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Drew Carney*

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**Joseph Albert, DO, MRO,
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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

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Exceptional Service, Powered by People – PremierNow was founded in 2000 on the belief that small and mid-sized businesses deserve better than the lack of personal service offered by large payroll providers. From day one, their mission has been to deliver a more thoughtful, responsive experience tailored to the needs of their clients. PremierNow has worked hard to raise the bar on what businesses should expect from a payroll and HR partner—ensuring that every phone call, every email, and every solution is handled with care, clarity, and a personal touch.

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Solutions That Grow with You – PremierNow understands that no two businesses are alike—and that payroll isn't one-size-fits-all. They offer flexible, a-la-carte solutions that grow alongside their clients' businesses. Through their partnership with isolved, an all-in-one technology platform, clients scale at their own pace—adding features when they're needed and never charging for what isn't.

And when clients need more than technology, they can rely on PremierNow for connections to a trusted network of industry professionals—another example of how their team is always working to support their clients.

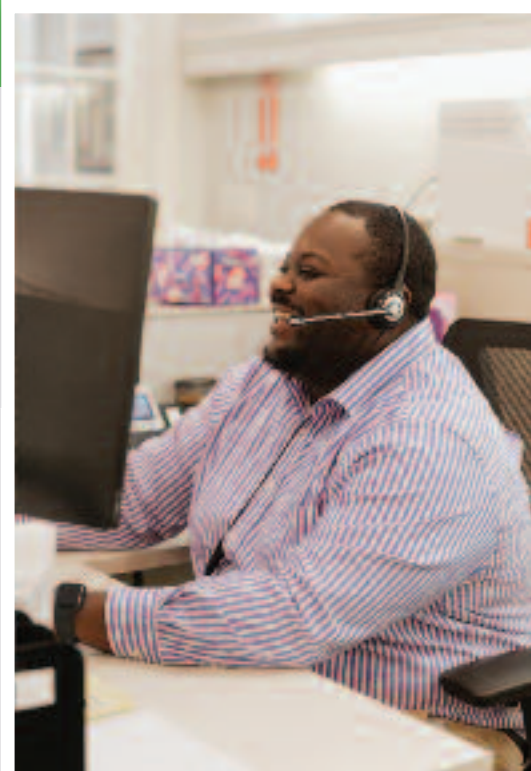
Celebrating a Legacy, Shaping the Future – PremierNow's journey from its founding in Phoenixville in 2000 to its current headquarters in Royersford, PA, reflects its growth and unwavering commitment to client support.

"The story of PremierNow is one of teamwork, client focus, and constant growth. We're proud of how far we've come—and prouder still of the relationships we've built along the way" says president Sarah Coveney.

For additional information, please call 610.917.2281 and visit www.premiernow.com.



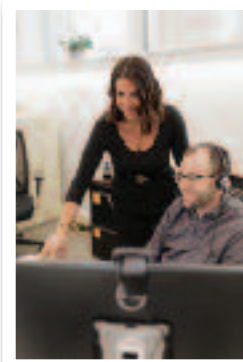
Sarah Coveney, President (middle); Sales team Ann Angelucci (left) & Noelle DiMeo (right)



Kidada "Junior" Thompson - service with a smile



Outside of building in Royersford



Ann Angelucci and Jason White



THE TEAM



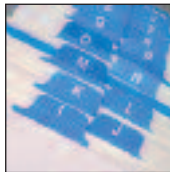
PHOTO BY STEVE LADNER PHOTOGRAPHY

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Cover Story: Endeavor Business Brokers of Pottstown specializes in helping business owners sell their businesses and helping buyers find their ideal business opportunity. Whether you're looking to sell your business or invest in a new venture, they'll ensure a smooth, successful transaction.



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MG Architects, established
in 1920 —a cornerstone in
Berks County, PA



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Browse the Marketplace
to grow your business,
network, and keep your
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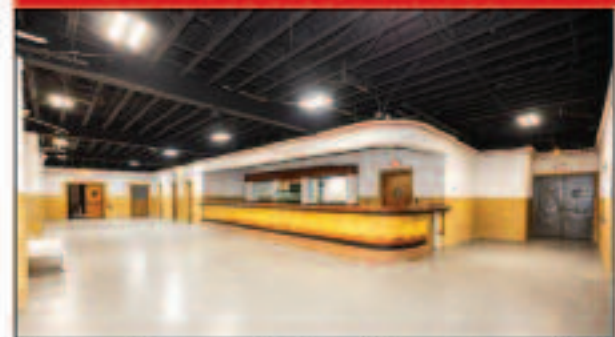
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3rd Floor Features 22 Foot ceilings with new high bay lighting, drop ceilings, tons of natural lighting, mezzanine viewing deck, Elevated stage, Ample Electricity, Bathrooms, freight elevator, and three forms of egress. Base rent of \$3000/ Month. Landlord willing to pay for Improvements and zoning.

