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OCCUPATIONAL HEALTH PROVIDERS



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

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



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

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



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

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



**Theresa 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

Occupational Health & Travel Medicine

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

ACE JANITORIAL

Ace Janitorial, led by owner David Souvannarath, is a trusted name in commercial cleaning. With a robust background in retail management, David took over this family-owned business from his in-laws in 2020, continuing a legacy that has spanned over a decade. Ace Janitorial specializes in cleaning commercial buildings of all sizes, ensuring that office and bathroom spaces are meticulously maintained. What sets Ace Janitorial apart is their commitment to providing quality cleaning services at affordable prices, coupled with free consultations to address specific needs.



David Souvannarath



BEFORE

At the heart of Ace Janitorial's mission is a dedication to excellence and customer satisfaction. They understand the importance of a clean and professional environment, particularly for offices requiring after-hours cleaning services. Their expertise and attention to detail ensure that each space they clean is not just spotless, but also conducive to productivity and well-being.

Over the years, Ace Janitorial has built a strong reputation for reliability and top-notch service. They have become a go-to choice for businesses looking for thorough and dependable cleaning solutions. Whether it's a small office or a large commercial building, Ace Janitorial delivers exceptional results that meet the unique needs of their clients.

By combining a personal touch with professional standards, David and his team have created a cleaning service that businesses can rely on. Ace Janitorial's dedication to quality and affordability makes them a standout in the industry, continually striving to exceed customer expectations and maintain high standards of cleanliness.



AFTER



For more information,
please visit
www.acejanitorialberks.com
or call 610.931.1285, or
email: 1acejanitorial@gmail.com.





Cover Story: GYMGUYZ of King of Prussia offers a mobile personal training service that makes regular workouts achievable and convenient. Whether you prefer group exercise or one-on-one, at home, in your backyard, at the office, or at a local park, GYMGUYZ brings the equipment, training, and enthusiasm to you!



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

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I Get Another Chance

... AND MORE!

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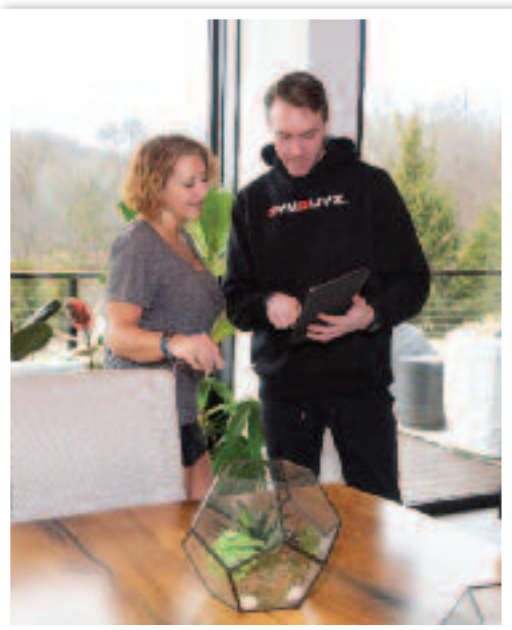
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It's Never Too Late to Get into Shape with

GYMGUYZ®



Shannon Rizzo & Jesse Levan, Owners



PHOTOS PROVIDED BY STEVE LADNER PHOTOGRAPHY AND GYMGUYZ

By Kathy Hunt

Remember how you vowed to be more physically active, eat healthfully, and get in shape in the new year? Don't sweat it if you still haven't started to improve your diet or begun exercising. It's never too late to act on those resolutions and embark on a fitness journey with GYMGUYZ of Mainline and Montgomery County. Thanks to this mobile personal training service, the old excuses of not having enough time or not wanting to fight traffic to get to the gym disappear. GYMGUYZ brings the workout to you.

Whether you want to exercise at home, on your break at work, in a local park, or in your own backyard, GYMGUYZ supplies not only the expertise and enthusiasm but also the workout equipment. From stretching and toning to strength and weight resistance training, GYMGUYZ has the gear for whatever exercise program meets your needs. Its customized vans contain all the necessary fitness tools, including mats, resistance bands, jump ropes, dumbbells, stability balls, body bars, kettlebells, and yoga and Pilates equipment.

"We often get clients who are just starting out on their journey and have no equipment," said Shannon Rizzo,

chief wellness officer at GYMGUYZ of Mainline and Montgomery County. "They may be busy business owners who have trouble taking time for themselves and who need some accommodation. They're so busy serving the community and the public, but they know their health is slipping. They need us to show up for them."

Rizzo added that many people have some fitness equipment, such as resistance bands or a Peloton, in their homes. They may also have access to their office, apartment, or housing complex's gym. Any of these can be incorporated into their workouts.

First steps toward better health and fitness

Since opening in November 2023, GYMGUYZ has expanded its geographic reach to support clients in Montgomery, Chester, and Delaware counties. How does someone interested in working out and adopting a healthier lifestyle with GYMGUYZ get started? The first step is to schedule a free, at-home assessment through the website <https://www.gymguyz.com/king-of-prussia/contact/> or by calling 484.214.2162.

Once an in-home assessment has been scheduled, one of GYMGUYZ's licensed, certified, and bonded trainers will meet with the prospective client and determine their baseline physical ability. The coach will also discuss the personal health and fitness goals.



The hour-long evaluation covers medical history, medication and nutrition reviews, and body, measurement, and fitness assessments. All of this information aids the trainer in creating a safe, individualized program.

The trainer shares the person's muscle mass and body mass index (BMI). The latter is based on an individual's height and weight and indicates what weight category into which each person falls — underweight, normal weight, overweight, moderately obese, severely obese, or very severely obese.

"People receive this information, whether or not they sign up," said Rizzo, who co-owns and operates GYMGUYZ of Mainline and Montgomery County with her husband, Jesse Levan. "One of our medical partners often says, 'Know your numbers,' because it's essential information for overall wellness. It's very important for people to have this knowledge."

There is no fee or obligation to join GYMGUYZ. If someone decides to train with the franchise, there is no contract to sign. Instead, you select from packages of one, 12, 24, 48, or 96 training sessions, all of which last one hour. With each package, you can either choose to have the same trainer run all your sessions or opt to rotate between coaches.

Invariably, people want to know how quickly they will notice a change in their weight, strength, endurance, and overall health. With GYMGUYZ, clients begin to see an improvement anywhere from three to 15 weeks after the first session. Timing depends upon how frequently the person engages in training. Before starting GYMGUYZ or any fitness program, people are encouraged to talk with their physician. That way, they will know if they are at risk for specific injuries or health problems that could be triggered or exacerbated by certain exercises. Training programs are structured to avoid these issues.



Wellness teams and good nutrition

Along with its training, GYMGUYZ has wellness teams featuring a nutrition coach and core specialist. "We've had many clients with back injuries and bulging discs, so we now have a beautiful wellness team that surrounds and helps them with their programming and rehabilitation," Rizzo said.

Depending on a client's needs and any chronic conditions, three different trainers, all of whom have different specialties, may see that individual. Yoga, rehabilitation, power lifting, prenatal, postpartum, women's nutrition, and sports and conditioning are among the fields of expertise offered.

In addition to its traditional clients, GYMGUYZ has partnered with medical and medical weight loss facilities in the area, including Gameday Men's Health and Options Medical Weight Loss, to offer physical training and nutritional coaching. As Rizzo said, weight loss and physical fitness training go hand-in-hand.

In terms of nutrition, Rizzo and Levan encourage clients to explore different cuisines and learn how to select and prepare whole foods sourced from their communities. Cooking for yourself can be fulfilling —



Look what I made! — and a way to carve out a little quiet time just for you.

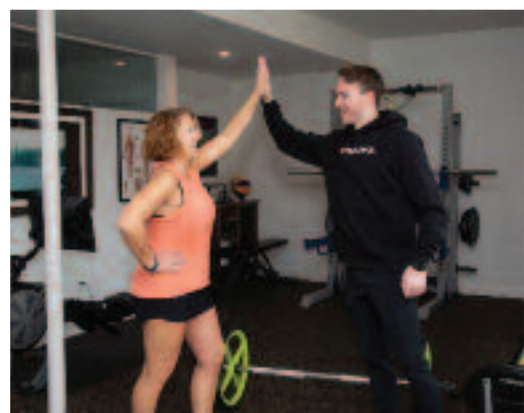
For those who aren't keen to cook, GYMGUYZ has partnered with ICON Meals to offer an exclusive discount for clients. ICON Meals provides five specialized meal plans — Get Lean, Keto, Extreme Protein, Lean Lifter, and ICON — all designed to support different fitness and lifestyle goals. These ready-to-eat meals are delivered straight to your doorstep. No need to shop, chop, or sauté. Just unbox, heat, and eat.

In addition to this special offer, GYMGUYZ is actively seeking local partnerships to expand meal prep and planning options for its clients.

Keeping workers healthy and happy

Corporate wellness has become a major part of the franchise's business. As defined by the employment website Indeed.com, corporate wellness refers to the benefits that a company puts in place to improve employee well-being. These programs aim to strengthen workers' physical and mental health, increase job satisfaction, and attract new, talented employees to a company.

(Continued on page 8)



(Continued from page 7)

Return-to-office mandates have played a role in the growing emphasis on corporate wellness. As more businesses require remote workers to return to the office, those in upper management have begun to consider how to increase engagement and satisfaction among their employees.

"We're striving to help people with small and mid-sized businesses who are looking to improve the health of their employees, both their physical and mental health," Rizzo said. "We help them initiate a wellness program or look at an already initiated program that hasn't inspired employees to participate in it."

It was through home training sessions with various company chief executive officers (CEOs) that the idea of creating corporate wellness programs arose.

"The CEOs are talking about these challenges as we're working out with them. We want to help them serve the most people possible in the best way we can," Rizzo said. "By participating in corporate wellness, employees come home energized and not feeling overworked or that they can't handle things. It impacts their happiness quotient and the business's bottom line. It improves their home and work life."

As with its home fitness clients, GYMGUYZ carries out free, on-site employee assessments. Based upon the interest level, a trainer may hold small, short classes or personal training sessions at the office. Alternately, basic health and wellness information will be provided to the employees.

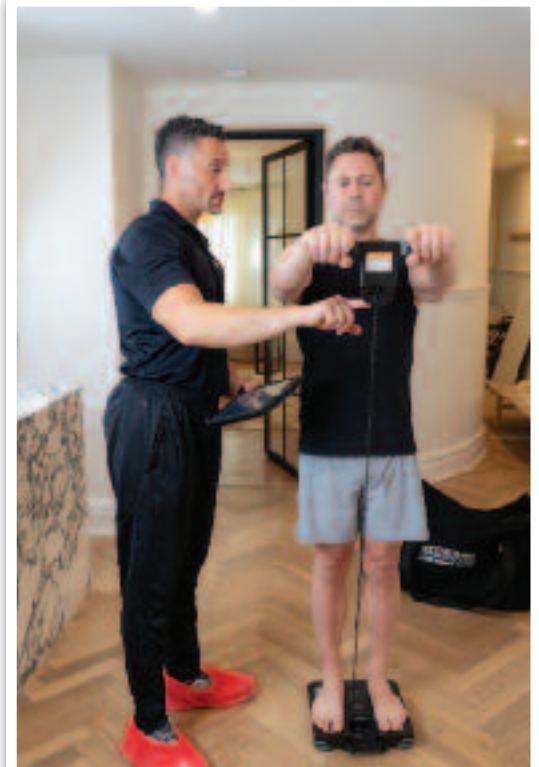
For employees who have never participated in an exercise class, GYMGUYZ has a 30-minute movement or breath work class. There's no need for special outfits or gear; here, participants wear their normal office clothes. More active workers can join a more strenuous

course that features strength and conditioning training. For those at their peak fitness level, such as longtime runners or cyclists, GYMGUYZ offers extreme strength and conditioning sessions. All three types of classes focus on flexibility and movement and reducing physical tension and stress. To accommodate hectic business schedules, classes take place before, during, or after work.

