. Combined with my street presence (thug life), I was able to work in some of the worst neighborhoods in America and apply my skills of providing transfer payments and structural grants to the underserved.

The other day, I thought about this incident and how the Undersecretary held his fork backward and told me I silenced them. In 1971, these people were people of influence, but now we know them as the administrative elite. They interpret regulations and seek administrative remedies. Recently, the administrative elite executed a beloved internet sensation, P'nut the Squirrel, because he and "Fred the Raccoon" lived with a family instead of in the wild.

Recently, I started reviewing the demolition of the A. Samuel Bicking Dam, which caused flooding and toxic chemicals in the Brandywine. I reported this to the contracting agency and am still waiting to hear back; otherwise, they are working on it.

So, last month, I sent a right-to-know request to the Pennsylvania Department of Environmental Protection regarding some

of the issues related to the administrative approvals for the breaching of the dam.

I asked for two specific documents needed to breach the dam. Alas, it appears neither exists. When you do this kind of investigation if the fish are swimming in the barrel, ordinary people come clean, but the administrative elite remains silent.

I was told people are afraid of being sued. I learned something when I got fired on South Street because I would not "join the team"; hiring an attorney cuts off all conversation.

It is best to call for public hearings and conduct them through the Downingtown Resilience Fund to resolve this administratively. I have tried to be friendly and cooperative. I was not looking for blood from career employees but instead looking for Environmental Justice. There is no need for a lawsuit as we seek damages. We have already experienced the damages, and we need the issue to be rectified. It will be the very agencies that created the problem that will need to fund and fix the problem.

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

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RESUMETEMPLATES.COM SURVEY FINDS 7 IN 10 FULL-TIME WORKERS SEEK EXTRA INCOME TO COVER HOLIDAY EXPENSES THIS YEAR

Despite wage growth, most employees feel their current salary isn't enough for seasonal costs

ResumeTemplates.com, the leading platform for free professional resume templates and examples, has released new insights from a survey of 1,250 full-time U.S. workers, uncovering widespread concerns over holiday affordability. Conducted in November 2024, the survey reveals that 70 percent of full-time employees will take on extra work to cover holiday expenses, with most planning to work in gig roles, seasonal retail positions, or freelance jobs.

To offset holiday expenses, 40 percent of respondents say they've already taken on extra work, and 30 percent plan to do so in the coming weeks. Among those seeking additional income, workers are putting in extra hours at their current job (44 percent), working for another employer (36 percent), or pursuing self-employment (43 percent).

Popular types of extra work include food and package delivery (42 percent), seasonal retail jobs (32 percent), and freelancing (27 percent), such as writing or graphic design. Ride-sharing services (26 percent), pet or house sitting (16 percent), social media influencing (15 percent), and restaurant or bar work (14 percent) also feature among common choices.

"Picking up seasonal work isn't a new concept, but now there are more flexible options than ever," says ResumeTemplates' Chief Career Strategist, Julia Toothacre. "Gig work, seasonal

jobs, and freelancing are popular because they're often short-term, skill-based, and require minimal experience, making it easier for workers to earn extra without extensive training."

When asked about their ability to afford the holidays on their current income, 42 percent of respondents say it's either definitely (16 percent) or probably (26 percent) not enough. Just 18 percent say their salary is definitely sufficient, while 26 percent feel it probably is, and 14 percent remain uncertain.

Of those working extra hours, 81 percent are doing so to cover gift costs, 50 percent for holiday meals and gatherings, and 38 percent for travel. More than one-quarter of workers taking on extra work expect a drop in productivity at their main job.

This survey, conducted in November 2024, included 1,250 U.S. respondents who work full-time. Participants were selected based on demographic criteria and screening questions. To view the complete report, please visit: <https://www.resumetemplates.com/7-in-10-full-time-workers-seek-extra-income-to-cover-holiday-expenses-this-year/>

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