1st FL Parlor: 9,000 Sqft: 5 Forms of Egress, Storage, Drainage & Bathrooms, Utilities



1st Floor Features 12 Foot ceilings with new L.E.D high bay lighting, Ample Electricity, Bathrooms, five forms of egress for access and loading, Exposed Ceilings, Separated Offices and Storage areas. Base rent of \$3000/ Month. Landlord willing to pay for Improvements and zoning.

HELPING BUSINESS OWNERS SELL WITH CONFIDENCE THROUGH **ENDEAVOR** BUSINESS BROKERS

By Kathy Hunt

Often, people wait too long to decide to sell their business, says Drew Carney, founder and president of Endeavor Business Brokers. They just don't know when the right time to sell is. A simple question can help business owners make that decision. It's one that Carney often poses: "Can you double the value of your business in the next ten years? If you can't, you should give us a call."

Now in its fourth year, Endeavor Business Brokers aids owners with selling and buyers with finding the right business to purchase. Generally, the group focuses on businesses that

generate revenue between \$1 and \$20 million. Carney added that if referred by a client or other trusted source, Endeavor may take on smaller companies.

The group tends to represent limited liability companies (LLCs) and corporations, and recently has worked with and sold many of the trade industries. However, Carney and Endeavor vice-president JT Clark see Endeavor as being "industry agnostic" and are open to a wide range of fields. Based at 635 East High Street in Pottstown, Endeavor Business Broker's clients come from across Pennsylvania as well as New Jersey, Delaware, and Maryland.



JAKE DRAP, DREW CARNEY, JT CLARK

PHOTOS BY STEVE LADNER PHOTOGRAPHY



Valuation and brokerage services

One of the first questions asked of any prospective Endeavor client is whether the owner knows how much their business is worth. To help determine a business's value, Clark, who specializes in private business valuations, starts by analyzing EBITDA, Seller's Discretionary Earnings, assets, liabilities, and other key financial data. But as he puts it, "Valuation is just as much an art as it is a science. There's a lot more to a business than what shows up on a tax return."

Buyers want more than just numbers. They want to understand the owner's day-to-day involvement, the company's organizational structure, employee roles, and the full customer journey. In short, how does the business actually make money?

A question Carney often asks owners early in the process is: **"What would happen if you took a two-week vacation with no phone, no email, no way to check in — what would happen to your business?"** The answer says a lot about how sellable a business really is.

At Endeavor, they call the process of connecting a business's intangible qualities to its financials *Bringing the Narrative to the Numbers*. These intangibles like revenue sources, systems, staff, customer experience, and owner involvement often impact a business's value just as much as the bottom line.

Take a recent example Clark worked on. A construction company that, based strictly on the numbers, looked like a \$3 million listing. But the owner had gone through a personal family situation that temporarily affected sales. After looking closer at the company's strengths — a long track record, experienced team, and loyal customers — Endeavor listed it at \$5.5 million and got full-price offers.

"That's what we do," Clark says. "We tell the whole story by connecting the financials with your story, so you get the value you deserve for everything you've built."

Endeavor Business Brokers offers a free preliminary valuation for prospective sellers. If they're not ready to list, they offer a formal, in-depth valuation for a fee—giving them a clear picture of where they stand and what to consider for the future.



Once the valuation process is complete, the Endeavor Business Broker team develops a sales strategy. Endeavor possesses a network of potential buyers, and it aims not only to get the best price but also the best fit for the seller.

"It's very important to us that we get what your business is worth and also find

someone you'd be happy to hand over your business to," Clark said.

On average, it takes 8.3 months for a business to sell. Large businesses generally take longer than smaller ones. However, factors such as preparedness and market conditions also play a role in the time it takes to sell.

(Continued on page 8)



"Endeavor will help negotiate the sale, keeping all sensitive information private and secure. The team adheres to strict confidentiality practices, utilizing nondisclosure agreements (NDAs) and secure communication. During the closing stages, they stay on top of the buyer, banks, lawyers, CPAs, insurance, settlement company, and all parties to ensure deadlines are met, keeping the process on track and facilitating a seamless transfer of ownership."

Marketing and relations manager Jake Drap recently revamped Endeavor's electronic documents, enabling clients to access information and sign NDA's online with ease. Clark noted that Drap was a driving force behind Endeavor's redesigned website, which now allows sellers to book a consultation online at any time.

The right time to sell

"We know that you don't just wake up one day and decide you want to sell your business," said Clark. "Often, it's a multi-month, multiple quarters, or even multi-year process."

So, when is the right time to sell? It's often when your company is thriving—showing steady growth and strong value. The right timing doesn't just secure your financial future—it protects your employ-

ees' livelihoods, and preserves your reputation with loyal customers. Most importantly, it allows you to enjoy the rewards of your hard work, whether that means spending more time with loved ones, or starting a new venture.

"Anyone who's had the business for 20 or 30 years, is seeing mature instead of fast growth, and is north of the age of 50 and looking for less and less responsibility and headaches—that's when you should sell," Carney advises.