All participants receive a reassessment that shows how they're progressing. If they express interest in training sessions outside the office, either for themselves or family members, GYMGUYZ will schedule an at-home evaluation and craft a customized program for the participant(s).

Supporting children, seniors, and other communities

In addition to helping employees remain active and healthy, GYMGUYZ aids children of various ages and fitness levels with getting in shape. "Our Fit Kidz program has worked out extremely well," Rizzo said. "We're serving multiple KinderCare & Goddard School locations in their summer camp and that number is growing every day. The kids love us. And the directors love us because they get to step back and watch the kids really have fun and get involved."





Levan added, “The children do obstacle courses and lots of different exercises to help them develop hand-eye coordination, motor skills, and build self-esteem. Even the cool kids love it.” The age range for their Fit Kidz programs is 18 months to 12 years.

The work with kids doesn’t begin and end with summer camps. GYMGUIYZ provides in-home or virtual sessions for youths to help them create healthy and safe habits around fitness and nutrition. Together with the parents, the trainer works to improve the child’s, or children’s, overall health and positive self-image. As stated on the GYMGUIYZ website, “We never push our young clients to impossible lengths or ask them to perform routines that they’re not comfortable with.”

GYMGUIYZ has seen a large influx of young athletes who want to stay in shape year-round. “In the off-season, kids who play sports, like wrestling, soccer, softball, and swimming, are working with us,” Rizzo said. “Core work and breath work are especially important for the swimmers.”

Often, existing clients’ children are involved with seasonal sports and need personal training after the one season ends and the next begins. If the parents have a gym at their workplace, they may bring the kids to that gym so that they can work with a GYMGUIYZ trainer after school. Parents may also schedule time in the evening, after the kids have finished their homework, for an at-home session.

Seniors are another population that GYMGUIYZ supports. Countless studies have shown that aerobic exercise and strength training can reduce joint pain, stave off age-related muscle loss, and improve mobility, balance, and bone health. Additionally, exercise has been shown to ease depression, anxiety, insomnia, and cognitive decline in the senior population.

Participants in GYMGUIYZ senior programs tend to reside in assisted living facilities. Most are in their 70s or 80s. Some have health conditions, while others do not. Keeping various needs and abilities in mind, GYMGUIYZ senior fitness programs include strength training, stretching, and cardiovascular activities. Exercises usually focus on balance, coordination, flexibility, posture, and strength.



“It’s been so exciting to see the seniors’ energy when they leave,” Rizzo said. “It brings a huge smile to my face. And they can be so competitive, watching each other to see who’s picking up and using heavier weights.”

For those who have special needs or travel frequently, GYMGUIYZ runs virtual fitness sessions. A coach hosts either one-to-one classes or small groups consisting of two to five people for friends or family sessions. Sessions last for one hour on an easy-to-use online platform. With virtual fitness, people can work with a personal trainer anywhere at any time. It’s an easy and convenient way to exercise.

Focus on fitness, family, and the future

Getting in shape doesn’t have to be a solo endeavor. In fact, GYMGUIYZ encourages people to work out together. As the *Washington Post* reported in March 2023, having an exercise pal increases socialization, motivation, the willingness to try new things, and, undoubtedly, fun. Plus, GYMGUIYZ’s semi-private packages can save people money.

From Rizzo’s perspective, more spouses now work out together as do siblings and kids with their parents. “It’s really awesome to see families combining a lot of their different values with personal training. They’re spending time together and having quality time while taking care of themselves,” she said.

Over the past year, Rizzo and Levan became even more committed to their emphasis on family and staying healthy. Since opening GYMGUIYZ in 2023, Levan has faced several medical issues, including an undiagnosed, hereditary blood disorder that resulted in a pulmonary embolism and emergency surgery at the University of Pennsylvania.

“We really had an awakening about health. Now, we’re focusing on making sure everyone understands how to take care of themselves, even when things that are unexpected happen,” Rizzo said. “If Jesse hadn’t been so healthy, he wouldn’t have made it.”

When Rizzo and Levan started to hire their employees, Levan’s health issues caused them to prioritize “attracting talent and people with the biggest hearts who are family-oriented and community-driven,” Rizzo said. “Our team has taken a beautiful turn with the most passionate, compassionate people on it.”

Skilled, licensed, and compassionate trainers. Safe, individualized workout programs. The chance to exercise where you want, when you want, and with whom you want. The opportunity to have fun with family, friends, and colleagues while improving your strength, endurance, flexibility, and health. All these perks, and more, await you with GYMGUIYZ. Why not follow up on that resolution to get in shape today? Contact GYMGUIYZ of Mainline and Montgomery County at 484.214.2162 and visit <https://www.gymguyz.com/king-of-prussia>.



CELEBRATING WOMEN'S HISTORY MONTH

Christy Shutter – Battery Warehouse

Christy Shutter is the owner of Battery Warehouse, Inc. (BWI). She started her battery career working part-time for her father, Paul Walters, while attending college for a business degree. Her father founded BWI in 1987. Their first location was in Sinking Spring on Route 724, but when the new highway came through the area, the business needed to relocate, so they opened a new store on Route 422 in Wernersville.

Before Christy worked full-time in the battery business, she wanted to get some business experience on her own. Her first job was at Nuclear Support Services (NSS) in Campbelltown, PA, a company that provided nuclear engineers and technicians for nuclear power plants in the United States. Next, she worked in Robeson, PA, at Associated Wholesalers, Inc. (AWI), for the CEO as his administrative assistant for ten years. Then,



she worked in the executive offices for Fulton Bank in Lebanon, PA. During this time, Christy continued working part-time for Battery Warehouse, Inc. She married Todd Shutter in 1998, and they had their son, Reed, a few years later. In 2004, she decided to start her battery career full-time at Battery Warehouse, Inc. Her husband, Todd, joined BWI in 2006. Todd and Christy opened a second battery store in Lebanon, PA, on 12th Street. As the business grew, BWI-Lebanon moved to a larger facility on Cumberland Street, Lebanon. Then in 2015 they built their current location, 125 Schneider Drive, Lebanon. Their son, Reed, joined the family business in 2020.

Unfortunately, Christy's father, Paul, passed away in November 2020 and her husband, Todd, in September 2023. She made the difficult decision to consolidate



their two stores, closing the Wernersville store and moving everything to their Lebanon store. Christy said she is VERY GRATEFUL to their Berks County customers for continuing to support BWI in Lebanon. The Lebanon store is just a short 20-mile drive on Route 422 west and only one block north off Rt 422/Cumberland Street at 125 Schneider Drive, Lebanon, PA 17046. We still provide delivery services to our business accounts in both Berks and Lebanon counties.



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Berks Women2Women

Berks Women2Women (W2W), a signature program of the Greater Reading Chamber Alliance (GRCA), is dedicated to supporting women at all stages of life—from students taking their first steps toward leadership to senior executives where women can connect, learn and grow. To ensure accessibility, we have partnered with Our Konnection to provide Spanish interpretation services at most of our events, making our programming more inclusive and impactful for the diverse women of Berks County.

W2W also is committed to breaking barriers, including the "grass ceiling"—the unseen obstacle keeping women off the golf course—a space where key

business relationships are often built. Through our golf programming, we empower women to confidently participate in these opportunities, strengthening their networks and professional growth. Beyond that, our workshops and events focus on practical skills that benefit women in both their personal and professional lives, helping them navigate challenges and achieve success.

In addition to year-round programming, our annual Women2Women Expo in April provides a platform for women to promote their businesses, connect with others and gain valuable insights. At the heart of W2W is a mission to inspire, uplift and support Berks County women—because when women thrive, our entire community benefits.

Bonnie Heath
Senior Insurance Broker
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Bonnie@thefreedomportal.com



Serving the Tri-County Area for over 10 years!

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

Lighthouse Leadership Coaching and Development LLC



For over twenty years, Lana Potgieter has been an internationally recognized leadership coach dedicated to empowering business owners and executive

teams in small to mid-sized organizations. Originally from South Africa, she relocated to Pennsylvania in 2024 to be closer to her daughter and grandchildren. With this move, she founded Lighthouse Leadership Coaching and Development LLC, continuing the success she built in South Africa.

With experience spanning three continents, Lana has helped numerous businesses unlock their growth potential. She blends global insights with a passion for leadership excellence, driving local impact by equipping teams for strategic growth and alignment.

In celebration of Women's History Month, Lana is launching *Lioness Leadership* — a uniquely focused program designed to help women lead with confidence and impact.

Why join? Great leaders don't just grow — they help others grow.

This 14-week program is designed to help you master personal leadership and expand your influence by:

- Leading with integrity and character
- Empowering your team and colleagues
- Building a strong circle of accountability

This isn't passive learning—it's a transformational experience within a hand-selected community of committed women. Enrollment is by application only.

Ready to roar and elevate your leadership? Apply now and receive:

- A needs analysis to ensure the program aligns with your goals
- A chemistry check conversation to build the right group dynamic
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Your Coach will be Lana Potgieter

With experience spanning three continents, Lana has helped numerous businesses unlock their growth potential. She blends global insights with a passion for leadership excellence, driving local impact by equipping teams for strategic growth and alignment.



BREANNA ANGSTADT
INTUITIVE
TRANSFORMATION COACH

Find the Root Cause to why you're overweight & find out why you're stuck.

ABOUT ME

Breanna Angstadt is a Certified Integrative Nutrition Health Coach, Life Coach, NLP Master Practitioner & Personal Trainer.

Breanna spent most of her life overweight, diet hopping whilst battling eating disorders. After many years of trial & error, seeking help & transforming her mindset, she not only surpassed her health & fitness goals, but then went on to inspire others to transform their own lives. After founding the successful Just B Whole Body & Wellness Coaching, Breanna has used her experience, education & intuition to coach women around the world transform their mindset as well as their physique.

When you focus on the bigger picture, beyond the number on the scale & heal your body as a whole, weight loss becomes a **SYMPTOM** of your **SUCCESS**.

DOES THIS SOUND LIKE YOU?

- Losing weight feels impossible.
- Nothing works no matter what you try.
- All you think about is food.
- You obsess over your weight.
- Everything you do (or don't do) revolves around your weight.
- You're tired & defeated but you're still willing to do what it takes to lose weight & be DONE.
- You're ready to try something different so that you have different results.

Being overweight isn't your "problem". Being overweight is a **SYMPTOM** or a byproduct of a **problem** you're not addressing or perhaps not even aware of.

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JustBwhole.com JustBwhole@gmail.com

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with amazing women of the Pottstown area!

DONNA MANLEY
POTTSTOWN, PA MANAGING DIRECTOR
ladymanley56@gmail.com
(215) 817-2525



THE POWER OF VIDEO MARKETING IN 2025



MARKETING TIPS

By Julie Huff, Copywriter,
beMarketing

Video content isn't just popular — it's taking over. Platforms like Instagram, TikTok, and YouTube prioritize video because it drives the most engagement. In 2023, 91 percent of businesses were already using video marketing, and that number keeps rising. If your brand isn't using video, you're missing out on higher engagement, stronger brand recall, and more conversions.

Why Video Marketing is a Must in 2025

A strong **video marketing strategy** isn't optional anymore—it's essential. Here's why:

- **People remember video** – 95 percent of a message is retained through video, compared to just 10 percent from text.
- **Video boosts conversions** – Adding a video to your landing page can increase conversions by 80 percent.
- **SEO loves video** – Websites with video content are 53 times more likely to rank on Google's first page.