Carney likes to tell the story of the plumber, one of Endeavor's first clients they took on. At the time, the numbers were dipping down, and the number of trucks that had been on the road just 8 years prior had gone from 10 to 2.

This particular deal was tricky to work through, but the seller still walked away with a great outcome. Endeavor was able to negotiate the terms under which the buyer would rehire the seller, including details like working hours, compensation structure, and even physical demands of the role. While it's rare that the seller gets rehired and it was the seller's preference in this case it's just one example of how we can get creative with the terms to meet both parties' needs. These types of stipulations, whether related to roles, responsibil-

ities, or other conditions, can be negotiated in various ways to ensure a smooth transition and a win-win outcome.

The good news is that Endeavor helped the owner get a good sale price, allowing the seller to stay on in a part-time role, and both parties are still happy with the outcome. The bad news, however, is that by waiting too long to sell, the seller may now be locked into a situation where he'll have to work the rest of his life instead of enjoying the benefits of an earlier sale.

Carney's advice: "Don't wait another 10 years. It won't be the same business. What's worth a million now may be worth only a hundred thousand in 10 years, and that's a huge difference in what retirement looks like."

Uncertain owners can schedule a free consultation at www.endeavorbusinessbrokers.com to discuss their goals and how to prepare for a sale.

"When we speak with sellers, we know what a big financial decision it is, but we also know what an emotional decision it is, too," Clark said. "This is a business that paid for your kids' education or allowed you to buy a vacation home. It's funded your lifestyle for a significant part of your life. Then you have employees who you

care about and rely on you. There are also customers who appreciate the work you do. We want to get what your business is worth, but we also want to find the right buyer who treats these stakeholders well."

Giving help, and without hidden fees

Carney noted that out of every 100 small to medium-sized businesses that want to sell, only 23 percent actually will sell.

"When businesses come to us and they're not ready to sell, we will tell them what they need to do to sell. We work with fractional COOs (chief operating officers) and CFOs (chief financial officers), business coaches, and other people who can help them get to a point where they can sell. We refer them to these people," he said.

Endeavor Business Brokers only gets paid after the sale in what's known as a "success fee." It doesn't take a retainer, nor does it sneak in hidden fees.

Along with aiding its clients, Endeavor aims to help communities in Southeastern Pennsylvania. As part of the company's business mission, Drew and his team donate ten percent of their annual gross income to local charities such as Happy 2 be Home and Dom Fixes Bikes. The former

nonprofit provides funding for adaptations that make a family's home accessible for their chronically ill child. Started by a Chester County teen, Dom Fixes Bikes repairs and gives away gently used bikes to make, as its website states, "cycling accessible to everyone, no matter their age, race, gender, or financial situation."

If a seller supports a specific charity, Endeavor is happy to donate to it, Clark said. Likewise, if someone refers a seller to Endeavor, the referring person can select the charity to which Endeavor contributes, Carney said. Endeavor Business Brokers wants to help foster "growth and opportunity, not just within the business sector but in the broader community as well."

How Endeavor Business Brokers began

After years of working in commercial real estate as both a realtor and broker, Carney decided to make a change and start his own brokerage company. A year into the business, during which time his original business partner had died unexpectedly at age 48, Carney found himself grilling alongside Clark at a Happy 2 be Home charity event.

"I'd been praying for someone who was young, crazy smart, who gets the dream of what this business is going to be down the road, and who will give to charity," Carney said. "Most people, when I say I'm a business broker, ask, 'What's a business broker?' With JT, he knew exactly what I did. 'You find a seller who's looking to sell. You look at the financials, find addbacks to determine profitability, and assess the business's intangible factors. You look at the multiplier...'"

Clark had studied finance at the University of Scranton. In his spare time, he had listened to tapes of his finance professor's valuations.

"I literally took two steps back, looked into the sky, and said, 'Thank you,'" Carney said.

Clark became not only an employee but also a partner in Endeavor Business Brokers.

"Taking Endeavor on together has really been a great ride," Clark said. "We're in a constant state of improvement and we're motivated to keep that going."

Currently, Endeavor has four brokers. Carney would like to expand that number to ten. The increase would allow Endeavor to cover more territory. It also enables the company to maintain its team of specialists. At other brokerage firms, brokers may be expected to juggle multiple roles and specialized responsibilities, including creating their

own buyer packs and advertisements.

"We have a specialist who does the buyer packs. We have a specialist who does the financial evaluation. We have a specialist who does client meetings. We have a seller funnel, a buyer funnel, and managers of those funnels," Carney said. He added that this is one of Endeavor's many strengths.

"You don't just get Lisa. You get me. You get Jake. You get JT. You get Cayla," Carney said. Skilled, experienced, and helpful brokers possessing integrity and the desire to get the best price and best new owner for your business. All this, and more, are waiting for you at Endeavor Business Brokers.

For additional information about selling or buying a business through Endeavor Business Brokers, visit the website at www.endeavorbusinessbrokers.com. To schedule a consultation, email info@endeavorbrokers.com or call 484.238.0897.



FOCUS ON POTTSTOWN REVITALIZATION

Pottstown Area Economic Development (PAED)

Pottstown Area Economic Development (PAED) provides services to businesses and organizations seeking to invest, expand or relocate including assistance with site selection, commercial and industrial real estate development, access to resources and workforce development. PAED's efforts stimulate investment, which helps maintain and enhance the tax base, retain, and create job opportunities, and restore, utilize, or remove under-utilized buildings.

Reasons to Pick Pottstown

- Centrally located between Reading, Allentown and King of Prussia, as well as Philadelphia and New York City, with proximity to major highways including Route 422, and Route 100.
- Industrial history spans centuries and has produced an infrastructure with recent and planned multi-million-dollar renovations, continuing to make the Borough a great location for conducting business in today's global economy.
- Tax Incentives, including: Local Economic Revitalization Tax Assistance (LERTA), a seven-year, Borough wide tax abatement on approved properties with completed improvements; Three identified Qualified Opportunity Zones in the Borough of Pottstown offer "deferral of, reduction of, or elimination of future" capital gains taxes to investors.
- Central business district features historic architecture, walkable tree-lined streets and a growing list of shops, restaurants, and bars.
- Diversity of space across the 5.5 miles includes industrial, warehouse, commercial and suburban office parks, in addition to the traditional downtown.
- Arts & Cultural Organizations including Steel River Playhouse, originated in 2001, relocated and re-imagined in 2008 after a \$2.4 million transformation of a 20th century vacant department store



into a performing arts center. Montgomery County Community College houses its North Hall Art Gallery in a former 19th Century industrial space that is a work of art in its own right, with exposed brick walls and gleaming wood floors, featuring an array of art and local artists with exhibits changing throughout the year.

- Proximity to retail shopping including Philadelphia Premium Outlets, Upland Square Shopping Mall, Home Depot, Costco, Giant, Target, Staples, Dick's, Walmart, and the Borough's many specialized Downtown shops such as Agnes Edmunds, Dani Bee Funky, Deliah & Dean Food Market, Enchanted Elements Apothecary, Gypsy Dreaming & Counting Stars, Once Upon a Time Consignment Boutique, The Collective, and more...

- Pottstown Municipal Airport, a general service airport with a 2,700-foot-long runway, owned by the Borough of Pottstown. Nearby privately-owned Pottstown Limerick Airport has a 3,400-foot-long runway. Philadelphia International Airport is a one-hour drive from Pottstown.

- A Class 1 railroad, Norfolk Southern's Harrisburg Freight line, runs along the Schuylkill River through Pottstown. In recent years, Norfolk Southern has made significant investment in modern intermodal facilities within the Borough. This rail line is double-stack

capable, providing more efficient transportation services for Pottstown manufacturers.

- Opportunities to stay overnight, including the 119-room/suite Fairfield Marriott and Three Daughters Inn, a three suite Bed & Breakfast, and Motel 6.

- Pottstown Tower Health Hospital with 232-licensed beds, nearly 400 physicians, specialists and providers, Accredited by the Joint Commission; Accreditation with Commendation by the American College of Surgeons, Commission on Cancer; Certified Primary Stroke Center; Certified in Hip/Knee Replacement; Get with the Guidelines - Stroke Gold Plus Quality Achievement Award (American Heart Association/American Stroke Association); American College of Cardiology Accreditation Services- Chest Pain.

- Exceptional education institutions including Pottstown High School's Career and Technical Education programs, enabling students to train in state of the art facilities within 10 fields of study; Montgomery County Community College's Pottstown Campus, opened in 1996 as a second campus (Across 2 campuses, MC3 offers 100+ programs, boasts 78,000 graduates and carries an average annual enrollment of approximately 11,000+ students); The Hill School, accredited by the Middle States Association, and the Ten Schools Admission Organization (TSAO) is a private preparatory boarding high school on 200 acres, with students enrolled from 31 states and 31 countries

For more information about Pottstown Economic Development (PAED), please contact Peggy Lee-Clark, Executive Director at 610.326.2900.



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Express has been providing reliable payroll services to local employers since 1987 and now offers a full cadre of professional support services.

Jennifer Scotese started working for Express Data Systems in 1988 as office manager but quickly accepted more and more responsibilities over the years as the business grew. In 2002 Jennifer took over as company President when founder, Jay Berman, retired. Since her ascension to the lead role at Express, Jennifer has overseen steady growth of the company that now services nearly 500 clients with an all-female staff of nine.

Leading the growth of Express has come naturally to Scotese, who oversees operations, sales and marketing. Since being named President she has implemented improvements for clients related to payroll processing to enhance Express Data Systems value as a partner.

In 2014 Scotese and her team added enhanced Human Resources and Timekeeping options so clients would

have a reliable one-stop shop for quality business service support. After that, they brought in new and improved "Pay as You Go" Worker's Compensation and rolled out applicant tracking and employee on-boarding.