And consumers? 96 percent of them use videos to research products before

buying. If you're not leveraging video, you're losing potential customers.

The Rise of Short-Form Video

Short-form video is dominating social media. 93 percent of marketers say it's effective for brand awareness and lead generation because:

- People want quick, engaging content.
- Social algorithms prioritize video, expanding your reach
- It's cost-effective—you don't need a huge budget to create impactful videos.

How to Make Video Work for You

- **Know your audience** – High production quality isn't always necessary. Some brands do best with casual, behind-the-scenes clips.
- **Think mobile-first** – Most people watch videos on their phones. Keep them vertical, short, and captioned.
- **Optimize for SEO** – Use keywords, thumbnails, and clear descriptions to boost rankings.

Ready to Elevate Your Marketing?

Video isn't the future—it's **right now**. If you're not using it, you're leaving engagement, reach, and revenue on the table.

At beMarketing, we help brands create high-impact video strategies that drive results. Let's talk about how video can transform your brand. Get in touch today!



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fun, and tours! RSVP: 484.904.5384



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GROW YOUR AUDIENCE WITH INSTAGRAM REELS



SOCIAL MEDIA TIPS

By Theresa Mintzer

Are you looking to grow your Instagram account? Creating Reels on Instagram is an excellent way to work with the current algorithm to grow your account. Why? Video content is still something that stops people from scrolling.

Reels are short multi-clip videos. They are up to three minutes and text, filters, and audio. Reels is Instagram's answer to TikTok. You can upload videos from your photo gallery as well. Unlike Stories, the content is permanent. Reels also appear on your Instagram feeds. I would recommend using them because it counts as an extra boost to your reach. It is a good idea to create a thumbnail with your hook for your Reel so if someone can quickly see what it is about.

Creating Reels is a great way to show your audience fun, creative content.



Some content ideas might include a behind the scenes look at your business, a list of your top products, or an introduction to your business. Be creative and have fun. Do a quick search to see what other businesses are doing for inspiration. Always remember to keep your audience in mind when you are creating content. You want to attract people who are interested in

your services or products. You can have a million follows, but if none of them is a potential customer then what is the point?

As with any new feature, Reels won't always be an advantage for reach, so you never want to ignore Stories or your feed. The basics are always the same — create consistent content aimed at your ideal customer. So have fun and make a Reel today.

Need help? I offer social media coaching. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.

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Ask SCORE

PROTECTING YOUR INTELLECTUAL PROPERTIES IS A SMART MOVE

"TM," "SM," "PAT PEND," "©," "®." These small symbols and abbreviations carry a lot of legal weight when it comes to safeguarding a company's proprietary names, designs, products, and services. As an entrepreneur, you should consider making sure the valuable intellectual properties of your small business are protected as well. But which one(s) do you need?

Trademarks are not the same as patents and copyrights, even though the differences are not widely understood. While there are similarities, they serve different purposes.

According to the U.S. Patent and Trademark Office (USPTO), a trademark is a word, name, symbol, or device used in business to indicate a source of the goods, i.e., your business, and to distinguish those goods from those sold by another business. A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product.

A patent for an invention grants a specific legal property right to the inventor — "the right to exclude others from making, using, offering for sale or selling" the same invention.

A copyright is harder to define. It is mainly a protection for authors of original

works, including literary, dramatic, musical, artistic, and other intellectual works, both published and unpublished.

The Internet has transformed the once mysterious process of applying for a trademark into something accessible to anyone willing to spend some time to understand the intricacies and get it right. But while no business skills or special legal knowledge are required to apply, the field is filled with potential pitfalls and wrong turns that could sabotage your trademark filing if you don't know the intricacies of creating trademarks that can stand up to legal challenges later on.

For example, the application requires that you identify goods or services under specific categories. But misunderstanding these categories and filing too broadly or too narrowly can ruin your trademark and cause problems later on. A qualified trademark attorney can help you avoid such problems.

The U.S. Patent and Trademark Office's Web site at www.uspto.gov provides a wealth of information and resources about protecting your small business' intellectual properties. You'll find basic information about trademarks, patents, and copyrights; links to easy-to-follow "How To" guides; and search engines for researching existing trademarks and patents.



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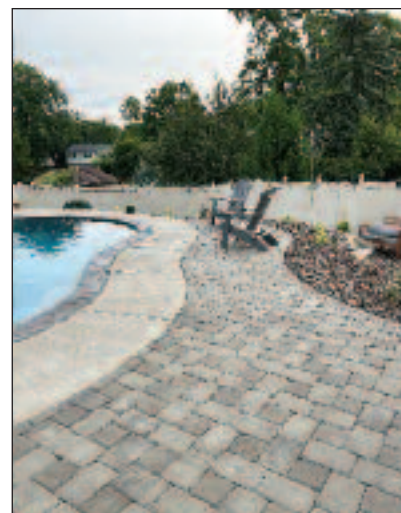
At Tony & Joe's Landscaping, we understand the desire to make your backyard your oasis. Your place to go on a sunny afternoon or warm summer evening to relax and commune with nature. We're here to make that happen! Serenity, peace, relaxation. That's what outdoor living should offer. But why go anywhere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

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Since its humble beginnings in 1936, through good times and bad and everything in between, Levan Machine & Truck Equipment headquartered in Fleetwood, PA, just outside of Reading, has adapted with the demands of its customers and expanded its product lines and services over the years, and today it is recognized as one of the top 50 businesses based in Berks County.

Levan Machine and Truck Equipment is a one-stop, full-service machine shop and work truck and van upfitter, for all things related to CNC machining and commercial vehicle upfitting. Since 1936 their machine shop has serviced customers throughout the United States and internationally. From custom repair and manufacturing machining and fabricating, to prototyping, to welding, to completely engineered projects, Levan Machine and Truck Equipment is a job shop that specializes in custom work.

In 2010, Levan launched their Commercial Truck Upfit division which services the commercial and fleet market throughout Pennsylvania and the northeast. Their highly qualified, experienced team builds a commercial truck or van specific to your daily work needs. Whether you need a service, platform, crane, or dump body, snowplow or spreader, liftgate, central hydraulic system, or power take-off (PTO), Levan's truck experts are trained to build a truck that will increase your efficiency and get the job done safely. They also offer general truck repair, maintenance, and inspection, plus they provide after-market truck accessories/parts, including spray liner.

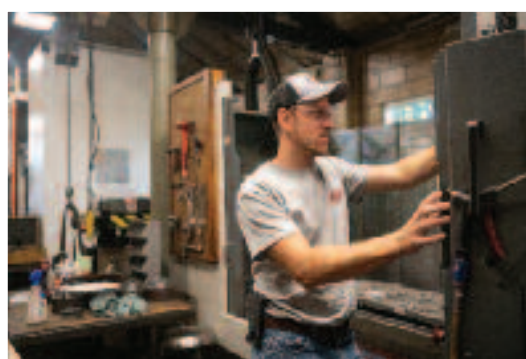
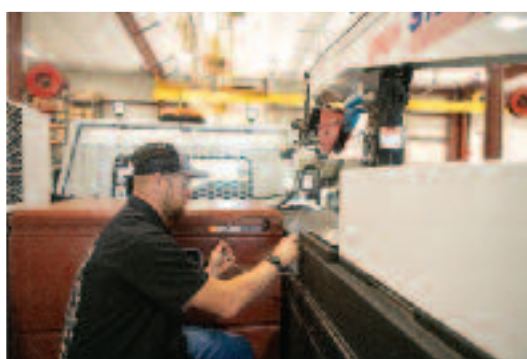
Levan Machine and Truck Equipment has an extensive selection of truck products and primarily serves customers with commercial vehicles from Class 1 up to Class 8. The team at Levans listens to their customers before, during and after the sale is complete.



They work hard to ensure they build a truck to meet your daily work needs, and if you aren't sure what you need, they'll help you figure it out. Levans has several great relationships with commercial auto and truck dealers and can help facilitate the buying process too. They specialize in truck bodies, van solutions, toolboxes, mobile power solutions, lift solutions, hydraulic systems, specialty lighting, and crane systems.

As the company continues to expand its product lines and services, it remains focused on the fundamentals of providing exceptional customer service and quality. "Communication is key," said Brian Levan, President and CEO and third-generation owner. "Listening to and understanding the customer is the foundation of our company and our vision for the future. We have a mindset throughout the company that every customer is a priority, and really what it comes down to is we are here to serve them. We are not just that truck shop or machine shop. We combine the two. When we build the custom truck for exactly what a customer needs, if we can't buy a part, we have the full capabilities of machining or making anything we want and make it work to what you need," he said. "We are also proud to tell our customers that we service everything we sell," said Levan.

**For additional information,
please call 610-944-7455 and visit
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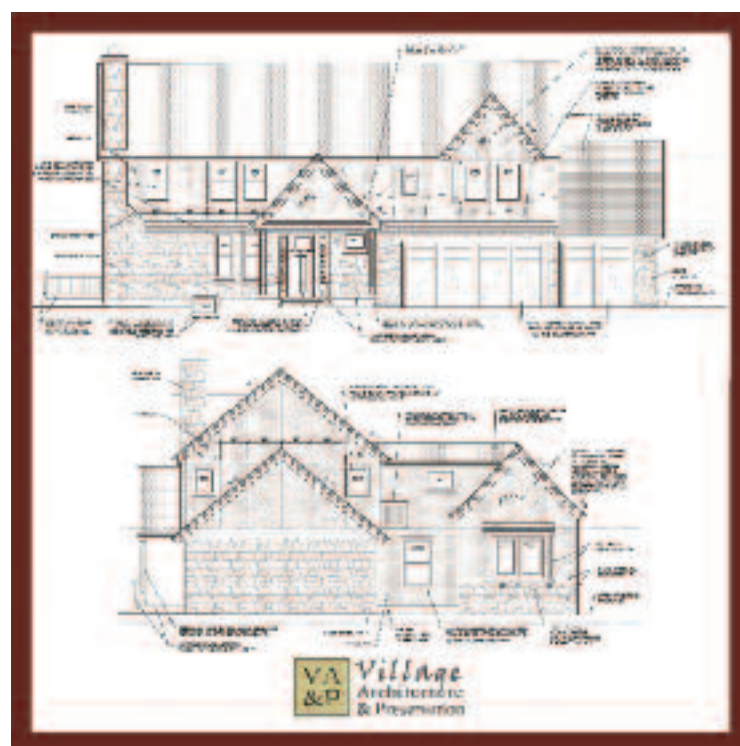
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Pay it Forward Men's Group Visits Venue of Inaugural Giving Back Event



Pictured (Right to Left) Joseph Scott McArdle, co-founder, Keller Williams Realty; Mark Glowacki, Sr. Director - Tax Group - West Pharmaceutical (Ret.); Louis Beccaria, Beccaria & Associates, LLC; Mike Kelly, K-Three Partners; Robb Frees, Frees Insurance; Bruce McLelland, Applied Video Technology; Michael Howell, Realty One Group Restore. (Not Pictured): Bobby Strunk, co-founder, R. Strunk Funeral Home; Kurt Kunsch, Sr. Vice-President for Wealth Advisory Services - Phoenixville Federal Bank & Trust.

"100 Men of Phoenixville" is a group dedicated to creating a great multi-generational network of civic-minded men interested in improving the Phoenixville community. The goal is to foster camaraderie in the community while supporting charitable causes.

In preparation for their inaugural event on Wednesday, April 2nd from 5 p.m. to 7 p.m. at the Phoenixville's Polish American Citizens Club, 328 High Street the steering committee toured the venue. The group is off to a great start with having over a quarter of the members and funds raised already, which is well on their way to their goal of 100 members and \$10,000 raised. Members can nominate non-profits in the Phoenixville community of their choosing. Three

charities will be selected at random from among the nominations. One non-profit organization will receive 70 percent of the available grant funds, one will receive 20 percent of the funds, and the final one will receive 10% of the available grant funds.