Panacea Payroll is a mirrored offering of Express but with a national service area. Designed specifically to support businesses in the cannabis industry, Panacea Payroll employs specialists with knowledge of the medical marijuana category.

Learn more by visiting www.ExpressDataSys.com or PanaceaPayroll.com. Both companies are headquartered at 3277 West Ridge Pike in Pottstown.



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Sanatoga Animal Hospital, LLC

With quality care, a friendly staff, and a loving doctor, Sanatoga Animal Hospital is the place for your pet. Located at the corner of Park Road and High Street in Sanatoga, just off of Route 422, the staff works hard, in order to assure the safety of your pet. The hospital has been accredited by the American Animal Hospital Association (AAHA) since 1990. AAHA accreditation ensures that a hospital meets high standards in dentistry, diagnostic imagery, laboratory testing, surgery, pain management, pharmacy, and patient care. Only 12 percent of veterinary practices in the United States of America and Canada voluntarily allow on-site inspection by AAHA to establish and maintain these standards.

Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provide

loving care and compassion. They have state of the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care. A comprehensive approach is emphasized in treating patients. Routine surgeries such as spay and neuter or tumor removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and postoperative pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted multiple times as The Best Animal Hospital in *Mercury's Readers Choice*. Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupons please visit www.sanatogavet.com.

Steve's North End Mower Shop

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

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

We will service any brand or model of outdoor power equipment. Bring your item in or, we can pick it up from your location. Pending your location, local pickups and deliveries are various prices roundtrip. We will quickly prepare a full diagnosis. There are no hidden fees. Diagnosing small tools takes time. You may decline service after diagnosis, however we require a minimum fee per tool. Your equipment will be returned in diagnosis form — partially or completely deconstructed.

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

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

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



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- Specializing in tree health, removal, and expert pruning.

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FOCUS ON POTTSTOWN REVITALIZATION

Downtown Dezin provides clients with creative identity solutions in the heart of Pottstown

If you've taken a walk, grabbed a bite to eat, enjoyed a local brew or cocktail, or just passed through downtown Pottstown, chances are you've seen work done by Downtown Dezin, LLC. As a graphic designer for over 40 years, Linda Jacobs established Downtown Dezin in 2015 to provide small businesses in Pottstown and beyond high-quality graphic design services for any size budget. With a strong desire to work with local non-profits, whose budgets are most often non-existent, Linda wanted to give them the image and visibility they needed to be successful; hence the creation of her company tagline "advertising and graphic design with a heart."

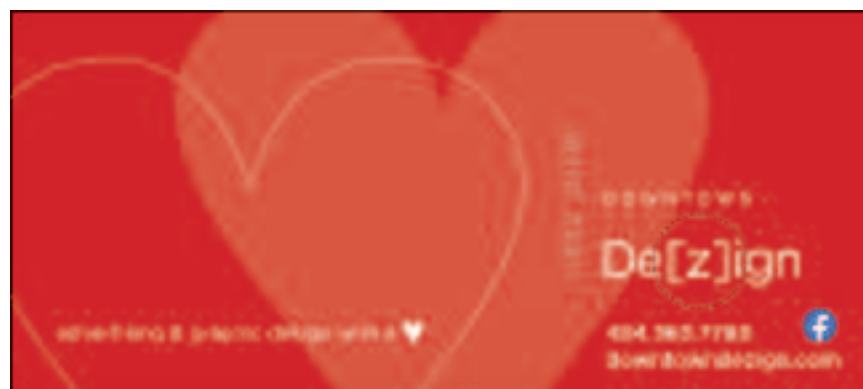
Focused mainly on print media, logo design, brochures, catalogs, newsletters, signage, print and social media ads, and special event promotions, Linda works with new start-up businesses, non-profits, or established businesses that may want to update their existing identity and marketing materials with a fresh new

approach. Linda is proud to say that many of her clients have been with her for over 35 years, and it's one of her main priorities to source local printing and small business vendors with every opportunity she has.

Thinking about a freshen-up for your business identity or materials? Is what you currently have truly representing the image you want to share with the world? Downtown Dezin would love to add you to their "family" of satisfied clients. Follow them on Facebook!

A Pottstown native, Linda Jacobs is a graduate of Pottstown High School and Moore College of Art and Design in Philadelphia, PA. She is proud to have established her graphic design business in Downtown Pottstown, where we all share the desire to promote positive growth and opportunities for our community.

For additional information, please call 484.363.7793 and visit: www.downtowndezin.com.



Vlahos Dunn Agency Offers Liquor Liability Insurance for Fellow Hospitality Industry Entrepreneurs

Vlahos Dunn Insurance Agency has been an integral part of the Pottstown community for over two decades, skillfully navigating the changes that have influenced the area, including its recent revitalization. As our agency grew, we took the opportunity to acquire a prime location in the town center. A friend's suggestion inspired us to convert the space at 230 E. High Street into a lively Beer Garden. After conducting thorough research, we proudly launched the "Iron Gate Biergarten," which is now open for public enjoyment.