The group is expecting at least 100 men to participate with a suggested donation of \$100 each, with a goal of at least \$10,000 raised and given locally. The group is modeled after and inspired by a similar group, "100 Women of Phoenixville", that was established several years ago. Donations are being funneled through the online fundraising site entitled, Grapevine (<https://www.grapevine.org/giving-circle/e7WiRgq/100-Men-of-Phoenixville-PA>).

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

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

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

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

- **Introduce a new product or service.** Live video provides a memorable way to communicate features and benefits and get people excited about your new offerings.
- **Feature product demonstrations and how-tos.** Live video offers an effective way to demonstrate how

products work and teach customers how to use your products. "Seeing is believing." If you show people your products or services improving productivity or making life easier for a customer, it adds credibility and builds trust.

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

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

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

(Continued on page 22)



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Online bidding closes Sunday March 2nd at 3:00pm
Pickup and Removal: Monday March 3rd 12pm-5pm

Commercial Truck & Cargo Van Auction — Bechtelsville, PA
March 5, 2025 @ 6:00pm EST (End)

Location: 724 Route 100 Bechtelsville, PA 19505
Preview and Inspection: Saturday March 1st 9am-1pm and Tuesday March 4th 9am-4pm
Online bidding closes Wednesday March 5th at 6:00pm

Christmas Event Venue, Gift Shop & Train Liquidation Auction — Honeybrook, PA
Mar 16 @ 3:00pm EDT (End)

Location: 949 Poplar Road Honey Brook PA 19344
Preview and Inspection: Friday March 14th 10am-3pm
Online Bidding closes Sunday March 16th at 3:00pm
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Ask SCORE

(Continued from page 21)

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

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

- **Introduce a new marketing campaign or a branding development.** Streaming video to raise buzz about new promotional offers or rebranding efforts (like a new logo) can generate excitement and enthusiasm—and potentially sales!

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

Gearing Up to Go Live

Before you use live video for the first time, consider watching how other brands that sell products and services similar to yours are using live video streaming tools. That will help you generate more ideas and give you a sense of what resonates with viewers. Also, evaluate which live streaming platforms will benefit you the most. Consider your followers will be the most likely people to tune into your broadcasts. With that in mind, will one platform over the others reach more people in your target audience?

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

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

Keystone Villa at Douglassville

Keystone Villa at Douglassville is the perfect place for seniors to call home. With three levels of care – Independent Living, Personal and Memory Care – our vibrant and welcoming community provides the perfect balance of independence and support, allowing residents to enjoy autonomy while having access to compassionate caregivers, if and when, they are needed.

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In Daybreak, our specialized memory care neighborhood, families find solace in our positive approach methodologies developed by renowned dementia-care specialist Teepa Snow. Guided by her teachings, our care team focuses on our residents' current abilities rather than what has been lost, fostering happy, purposeful moments in their daily interactions.

Learn more about enhancing your retirement lifestyle or schedule a personalized tour by calling 610-385-5000 (Independent Living) or 610-385-5002 (Personal Care and Memory Care). Follow us on Facebook for the latest community news and upcoming events or visit keystonevillaatdouglassville.com.

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GRCA ROUNDUP

GREATER READING CHAMBER ALLIANCE

GRCA

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

Supervisor Training Module 2: Managing Performance & Developing Employees

March 4, 11, 18, 25, April 1 and 8
8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person for GRCA Members
\$860/person for Future Chamber Members
WEDnet eligible
Register at Greaterreading.org/supermod2

Lunch&Learn: Maximizing Survival During an Active Shooter Incident

Tuesday, March 4
Noon - 2 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$25 /GRCA member exclusive
Register at Greaterreading.org/survival

Supervisor Training Module 1: Principles of Supervision

March 5, 12, 19, 26, April 2 and 9
8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person for GRCA Members;
\$860/person for Future Chamber Members
WEDnet eligible
Register at Greaterreading.org/supermod1

Women2Women: Philanthropy & Giving Back

Thursday March 6
5:30 p.m. - 7 p.m.
Albright College, Campus Center South Lounge
1621 N 13th St., Reading
\$25 / GRCA Member; \$30 / Future Member
Free / Students (Contact kjohnsen@greaterreading.org to register.)
Register at Greaterreading.org/givingback

Unlock the Power of Emotional Intelligence in the Workplace

Tuesday, March 11 and 18
9 a.m. - Noon
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$395/person for GRCA
\$495/person for Future GRCA Members
Training is WEDnet eligible
Register at Greaterreading.org/emotional2025

De Mujer a Mujer: Ser Contratada o Ascendida

Tuesday, March 11
5:30 p.m.-7 p.m.
Centro Hispano - Casa de la Amistad Senior Center
25 N 2nd St, Reading
**Parking available in IMAX Theatre lot
\$20 / GRCA Members; \$25 / Future GRCA Members
Register at Greaterreading.org/ascendida

GRCA Executive Leadership Academy: Leading Transformational Change & Optimizing Teamwork

March 12, 19, 26, April 2 and 9
1 p.m. - 4 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$1,495/person for Chamber Members
\$1,895/person for Future Chamber Members
Register at Greaterreading.org/ELAteamwork

New Legislator Meet & Greet

Wednesday, March 12
4:30 p.m. - 6:30 p.m.
Berks History Center
940 Centre Ave., Reading
\$15 / GRCA Members
\$20 / Future GRCA Members
Register at Greaterreading.org/newlegislator2025

Regional Chamber Networking

Thursday, March 20
5 p.m.-6:30 p.m.
Bear Creek Mountain Resort
101 Doe Mountain Lane, Macungie
**parking complimentary on site
Free for GRCA Members
Member Exclusive Event
Register at Greaterreading.org/regionalnetworking2025

GRCA Night at the Royals

Friday, March 21
7 p.m.- 9 p.m.
Santander Arena, 700 Penn St., Reading
**parking available in the DoubleTree Hotel garage (not included with ticket)
4 FREE tickets per GRCA member
Register at Greaterreading.org/royals2025

Cybersecurity Threats to Small Businesses:

The Silent Killer & How to Stay Safe

Tuesday, March 25
Noon - 1:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$50/person for GRCA; lunch included
Register at Greaterreading.org/cybersecurity

Lead Worker Certificate Program AM

March 31, April 7, 14, 21, 28, May 5, 12, 19, June 2, 9, 16 and 23
9:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$690/ person - Chamber Members
\$860/ person - Future Chamber Members
Training is WEDnet eligible
Register at Greaterreading.org/leadworker2025
For all training questions, contact Mark Dolinski, Vice President Training and Professional Development at mdolinski@greaterreading.org.

REGIONAL CHAMBER ROUNDUP



MONTGOMERY COUNTY CHAMBER OF COMMERCE

• 101 Bill Smith, Blvd King of Prussia, PA 19406
• 610-265-1776 • montgomerycountychamber.org

ADVOCACY: The Chamber works for your business interests and the future of small and large companies in Montgomery County. The Chamber works for business reforms and promotes legislative action on a county, state and federal level to ensure Montgomery County is an attractive place for businesses to prosper. **NETWORKING:** For business development, nothing can work better than the personal contacts developed through the Chamber. Chamber events offer nearly 40 events annually designed for you to meet and connect with other members. Events include monthly Business Builders, quarterly Lunch & Learns, quarterly Chamber Chats, Legislative Forums, and four Signature Events.

BENEFITS OF JOINING THE CHAMBER:

Advocacy | Networking | Grow Your Business | Referrals | Benefits Management
e-news | Website | Mailing Lists | Recognition... **BECOME A MEMBER A MEMBER**

UPCOMING EVENT

Pathway to Wellness: Today, Tomorrow, & Beyond!

Join the **Montgomery County Chamber of Commerce** on March 20 from 11 AM - 3 PM at **Montgomery County Community College, Blue Bell** for an interactive health and wellness experience. Explore hands-on activities, wellness assessments, and expert advice to improve your health today and plan for tomorrow.

Stop by our table to say hi, learn more about how we support your wellness journey, and complete your **Wellness Passport** for a chance to win prizes!

- **Free for Chamber members;**
- **\$10 for non-members**
- **Register today:** montcochamberpa.org/events



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

Empowering and Connecting Women

By Alice Funk

In honor of Women's History Month, I would like to celebrate the remarkable contributions of women throughout history and recognize the ongoing efforts to empower and connect women in our community. The TriCounty Area Chamber of Commerce is proud to highlight our REACH program.

Formerly WOW: Women of the Workforce, REACH officially launched in June 2019. REACH is not an acronym but a philosophy to REACH out and take the hand of someone who needs us to help pull them up. We REACH out and share our time, talents, and gifts with others who need support, and we offer professional development to REACH for our career goals.

REACH was developed by a dedicated committee of professional women aiming to create a platform for networking, professional development, and inspiration. The program offers a variety of events designed to bring together professionals in the tri-county region, including quarterly luncheons featuring insightful guest speakers, monthly coffee gatherings for relationship building, and social events that provide opportunities to connect in a relaxed setting. The committee focuses on bringing together professionals in the tri-county region to network, build relationships, and access professional development and educational opportunities designed to empower and inspire.

REACH Programming is under the TCACC Foundation, Inc. The Foundation is a 501(c)(3) charitable organization with a purpose of fostering community development and leadership and as a 501(c)(3) charitable organization, the Foundation is eligible to receive tax-deductible charitable contributions and depends partly on donations from businesses.



One of the highlights of the REACH program is our Annual Conference, a half-day event that features dynamic speakers, networking opportunities, and recognition of outstanding contributions through our REACH Awards. Our 5th Annual REACH Conference will be held on Thursday, September 24, 2025.

We hope you will join us on Tuesday, April 8th for our next Luncheon featuring Holly Badali, President of Neighborhood Hospitals within Lehigh Valley Health Network, who will tell us about her career journey and her lessons she learned along the way.

Let's make this Women's History Month a time to embrace our empowerment and connect with other Chamber Members.

WELCOME NEW MEMBERS!

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

*** New Members through January 17th*

Crystal Cave Company, Inc.
(610) 683-6765

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

D. Eakins Design Group
(610) 420-8529

<https://www.deakins-gfrench.com/>
Advertising Agencies, Digital Marketing, Marketing / Market Research

Hawk Mountain Sanctuary
(610) 756-6961

<https://www.hawkmountain.org/>
Nonprofit Organizations, Recreation

Kutztown University - College of Business
(610) 683-4575

<https://www.kutztown.edu/academics/colleges-and-departments/business.html>
Schools / Colleges / Education

Kutztown University Foundation
(610) 683-1513

<https://www.kuf.org/>
Nonprofit Organizations

Security Service Company
(610) 398-2500

<https://securityservicecompany.com/>
Burglar and Fire Alarms / Security Systems, Security Services

Shaynah Kinner Day Care Center
(610) 683-5040

<https://www.shaynahkinner.com/>
Day Care Providers - Child

MEMBER ANNIVERSARIES

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

47+ Years

A. D. Moyer Lumber & Hardware, Inc.

24 Years

Herb Real Estate, Inc.

11 Years

Bause Catered Events

Edward Jones - Bonnie L. Thompson, Financial Advisor

5 Years

Maria Blanco

Unleashed Counseling

REGIONAL CHAMBER ROUNDUP



UPV **TRICOUNTY AREA CHAMBER OF COMMERCE** **GRCA**
Greater Reading Chamber Alliance

Joint Happy Hour

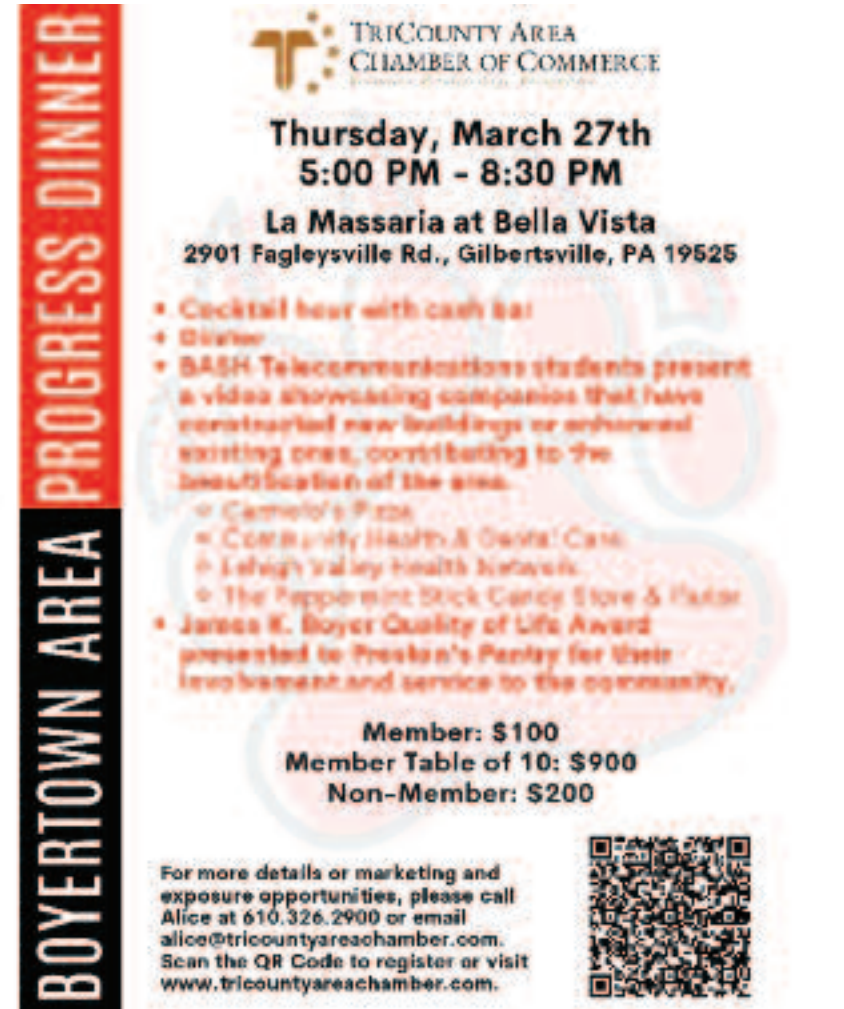
With Greater Reading Chamber Alliance
and Upper Perkiomen Valley Chamber

THURSDAY, MARCH 20TH
5:00 PM - 6:30 PM

THE GRILLE AT BEAR CREEK MOUNTAIN RESORT
THIS EVENT IS FREE TO OUR MEMBERS



There is no charge to attend; however, we do ask that you register due to limited seating. Scan the QR Code to register, call 610.326.2900, or visit tricityareachamber.com



BOYERTOWN AREA PROGRESS DINNER

TRICOUNTY AREA CHAMBER OF COMMERCE
Business • Education • Community

Thursday, March 27th
5:00 PM - 8:30 PM

La Massaria at Bella Vista
2901 Fagleysville Rd., Gilbertsville, PA 19525

- Cocktail hour with cash bar
- Dinner
- BASH Telecommunications students present a video showcasing companies that have constructed new buildings or enhanced existing ones, contributing to the beautification of the area.
- Carmelo's Pizzeria
- Community Health & Dental Care
- Lehigh Valley Health Network
- The Peppermint Stick Candy Store & Flavors
- James K. Boyer Quality of Life Award presented to Preskan's Pantry for their involvement and service to the community.

Member: \$100
Member Table of 10: \$900
Non-Member: \$200

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




TRICOUNTY YOUNG PROFESSIONALS

UPCOMING EVENTS



Monday Impact Crew
Join fellow Young Professionals for volunteer service at the Pottstown Cluster of Religious Communities! We will mainly be sorting and pre-bagging for the pantry. Great way to give back to the community and connect with others!

Monday, 11:30 AM - 1:30 PM
Mar 10, 2025



Financial Literacy Panel
Join us for a Financial Literacy Panel led by Young Professionals! Topics include: retirement savings strategies, business fraud information, understanding credit for personal and business finances. Come learn and connect!

Thursday 4:00 PM - 6:00 PM
Mar 13, 2025



Schuylkill River Trailhead Cleanup
We are completing some service hours at the Schuylkill River Greenways Trail Cleanup at Grosstown Road Trailhead. Optional: Drinks and appetizers at J.J. Raligan Brewing Co. after volunteering.

Friday 8:00 AM - 5:00 PM
Mar 21, 2025



View all Upcoming Chamber Events by scanning the QR Code. To learn more about the TriCounty Young Professionals program, contact hailey@tricityareachamber.com.



TriCounty Area Chamber of Commerce

2025 Annual Dinner

Thursday, April 24th
5:00 PM - 8:30 PM

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

Don't underestimate the power of a single moment—this could be your Lollipop Moment!

The Event Will Feature:

- Cocktail, networking reception
- Hors d'oeuvres
- Awards
- Dinner
- Dessert reception
- Amazing gift basket raffle

Keynote Speaker:
Drew Dudley
Founder of Day One Leadership and renowned TEDx speaker behind Everyday Leadership.



Drew's engaging approach redefines leadership, showing how small actions can create a lasting impact—what he calls "Lollipop Moments." His insights will empower you to recognize and embrace your own leadership potential in everyday interactions, both personally and professionally.

Pricing:

- Members: \$130
- Non-Member: \$220
- Members Table of 10: \$1000



Join us for a night of connection, inspiration, and the opportunity to unlock your own leadership potential.

Call 610.326.2900 or email alice@tricityareachamber.com. Scan the QR Code to register or visit tricityareachamber.com. Sponsorships are available!

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE



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

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

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

PHOENIXVILLE MUNICIPAL UPDATE WITH JEAN KRACK Borough Manager



Recent wins and what is on the horizon in the Borough

March 27, 2025
9:00am - 10:30am



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

Looking to expand your network and make an impact? Join one of our Chamber committees! We're excited to launch a **Young Professionals Group** and are actively recruiting for the **Events Committee** and **Golf Committee**. Get involved, make connections and shape the future of the PV Chamber.

WELCOME NEW MEMBER!

Interland Real Estate Corporation
Real estate management & brokerage firm
Charlene Tucker (610) 594-2261
www.interlandrealestate.com

PV Perks Discount Cards Are Here!



Enjoy discounts at 13 fantastic local restaurants, retailers and service providers —every time you visit, now through June 30, 2025. Great for gifting clients or thanking employees!

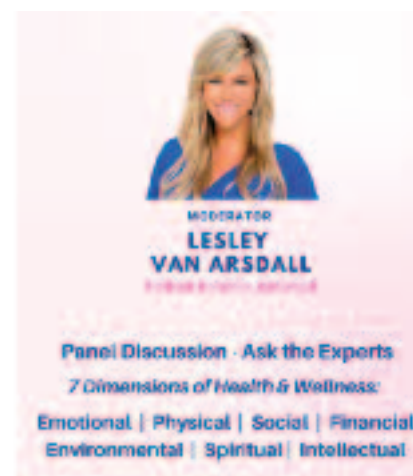
Featured Businesses: Copperfield Inn at Lakeside, HARVEST Seasonal, Ember + Ale, Pizza Stop, Jersey Mike's Subs, Alex Blom Creates, Animal Medical Center, Marco Motors, Nashcards, Michelle's Jewelry Studio, The Grand Fromage, Too Cool Apparel, and Wehrungs.

Order now at www.PVChamber.net. Available for pickup or delivery via USPS. Don't wait - get yours before they're gone!

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!**



SAVE THE DATES!

- March 26, 2025 – PV Chamber Annual Membership Meeting
- April 9, 2025 – Uncorked Connections: Wine - Paired Networking Dinner at HARVEST
- June 9, 2025 – Annual Chamber Golf Outing



We Work For You...

Call Toll Free 1-866-948-2255

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**

LAND FOR SALE

Commercial Zoning - Right off Route 100



2 parcels being sold together totaling approx. 51 ACRES

Mostly flat land with some slope located on a well travelled road. Convenient to major cities of Allentown, Reading and Philadelphia and other main road arteries. **\$3,315,000.**

FOR LEASE- 871 North Hanover Street, Pottstown



Receptionist area and 7 offices for total of 1,665 sq. ft of office space. This has stereo system throughout. Warehouse consists of 2,085 sq. ft of space and has a loading dock. Great for plumbing, electrical, or other trade. Rent includes water & sewer and snow removal. Tenant pays electric and gas heat and trash. Ample parking. Conveniently located to Rt. 100 & Rt. 422.

FOR SALE- 285 Clark St Pottsville, PA 17876



OR LEASE PRIME OFFICE SPACE

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



There is a main general office with kitchen cabinets measuring 15'x36'; 3 smaller offices (10x16, 10x11 and 10x11 Board/conference rm 11'6x14' powder room and a 7x9 utility rm 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 SALE- 384-012 Chestnut Street, Pottsville



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**

LOOKING FOR SPACE TO LEASE IN ROYERSFORD (1001359872)

301 N Lewis Rd, Royersford

Call for more information and showings



SPRING-FORD CHAMBER OF COMMERCE

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



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

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network

and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

SPRING-FORD CHAMBER ANNOUNCES
UPCOMING PROFESSIONAL NETWORKING EVENTS

The Spring-Ford Chamber of Commerce invites local professionals to three exciting **networking events** designed to foster connections, collaboration, and business growth.

- March 27 – March Madness Networking Night at MaGerk’s Royersford (5:30 PM)
- April 23 – Poker Night Networking at Goose’s Montecristo Lounge (5:30 PM)
- May 28 – Professional Networking Event at Copperfield’s Inn (5:30 PM)

These events provide a fantastic opportunity to **meet local business leaders, exchange ideas, and grow your professional network** in a welcoming and engaging atmosphere.

Don’t miss out! Mark your calendars and join us for an evening of **fun, networking, and new opportunities.**

*Women In
Networking*

**March 7th- The Magic of Thinking Big: Using
the power of belief to achieve great things!**

**April 4th- Stress Awareness Month: Learn 3
things you can begin to implement to reduce your
stress and be your best!**

**May 2nd- Entrepreneurship: having multiple
streams of income with work life balance.**

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

Venue: Sunshine Cafe
Date: Every Tuesday

Event Logistics:

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

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The Spring-Ford Chamber of Commerce is committed to driving economic growth, retaining and growing local businesses, and fostering relationships that will continue to enhance the progress and prosperity of our members and the community we serve. We are excited to share upcoming events!

The Spring-Ford Chamber of Commerce is thrilled to continue our thriving- Spring-Ford Chamber Business Connect! This event is held every Tuesday at the Sunshine Café. Interested in speaking? Reach out to us at mileva@springfordchamber.com

Join Us

**FOR OUR MARCH LUNCH
AND LEARN EVENT**

Join the Spring-Ford Chamber as we welcome in spring with an amazing lunch at Copperfield's Inn and enjoy a presentation from guest speaker Michelle Govan on:

Moving from Chaos to Calm: Navigating New Waters and Reducing Stress

Spring is in the air, and we're celebrating with an **inspiring and engaging luncheon** hosted by the Spring-Ford Chamber of Commerce! Enjoy a **delicious lunch** while networking with fellow professionals and gaining **valuable insights** from our **guest speaker, Michelle Govan**. Don't miss this fantastic opportunity to connect, learn, and welcome the new season together! We look forward to seeing you there!