If you have experienced a rise in your Liquor Liability Insurance costs that has affected your profitability, our agency is ready to help. As the proprietors of Iron Gate Biergarten, we fully understand your requirements and can tailor your



coverage to protect your valuable investments. With our extensive expertise in the restaurant and bar sector, we recognize the unique challenges it entails. Liquor Liability Insurance is one of our specialties, alongside Commercial and Property & Casualty insurances, and we work with a variety of carriers. For a detailed review of your coverage and personalized recommendations, please reach out to our office at 610.326.1010 and ask for Nick Vlahos (nvlahos@vlahosdunn.com).

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Ms. Pickles Sandwich Shop

Welcome to Ms. Pickles Sandwich Shop, your go-to spot for mouthwatering corned beef sandwiches! Located at 250 E. High Street in the heart of Pottstown, we're passionate about one thing: making the best darn corned beef sandwiches around. Our secret? Our homemade slow-cooked corned beef, which undergoes an 8-hour process with a special blend of spices, resulting in a flavor you won't find anywhere else. Whether you're a fan of classic Reubens or adventurous enough to try our unique creations; like the New Yorker, a delicious combo of Pastrami, Corned beef, Coleslaw, & spicy mustard on a toasted onion rye. There's something here for everyone. But it's not just about the food—it's about the experience. Our friendly team is here to make sure you leave with a smile on your face and a full belly. So, if you're craving a delicious sandwich made with love, come on down to Ms. Pickles Sandwich Shop and taste the difference for yourself.

Ms. Pickles' has its roots in three different states starting in Ohio, where Mario, our owner, learned the craft of making

delicious corned beef from his grandparents at their deli shop. Not too long after he moved to New York and opened up a new restaurant, which unfortunately closed due to the pandemic. Determined to bring his delicious creations to more people, Mario found a new home in Pottstown. Here, the idea of Ms. Pickles began to take shape. Mario drew inspiration from the diverse flavors in each city and created The Philadelphian, New Yorker, Cleveland, and the Texan.

Besides our mouth-watering sandwiches, we couldn't be Ms. Pickles without our amazing pickles! Our shop boasts a delightful selection of locally sourced pickles, available whole, speared, or sliced to perfection. With a fantastic variety of 20 flavors, there's something for every pickle lover. From the classic bread and butter to the tangy half sour and the daring scorpion pepper honey, our pickles are sure to satisfy your cravings. For pickle enthusiasts and connoisseurs alike, Ms. Pickles' shop is a pickle paradise. Come discover your new favorite flavor today!

For additional information, please call 484.300.600.

Ye Old Coventry Pub

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

Daily specials: Every Monday — special "2-for-dinners" with five choices — chef special dinners; Tuesday — Taco Tuesday;



Wednesday — Burger Day specials; Thursday — Clam special & Trivia, 8-10 P.M. featuring fun and prizes. Weekend dinner specials include Prime Rib; Saturday afternoon — Soup and Sandwich special; Sunday — Family Day-Wert's Birch Beer on tap from 1960s, a local favorite from Topton; Shepherd's pie and children's menu.

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

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Cole Tobacco, located at 215 E. High Street in downtown Pottstown, has everything you need to get started rolling your own carton of cigarettes for \$10. The friendly staff at Cole Tobacco are more than happy to show you how, just ask. Cole Tobacco has a walk-in humidor, with a wide range of high-grade cigars. Join Cole's Tobacco Cigar Club to earn an additional ten percent off of purchase of high-grade cigars. Cole Tobacco also carries lots of old-time

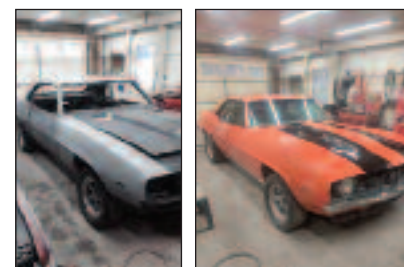


candy, penny candy, smoke odor candles, incense, cigarette cases, flasks, and a wide variety of vape products. For additional information, please call 610.323.4991.

Bill's Performance and Restoration

Restoration of a car is a daunting task, not one to be undertaken lightly, or by the inexperienced. A full restoration can take many years and can cost tens of thousands of dollars; often, and generally, well in excess of what the finished value of the car will be. Many jobs will have to be farmed out to specialty shops; those with the special knowledge and equipment to do the job. Often a restoration once started is left unfinished and the car and parts can be purchased for a fraction of their worth. However, if a person buys an unfinished project, it is imperative to be sure that all of the parts are there. Finding parts for an orphan or rare car can sometimes be impossible. This necessitates the fabrication of parts from scratch, generally at great effort and expense.

Bill's Performance and Restoration, owned by Bill Hansell, has a solid proven ability that is trusted all over. ASE Certified, using I-Car certified technicians,



uses authentic top-quality parts and brand name tools. Services include restorations and rust repair, including Cab Corners and Bed Sides; Install new metal back to original state; Paint match ups; Rocker Panels; Full restorations to all makes and models; and Quality collision repair.