Tickets are \$40 and available now on our website! Secure your spot today!

Date: Wednesday, March 20, 2025, **Time:** 11:00 AM – 1:00 PM

Location: Copperfield Inn, 594 W Ridge Pike, Limerick, PA 19468,

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Join us in our mission to drive progress and prosperity in our community. Reach out to mileva@springfordchamber.com for more information on membership benefits and how to join. Let's grow together!

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- And much more!



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Get ready for an evening of fun and excitement at our Night at the Races event which includes thrilling horse races, delicious food, and great company. Make sure to BYOB!! Proceeds help support the Spring-Ford Rotary's Adopt a Family Program

 Saturday, May 3rd, 2025

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Event includes: Thrilling Horse Races; Delicious Foods 5; 0/50 Raffle; Networking; BYOB

Ticket Price: \$35 *All attendees MUST PURCHASE an event ticket! Sponsorships and adopt a horse are separate! Must be 21 to attend!*



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This highly anticipated event will feature stunning runway looks, local businesses, incredible networking opportunities, and a chance to support a great cause. Plus, we'll have a basket raffle, a 50/50 draw, and a shopping extravaganza! Event Details:

Location: Brookside Country Club, Time: 11:00 AM – 1:30 PM
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2025 Small Business Refresher Course



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

I meet with small business owners every week that are looking for the “golden bullet” or “secret sauce” that will turn their business around. I truly wish there was a “one size fits all” answer that I could pull out of my tool kit but, unfortunately, there is no such animal. I will tell you however, that there are some basic business practices that, if implemented properly and maintained, could make your journey easier, more successful and profitable.

There will be nothing in this article that will be revolutionary, earth shattering or something you never heard before. Instead, just some information you’ve been told, maybe even tried, but never paid much attention to. In fact, after you read the next few sentences, you will probably think this article isn’t for me and stop reading.

GOTCHA — You are most likely the business owner this article is meant to be read by. But don’t read on.

You see, my experience is that too often, small business owners know what they should be doing but just don’t have the time or enthusiasm to do it. Their focus is on the things they like to do instead of what they know they should do. They get pulled away from running their business to doing their business because doing their business is much more enjoyable. That’s why they started their business in the first place, it was something they knew and liked doing.

So, let’s go back to the basics and see if there is anything in this article you can relate to. Let this article be a little refresher course, an eye opener, sort of a business 101 review. PLEASE remember, being in business is relatively easy if you know and implement the fundamentals. Here are a few.

1. Are you selling a product or service that people REALLY need? If not, you are already setting yourself up for failure. You will be spending way too much time and money trying to get people to buy something they do not want or need. Yellow pages were a must years ago, cell phones replaced them. Good yellow pages salesmen had to find another product to sell in order to put food on the table. We call this Discovery—finding out if you have a product or service people will buy.

2. Are you the only one selling this product or service and if not, have you thoroughly studied your competition? I know people that really want to become a realtor but, here in Berks County there are over 1100 people selling real estate. There are currently less than 300 property listings. The unlikelihood of starting a successful real estate sales business in 2025 might be a risk you should consider. Also, are your competitors big box companies that have huge advertising budgets and/or buying power that will allow them to sell for less than you can? Know your competition.

3. Do you have a written-out business plan? Do you have the financial resources to properly set up your business legally, with a lawyer, accountant and insurance

agency? Are you in a good location? Do you have a great website? Can you spend an appropriate amount of money on marketing, sales, branding and public relations? Fundamentals first, then success can follow.

4. Here is the deal breaker — Do you have the skills, personality and eagerness to get out and network, make sales calls and close deals? Having all the above but not making sales is the reason most start-ups fail. It’s not because they don’t have a good product or service, it’s because they are spending more money running their business than making the money necessary to support their business. Not everyone is good at selling but every successful business has a great sales person or team.

We are in the first quarter of 2025 and there is still time for you to make some strategic changes that could mean the difference between red or black ink at the end of the year.

If you are a solopreneur, I get it, you wear many hats. However, you don’t have to. But, you do have to find people to help you with the areas that you struggle with. Be HUMBLE and ask for help. You will be surprised how many people will be more than happy to help—many of them for free.

If you own a business with employees, make sure you have hired people that can help you with the areas that you do not have strengths. Remember the 3 areas that every business must have—a. A Visionary to cast the vision and mission of the business. b. a Managerial person to make sure the job gets done and the team works well together. 3. A Technical person that makes sure you are legally and technically compliant. Be a great leader and allow your team to push you up the ladder of success.

None of this is Aerospace Science. It’s just what you need to do. Hope you are REFRESHED.



SBRA Business Spotlight

HOW TO LOSE WEIGHT & FEEL BETTER IN 2025

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By Breanna Angstadt, an Intuitive Transformation Coach's Guide

If you've struggled with weight loss, it's not due to a lack of willpower—it's because traditional diets & workout plans fail to address the root cause.

As an Intuitive Transformation Coach, I help women lose weight permanently by rewiring their mindset, breaking free from self-sabotage & learning to trust their bodies.

In 2025, weight loss isn't about restriction—it's about alignment.

When you shift your mindset & daily habits to support your body, weight loss becomes effortless. Here's how to transform your body & mind for lasting results.

1. Shift Your Identity – Sustainable weight loss starts in your **mind**, not your diet. If you still see yourself as someone who struggles with weight, your actions will reinforce that belief. Instead, step into your **future self now**:

Who is the version of you that has already achieved your goal?

Get crystal clear on:

- How she thinks
- How she feels about her body
- How she eats & moves daily
- What habits & beliefs she embodies
- What choices does she make

Your subconscious mind directs your behavior, so when you believe in your success, your habits will naturally follow. Instead of waiting to become this person, start acting as if you already are.

2. Ditch the Diets – Diets only focus on symptoms rather than addressing the root causes of weight gain. They teach you to ignore your body's signals, leading to cycles of deprivation and overeating. Instead, **listen to your body's needs and trust its ability to find balance**.

3. Rewire the Patterns Keeping You Stuck – Most weight struggles stem from deep-seated subconscious beliefs, such as:

- "Nothing works for me."
- "Losing weight is hard."
- "I always gain it back."
- "I have no control around food."

Your brain operates on autopilot, proving these beliefs true through self-sabotaging behaviors. **Rewire your**

thoughts by shifting to empowering alternatives:

- "My body responds positively to what I give it."
- "Losing weight is easy & enjoyable."
- "I move daily because I love how it makes me feel"

When your mindset shifts, your habits follow effortlessly.

4. Move Because You Love Your Body – Movement should be joyful & natural, not punishment. Find ways to integrate movement into your daily life:

- Take the stairs.
- Park further away.
- Walk during phone calls.

Exercise isn't about burning calories—it's about aligning with the best version of yourself.

5. Heal Emotional Eating & Self-Sabotage – Weight gain isn't just about food—it's tied to emotions, stress & subconscious patterns. To break free from emotional eating:

- Identify why you turn to food for comfort.
- Create new coping strategies (breathwork, journaling, walking).
- Meet your emotional needs in ways that don't involve food.

When you **heal your relationship with food**, weight loss happens effortlessly.

6. Support Your Body's Natural Balance – Your body naturally maintains a healthy weight when your lifestyle supports it:

- **Prioritize sleep** (7-9 hours per night).
- **Reduce stress** (meditation, self-care, journaling).
- **Stay hydrated** (water is essential for fat loss & energy).

When you align your habits with your body's needs, weight loss no longer feels like a struggle—it becomes a byproduct of a balanced, fulfilling life.

The Bottom Line

Weight loss in 2025 isn't about deprivation—it's about rewiring your mindset, trusting your body & aligning your habits with your healthiest self. When you shift your identity & heal emotional patterns, your body follows.

Are you ready to transform? It starts in your mind.

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SEVEN LEGAL AND FINANCIAL STEPS TO CLOSING YOUR SMALL BUSINESS

For a variety of reasons, some small businesses permanently close their doors. Closing a company may be a difficult decision to make, and it can become even more challenging when a business owner does not take the proper steps.

Exiting a business involves more than just ceasing to advertise and ending sales of products and services. It also requires filing paperwork to officially dissolve your business with the state and taking care of other formalities. Failing to take care of those details could mean being on the hook for fees (and possibly fines) even when a business is not serving its customers anymore.

Here are the Seven Steps to Closing a Business

Step #1 — Dissolve Your Business Entity:

Companies operating as an LLC or corporation must legally dissolve that business structure so that the state knows it is no longer in operation. This involves filing Articles of Dissolution with the Secretary of State office. Businesses with multiple owners will need to first hold a meeting with their business partners or Board of Directors to get a consensus vote on closing the business. Note that the procedures for each state and municipality may vary slightly, so it is important to research what you need to do in each state and municipality where your business is registered.

Step #2 — Collect Money Owed to You and Sell Your Assets:

As you pay suppliers and vendors what you owe them before you close your business, you will want to reach out to customers who owe you money. If you are having difficulty collecting, one option to ensure you get some of what is owed is to sell your accounts receivable to a factor. A factor will compensate you for a portion of the money that is owed you, and then they assume ownership (and the task of collecting the money) of the receivables.

Selling your business assets and inventory can also generate cash for you before you close your company. Some ways to handle this are using sites like Craigslist or eBay, holding an auction, and personally reaching out to other business owners who might need what you're selling.

Step #3 — Pay Your Outstanding Debts:

Take care of outstanding bills from vendors and service providers to close out your accounts payable. If you are unable to pay what you owe, discuss your options with an attorney.

Step #4: File Final Payroll Taxes and Pay State Sales Tax:

If you have employees, after you have paid them their final wages and salaries, submit your payroll forms as usual and pay your final payroll taxes. What if you are unable to pay what you owe in payroll taxes to the IRS? Filing an "Offer in Compromise" (<https://www.irs.gov/forms-pubs/about-form-656>) might enable you to reduce the amount that you owe. Another option to consider is agreeing to pay your tax due in installments.

Also, submit your final state sales tax forms with the tax you have collected from your

customers. Then, find out what your state and municipal tax agencies require you to do to officially close out your tax account. (See additional information at the end of this article.)

Step #5 — Submit Your Final Income Tax Return:

LLCs and corporations must check the "final return" box when filing their income tax forms. Corporations also need to report shareholder allocations (and losses) on Schedule K-1 (<https://www.irs.gov/pub/irs-pdf/f1120ssk.pdf>).

Heed the deadlines for submitting final tax documents:

- **LLCs** – By April 15 of the year after the business dissolved or as published during the COVID-19 crisis.
- **Corporations** – Within two months and 15 days from when the business dissolved.

Businesses that close must also close their Employer Identification Number account with the IRS (<https://www.irs.gov/businesses/small-businesses-self-employed/canceling-an-employer-identification-number-account>).

Step #6 — Cancel Business Licenses and Permits:

If you have needed business licenses and permits from the federal, state, county, or local governments, notify them that your company has closed. That way, you will not be charged renewal fees or be on the hook for taxes after you are no longer doing business.

Step #7 — Distribute Assets to Partners or Shareholders:

Businesses that have multiple owners and money or assets left over after paying all debts should distribute them among partners or shareholders. LLCs will divide assets according to each partner's share of the business. Corporations will allocate assets according to the shares owned by each shareholder.

Additional Information

More information about what is required by the IRS is available at <https://www.irs.gov/businesses/small-businesses-self-employed/closing-a-business-checklist>.

More information about what is required by the Pennsylvania Department of Labor and Department of revenues is available in <https://www.revenue.pa.gov/FormsandPublications/otherforms/Documents/rev-252.pdf>

Do Not Miss a Thing – GET HELP!