Bill's Performance and Restoration, located at 1136 Ridge Road, Pottstown, PA 19465 is licensed and insured. For additional information, please call 610.314.8586 or email: billhansell@yahoo.com, and visit www.BillsPerformanceandRestoration.com

Bills Performance and Restoration

Rust Repair
Bill Hansell, Owner
1136 Ridge Road
Pottstown, PA 19465
610-314-8586
billhansell@yahoo.com
Billsperformanceandrestoration.com

FOCUS ON POTTSTOWN REVITALIZATION

O'Donnell Weiss & Mattei, P.C.

The pending commercial development and investment in Pottstown is exciting and O'Donnell Weiss & Mattei, P.C. is proud to be a part of that growth and revitalization.

Our OWM business lawyers work with small family businesses, large corporations, partnerships, joint ventures, sole proprietorships, limited liability companies and non-profit organizations. Clients can look to OWM for help navigating today's extremely demanding business environment, guiding them through business formation, drafting and negotiation of contracts and agreements, succession planning, etc. Consider OWM as part of your "business team" here to help you achieve your goals.

Reaching a successful outcome in any legal matter begins with OWM's commitment to open communication and a knowledge-based, team approach. In addition to our Business Group, we have four (4) other practice teams equipped to guide clients through their legal process –

- Real Estate/Title Insurance/Land Use,
- Elder Law/Special Needs Planning /Estate Planning/Estate Administration,

- Family Law/Divorce/Custody,
- Criminal/DUI/Accidents/Civil Litigation.

Keeping up-to-date with the latest technology, while still maintaining personal relationships and providing individualized service, is part of what makes OWM unique. We are committed to making the experience of seeking legal help as comfortable as possible.

As active members of the TriCounty Area Chamber of Commerce, volunteers on many local Boards, and a sponsor of a multitude of community activities, OWM lawyers are committed to the communities in which we live and work.

Our fully staffed offices at 41 E. High Street in Pottstown, and 347 Bridge Street in Phoenixville, are open Monday through Friday for appointments. Since we are also a Title Agency, we hold commercial and residential real estate settlements in both offices as well.

Please visit our website www.owmlaw.com for additional information or call 610.323.2800 or 610.917.9347 and let our staff connect you with an attorney who can assist you.



O'Donnell, Weiss & Mattei, P.C.



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Rebecca A. Hobbs, CELA

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Dance School Presents Spring Demo Concert

The Pottstown Dance Theatre, under the direction of international dance artist Michelle Jones Wurtz, will present its annual "Spring Demonstration Concert" at Boyertown Area Middle School West on June 1st at 3pm. The performance is similar to a recital, but that sounds so "final". True artists know that all art training is a lifelong journey, and one is never really finished; so, this is an opportunity to show people where the various artists are in that training process. Many alumni have become professional dancers, choreographers, and teachers in their own right. Others have stated that the school gave them a needed discipline that aided them in their various career paths. Dancers have made friendships that stand the test of time.

The show lasts about two hours and includes ballet, pointe, creative movement, tap, jazz, modern/contemporary, break-dance, African Dance, Irish Dance, Acro Dance Arts, and hip-hop. Dancers range in age from four to adult, and levels are beginner to pre-professional. It is a day that celebrates the diversity of our talent, and the world around us. Ella Mazur is a graduating senior and will be performing her own choreographed solo. Teachers include Ms. Wurtz, Marissa Anuzelli, David Heller, Janet LaCava, Teagan Lee, Maddie Lobello, Kelsey Nieckoski Noble, Vesa Pema, Brianna Sanders, Krysta Bernhardt, and Adleigh Strickland. Tickets will be available in advance at the Pottstown Dance Theatre (72 West Main St., Pottstown 19465), by calling 610.323.2569, or at the door upon arrival.

Complete Graphics – Celebrating 41 Years

It is hard to believe Complete Graphics started 41 years ago in Jim Rittwage Sr.'s basement. CGI has had several locations throughout the years... North Coventry, King of Prussia, Folsom, North End of Pottstown and their longest in our current location of 29 years at 38 E. High Street, Pottstown, in one of the town's oldest buildings that dates back to 1815.



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

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

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CGI prides themselves in our turnaround time, which is unprecedented like no other.

Our running joke in the shop is "Please Pull to the Second Window."

For additional information, please call 610.327.1780, and visit www.complete-graphix.com.

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Call 610-323-2569 or visit
www.pottstowndance.com

Demo Performance:
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Area Middle School West

Pottstown Dance Theatre
Michelle Jones Wurtz, Director
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REVIEWS GENERATE TRUST



SOCIAL MEDIA TIPS

By Theresa Mintzer

People buy from businesses they know, like, and trust. One way to increase your trust factor is through reviews and testimonials. Ensure that your loyal customers have the opportunity to provide feedback on your business.