As you can see, closing a business comes with many responsibilities. To make sure you cover all the bases as you work through the process, SCORE recommends reaching out to legal and accounting professionals who can provide expert guidance. Also, you might find that an online business document filing service will make submitting your dissolution paperwork and canceling licenses and permits less daunting. And, last but not least, your SCORE mentor will also be a helpful resource for insight, feedback, and encouragement.

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Ask SCORE

TIPS FOR HIRING THE RIGHT TALENT FOR YOUR SMALL BUSINESS

At some point along the way, small business owners realize that they cannot do it all themselves and still do it all well. Running a company is a huge undertaking and the larger and faster your company grows, the more you are going to need to rely on a trusted set of employees to continue to produce a quality product or service.

Hiring, however, introduces an entirely new variable to running a business and is a big change when you are used to running a company of one. Hiring the right talent comes down to honestly assessing the skills and talents your business needs most, being diligent and having patience in your search.

Hiring the right person is a challenge for everyone. There is a lot at stake.

In its latest estimate, the U.S. Department of Labor reported the estimated cost of a bad hire is about 30-percent of an employee's annual compensation. Most small businesses cannot afford to make the wrong hiring decision.

Making smart hiring decisions is less of a science than an art. SCORE CEO and former V.P. of Marketing and Communications, Bridget Weston, recommends that small business owners focus on refining the three primary areas of their hiring process to find the best candidates. She offers her advice on how to *clarify the role, find qualified applicants and choose the best employee*:

Clarify the Role: Make the position you are hiring crystal clear to potential applicants so you can attract qualified candidates and avoid having

to weed through irrelevant resumes. Write a detailed job description that identifies responsibilities and required skills and expertise. The more accurate your description, the more effective you will be at attracting the right talent right off the bat.

Find Qualified Applicants: Half of the battle of hiring the best talent is finding the best talent. Posting a job description to a job board is a good start. But to find great talent, do some work to put the opportunity into the right hands. Leverage your network of professionals and ask whom they may know who could be a good fit. Use social media platforms, particularly LinkedIn, and do some homework to uncover other potential candidates. More and more people are finding jobs via social media and it is now a hiring pool that employers cannot ignore.

Choose the Best Employee: The key here is to take your time. Choosing the best employee is a process and requires that you do your due diligence. Review resumes and speak to top candidates. It may take two or three rounds of interviews to get a solid understanding of which candidates are best for the job. When you are interviewing, do not undervalue the softer attributes that are not as easy to identify on a resume, like cultural fit and the candidate's ability to communicate clearly with clients or customers. Finally, check references. References can help you learn more about how the candidate performed in past roles and whether they would make a good fit within your organization.

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SMALL BUSINESS REPORTING REQUIREMENTS 2025 UPDATE



LEGAL PERSPECTIVES

By Christopher Rothermel, Esq., Wolf, Baldwin, and Associates, P.C.

Starting in 2025, most companies formed or registered in Pennsylvania must file annual reports with the Pennsylvania Department of State. This new reporting requirement became effective on January 6, 2025, and is now active on the Department of State's website. Reporting can be completed using the Department of State's "Business One-Stop" portal. After you create an account, you can select the "File Annual Report" tab once you have navigated to your business's page. There is a \$7.00 processing fee, which is waived for non-profit corporations and organizations with a not-for-profit purpose.

Filling out the Report Form may be confusing, as the Annual Report has options for "Governors" as well as "Officers." Governors are individuals who have the authority to exercise and direct the activities and affairs of the business. Some common examples of Governors, just to name a few, are partners in a general or limited partnership, managers and members of a Limited Liability Company, shareholders in a closely-held corporation, and a trustee of a business or statutory trust.

Officers of the business are a little different, however, these individuals and their Principal titles must also be reported. Officers are chosen by the Governors to manage the day-to-day operations of a business, such as conducting the policies

set by the board of directors, making key decisions, and overseeing specific business functions based on their expertise. Officers may not always possess an ownership interest in the business, but in small businesses, they often do. Common examples of Officers include Chief Executive Officers, Executive Directors for Non-Profit Corporations, Chief Financial Officers, and the Board of Directors for the Corporation, such as the president, vice president, treasurer, and secretary.

Typically, small businesses that are organized as LLCs will not have Officers. Rather, the business activities of LLCs are often directed through its members and managers. For these businesses, the members and managers would be reported as Governors and not Officers. For corporations, shareholders who are also directors, such as the president, vice president, treasurer, or secretary, would be reported as both Governors and Officers. If the shareholders appoint a Board of Directors, and these Directors do not have an ownership interest in the corporation, the individuals serving on the Board would be reported only as Officers. In this scenario, only the shareholders would be reported as Governors.

Along with the reporting of the identities of the Governors and Officers, the Registered Office and Principal office must be reported. While some businesses may have their Registered and Principal locations at the same address, there are key differences between these two locations. The Registered Office location is where official documents and legal notices are received.

(Continued on page 38)



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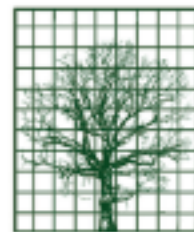
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LEGAL PERSPECTIVES

(Continued from page 37)

This location can be at the office of a business's accountants, lawyers, or the home of a Director. The Registered Office location must be in the Commonwealth of Pennsylvania. The Principal Office location does not have to be within the Commonwealth and can be located in another state. The Principal office location is where core management duties are performed, such as strategic planning, executive meetings, or headquarters. This may also be the main storefront for your small business. It is important to distinguish these two locations, as both addresses must be reported to the Department of State.

This new reporting requirement applies to the majority of businesses formed and doing business in Pennsylvania. The only business associates that are exempt from filing reporting requirements are fictitious names, general partnerships that are not limited liability partnerships, authorities, name reservations, land banks, financial institutions and credit unions, name registrations, trademarks, insignias, and marks used with articles and supplies.

There are key deadlines to be aware of when completing these annual reports. Corporations, both for-profit and non-profit, must file before June 30, 2025. Limited Liability Companies must report before September 30, 2025. All other entities, such as partnerships, trusts, and business trusts must report before December 31, 2025. There is a limited grace period for individuals who fail to report in 2025. Starting in 2027, businesses that fail to file annual reports in the 2027 calendar year will be subject to administrative dissolution, termination, and cancellation six months after the due date of the Annual Report in 2027.

It is important to note that this new reporting requirement is different from the Beneficial Ownership Information (BOI) filing with the Department of

Treasury's FinCEN division. The BOI reporting to the federal government is currently in flux as of the time of this writing, as various courts have issued and then vacated injunctions against the rule's enforcement.

The reporting requirement to the Pennsylvania Department of State is still in effect and has not yet been appealed. This new reporting was part of Act 122 of 2022, which set forth numerous amendments to the Corporations and Unincorporated Associations Act. Before the 2022 amendment, Pennsylvania required that businesses file updated reports every ten (10) years. This new annual reporting is not uncommon, as every state, except for Ohio and Oklahoma, requires either annual or biennial reporting.

The Department of State has posted on its website that it will be sending notifications by e-mail and mail to the Registered Office address of the associations required to make annual reports. These notices are expected to be mailed at least two months before the applicable deadlines; however, businesses are encouraged not to wait, as the portal is already active, and reporting takes just fifteen minutes. Pennsylvania's new annual reporting responsibility represents a notable shift for most businesses in the Commonwealth. Filing early ensures compliance, providing business owners peace of mind and protection from potential penalties or administrative consequences. If you have any questions about reporting requirements for your business, you should contact an experienced business attorney right away. Resolve these issues before they become real problems for you, your business, and your employees.

Christopher D. Rothermel, Esquire is an associate attorney of Wolf, Baldwin & Associates, P.C. at the firm's Pottstown office and focuses his practice on business law and transactions. He may be reached at 610.323.7436 or by e-mail to crothermel@wolfbaldwin.com.



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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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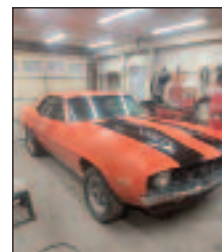
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1969 Camaro Before/After



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Governor Josh Shapiro visited Pittsburgh International Airport on Jan. 30, 2025 to announce the "Lightning Plan" for energy development.

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A CLOSER LOOK AT SHAPIRO'S CARBON TAX PLAN

By Chris Comisac,
The Center Square Contributor

Gov. Josh Shapiro recently unveiled his asks for the coming state budget, and like many of his predecessors, some of his latest proposals are ones he couldn't get approved in years prior.

One such request is the *Pennsylvania Climate Emissions Reduction Act*, called PACER for short. His administration describes it as a carbon cap-and-trade program that is, ultimately, a tax on the carbon dioxide emissions of energy sources.

PACER is Shapiro's answer to the controversial *Regional Greenhouse Gas Initiative*, also known as RGGI, a similar carbon tax program former Gov. Tom Wolf attempted to force upon the commonwealth in 2019.

PACER and RGGI cap the amount of emissions power generators create each year through an allowance system that producers trade via auction. Regarding RGGI, when Wolf issued his executive action, his plan assumed an auction price of approximately \$3.57 per allowance; the

most recent auction price in December was \$20.05.

The Pennsylvania Independent Fiscal Office — which estimated a \$13.50 auction price in 2022 would represent \$781 million in additional costs for Pennsylvania power generators — concluded the additional costs would be passed on to residential, business and industry consumers as well as negatively impact the generation of electricity in the state.

Commonwealth Court found Wolf's executive order unconstitutional, but that decision was appealed to the state Supreme Court and is awaiting action. Shapiro has continued to defend RGGI in court, but last year, he unveiled PACER, suggesting the policy focused on "protecting and creating energy jobs, taking real action to address climate change pollution, and ensuring reliable, affordable power for consumers in the long term."

Shapiro, who as a gubernatorial candidate questioned RGGI, has indicated he would put an end to Pennsylvania's participation in RGGI if the General Assembly approves PACER.

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PACER promises the same things that RGGI proponents promise, according to the Shapiro administration, but the governor notes his plan would be Pennsylvania-specific, ensuring all benefits — including revenues — generated by the program stay in the commonwealth, including 70 percent of generated revenue being used to lower consumer electricity bills, with remaining revenues directed at promoting clean energy projects.

The governor also suggested PACER was the result of input supplied by his RGGI Working Group, which in 2023 was hand-picked by Shapiro and given the task of evaluating the merits of Pennsylvania's membership in RGGI and any proposed RGGI alternatives.

The workgroup concluded Pennsylvania should not be part of RGGI, but couldn't reach a consensus on much else, other than expressing some openness to an undefined cap-and-trade program, with emphasis on including Pennsylvania and all of its neighboring states, possibly all the states served by the PJM Interconnection. PJM is a regional transmission organization that coordinates the movement of wholesale electricity in all or part of 13 states — Delaware, Illinois, Indiana, Kentucky, Maryland, Michigan, New

Jersey, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia and West Virginia — and the District of Columbia.

Critics of cap-and-trade programs point out such programs export energy generation from participating states to neighboring non-participating states, not only relocating a substantial amount of energy jobs and business, which significantly impacts the economies of those states losing their energy producers and workers, but also exporting carbon emissions to non-participating states, not reducing them.

For Pennsylvania, which is one of the largest energy producers in the nation, a June 2021 analysis by David T. Stevenson, director of the Center for Energy and Environment at the Delaware-based Caesar Rodney Institute, found a carbon tax would cost the commonwealth as much as \$2 billion a year in electricity sales, 22,000 jobs and \$7.7 billion in combined economic productivity. These impacts were based on auction prices far lower than the current \$20.05.

Senate Republicans last year, when Shapiro proposed PACER, argued the impacts of a Pennsylvania-specific cap-and-trade program would be no different than RGGI's impacts.

(Continued on page 44)

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SHAPIRO'S CARBON TAX PLAN

(Continued from page 43)

"The key challenge is a cap-and-tax initiative is punitive, and we shouldn't be having this conversation with a punitive mindset," said Senate Majority Leader Joe Pittman, R-Indiana.

Sen. Gene Yaw, R-Williamsport, the majority chair of the Senate Environmental Resources and Energy Committee, has been clear about his opposition to any type of cap-and-trade program.

"Gov. Shapiro appears to be adopting the same misguided policies of his predecessor by imposing a RGGI-like, job-killing carbon tax on electric generation and other mandates," said Yaw. "The governor left out the real crisis we are facing in the next 10 years: the generation of baseload electricity."

Baseload power plants run continuously to meet demand, day or night, regardless of the weather.

His assertions backed up by reports by PJM in recent years, Yaw said the state and the larger PJM are falling behind in replacing baseload electricity generation capacity that has been lost due to policy changes that have forced the closure of coal power plants, in addition to other aging energy-producing facilities going offline.

"Over the next few years, we are expected to lose 40,000 megawatts (MWs) of reliable, baseload power from the PJM grid, of which about 10,000 MWs comes from Pennsylvania. The bulk of the loss is due to policy reforms, such as those recommended by the governor," Yaw said, adding that these policies send "a terrible message to potential investors considering Pennsylvania for investments in reliable, baseload generation."

Yaw explained that a natural gas electric generation facility takes three to five years to build, while a nuclear facility takes 15 to 20 years. To meet the projected electricity needs three years from now, Yaw said, "We should have 10 combined cycle generation facilities under construction right now. We don't, and we are running out of time."

PACER, as well as Shapiro's other proposal to require utility companies to purchase more electricity generated by renewable sources — most of which are still unreliable as on-demand energy sources because their generation fluctuates depending on time of day and weather conditions — are doing nothing to address looming energy grid reliability concerns, argued Yaw.

I GET ANOTHER CHANCE



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Very rarely do you fail at something and get another chance to fix it.

Such is the case with the only blackspot on my resume.

In 2014, my father summoned me to Pittsburgh because he could not care for himself. He epitomized a cantankerous old union organizer who wanted to die at home. He had already alienated everyone in the family with his behavior, and throughout my life, I was the only one who stood up to him when I felt he was wrong. At the time, he had already banned me from his house and had to gulp to ask for my help. But I was happy to spend his final years with him, making my mom's favorite dishes and watching him smile, laugh, and rant about the Republicans.

I never have too much of an issue finding a job, so I picked up a couple of consulting jobs in Pittsburgh. I am from Pittsburgh but moved away when I was 3 or 4, on a wild ride of a union organizer who moved from place to place and ended up growing up in a community outside of Newark, New Jersey.

For some reason, my projects get a lot of press coverage. One of the projects I took on was preserving the Westinghouse atom smasher in Forest Hills. Although the site was contaminated, it had an incredible structure. It was a historic artifact, and I was going to restore and save it.

The Westinghouse Atom Smasher was a 5V Van de Graaff electrostatic nuclear accelerator operated by Westinghouse in Forest Hills, PA. It was an early example of how nuclear science could be used for



energy production. The atom smasher was used to discover the photofission of uranium and thorium.

I met with the school district, which believed that using the building as an educational center would be beneficial. Their vision for the Forest Hills particle accelerator was to create a space that honors the past while preparing young people for the future. In this historical center, active teaching and learning take place daily.

In partnership with the Woodland Hills School District and other stakeholders, I aimed to transform the accelerator facility into a historic site that pays tribute to the groundbreaking work accomplished there. Additionally, to provide a state-of-the-art set of labs and classrooms where students could pursue studies that may one day lead to the next significant advancement in science, reminiscent of the breakthroughs once showcased by the accelerator.

Woodland Hills was not the most impressive school district. It catered to a sizable population of low-income and minority students. Their interest felt more like a press release than anything else. I realized this after I raised \$4,000 and conducted a study. It was doable, but the school district was not equipped to do the job.

(Continued on page 46)

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(Continued from page 45)

So, as part of the remediation prep, the large Westinghouse plant, the site's most predominant building, was demolished. You have to understand that I was working with the Pittsburgh History and Landmarks Foundation, the Allegheny County Redevelopment Authority, and a host of people on a citizen committee I formed.

There was a lot of steel in the building. I found a way to salvage the steel and make the demolition come out to zero cost. I found someone who wanted to give the owner 100k to tear it down. Out of the clear blue, another contractor came in, and to make a long story short, the smasher ended up on the ground.

I received a call from a *Pittsburgh Post-Gazette* reporter who said, "Barry, when I interviewed you earlier, you said you were here to save the smasher." I answered, "Yeah, I am making progress." He responded that the atom smasher was on the ground. In that article, I then announced my resignation from the development team.

My dad reads the article ... and asks me, "what in the hell are you doing?" It

was a low point of my career. I cried.

Fast-forward to lunch with my friend Howard Brown from Pottsville at the Boardroom Restaurant below my office at 101 Bridge Street in Phoenixville. He brought two people from Pittsburgh, one of whom was the planning consultant for Forest Hills. She inquired about the smasher, and I had to explain.

So came my chance at redemption. I got a call from the owner, whom everyone had ostracized, as he found no one would touch the property. "Please help me" and I gave him a monetary offer for my services, which was pretty steep. One of those no thank you offers and he accepted.

Sent an email to the planner and got a call from the government at Forrest Hills, they want to talk ... so I get a chance at redemption ten years later ... my condition was that I save the smasher and be able to raise the money to put it upright again.

Sigh...

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



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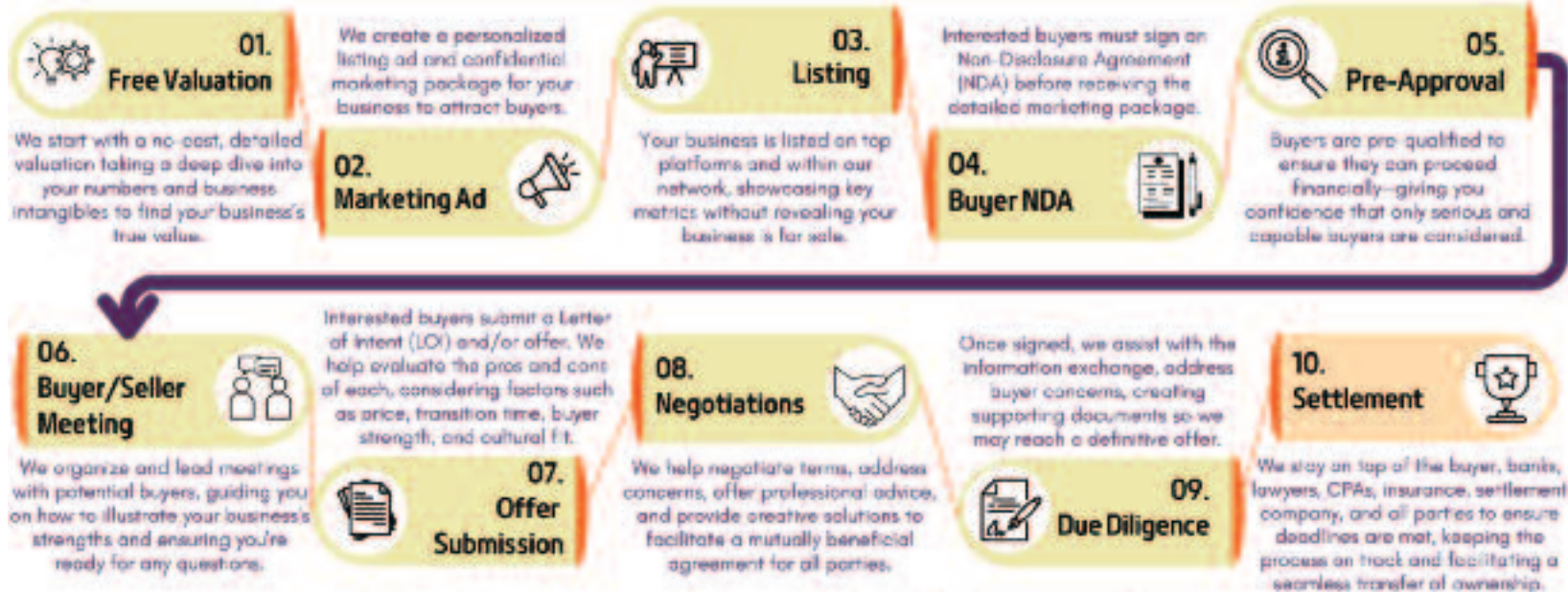
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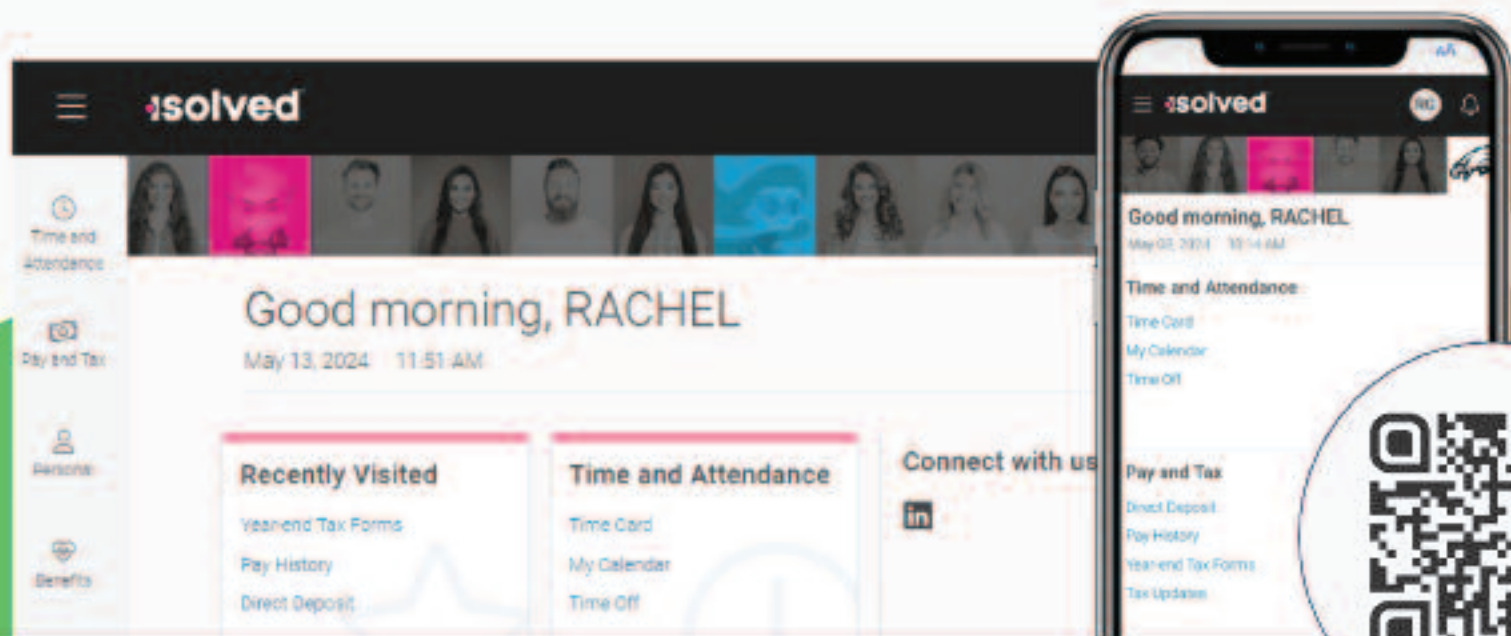
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