If you do not see a review tab on your Facebook Page, go to Settings then Page Details. Next look at the categories and scroll down to turn on reviews. Once you have confirmed that your review tab is visible, it is time to ask for some reviews. Google Business Profile Manager has a shareable link you can send to customers. Under your profile on LinkedIn, you can ask for a recommendation.

Don't be afraid to be direct about asking for reviews. When you send a follow-up email to a customer, include a link to your Facebook review page and ask for a testimonial. The easier you make

it, the more likely someone will leave you a review. If you have a physical location, have a QR with a direct link to a review page displayed in the office.

When customers tell you they love your product or service, you can respond by asking them to give you a review on Facebook or Google. Not everyone will and that's okay. However, there is a good chance that they had not considered leaving a review. Asking plants the seed, so if they don't do it now maybe they will in the future.

Reviews can really benefit your business. It would be amazing if every satisfied customer sent you a glowing review after interacting with your business. That is not always going to happen, so don't forget to ask. Make it a habit to review your service providers too.

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REVITALIZE YOUR MARKETING STRATEGY WITH THESE SPRING CLEANING TIPS



MARKETING TIPS

By Julie Huff, Copywriter,
beMarketing

Spring cleaning isn't just for closets — it's for your marketing, too. Q2 is the perfect time to ditch what's not working, double down on what is, and reset your approach for better results. With the right digital marketing agency in your corner (hey, that's us!), even big changes feel manageable.

Let's give your marketing strategy a spring refresh:

Audit & Eliminate — Start by reviewing your analytics, engagement rates, and conversions. If something isn't performing, it's time to let it go. Outdated email templates? Low-performing ad channels? Clear out the clutter and make space for smarter solutions.

Look Around for Inspiration — Don't look to your competitors to copy their ideas, but to stay informed. Spot gaps, explore industry shifts, and take notes on

how others are evolving their social media strategies to stay visible.

Rework Your Brand Positioning — Does your brand still speak to who you are and who you serve? A refreshed story or visual identity can go a long way in building a more personalized marketing strategy that resonates.

Update Your Touchpoints — From your social bios to website CTAs, make sure every customer-facing element feels fresh and aligned. Start with social — it moves the fastest.

Test, Monitor, Tweak — Marketing isn't "set it and forget it." Try new ideas. Test them out and refine them based on the results. AI tools for marketing can help you spot patterns and adjust in real time.

Let's Clean Up and Level Up — Ready to refresh your strategy without starting from scratch? beMarketing's here to help you move forward — smarter, sharper, and more confident. Let's talk. Get in touch with our team at bemarketing.com or 484.261.1149.



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Sustainable Energy Fund (SEF)

Sustainable Energy Fund (SEF) is excited to host EnergyPath 2025, the region's largest sustainable energy event.

This one-day event will be held on Wednesday, July 16, 2025, at the Gerald White Conference Center at DeSales University in Center Valley, Pennsylvania.

EnergyPath, featuring this year's theme, "Advancing Regenerative Energy," offers a space for industry professionals, policymakers, and educators to gather and learn more about the energy sector. Attendees will gain insight into the current energy landscape,

explore future advancements in regenerative energy, and establish a framework for implementation.



The conference will feature keynote presentations and breakout sessions, covering topics such as the Clean Energy Program Plan, energy efficiency for buildings, energy controls, financing through C-PACE, solar grazing, biogas, and regenerative energy.

Registration for EnergyPath 2025 is open. An early registration rate is available until May 15, 2025. Registration is available at energypath.org/attend-energypath.

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Our Community at The Residences at Manatawny Village Has One Main Goal — To support you and your loved ones in Successfully Aging in Place.



Whether you're fully independent, require some assistance, or are at the palliative or hospice care stage, we are here for you—every step of the way.

We take a holistic approach by considering your **physical, financial, and social needs** to help make The Residences your forever home—no need to move again.

Our **Personal Care** and **Memory Care** services are located on the second floor of a campus that also includes a **Skilled Nursing Center**—ideal for short-term rehab or skilled nursing care when needed.

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Your Community Has Spoken — We've Listened! Introducing Enhanced Memory Care at The Residences at Manatawny Village

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No surprise fees. No hidden costs. Just one transparent price that covers everything.

Make the compassionate, clear choice with **Horizons Memory Care**—the trusted name in affordable, high-quality care for individuals with memory needs.

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- **True All-Inclusive Care:** Medication management, multiple care levels, personal support—all included at one clear rate.

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- **Specialized Programs for Mind, Body & Spirit:** Led by our Social Engagement Director, we offer enriching activities rooted in **Validation Therapy**, **Montessori Methods**, and **Dementia-Specific Training**—fostering dignity and joy daily.

- **No Hidden Fees, No Fluctuating Bills:** Financial peace of mind for your family—so you can focus on what truly matters — love and connection.

We're Here for Your Family

At Horizons Memory Care, we empower residents to live with dignity, comfort, and purpose. Let us walk beside you and your loved one on this journey with unwavering support and understanding.



Want to Learn More?

Call or text **Terri Flannery** at **610.412.8884**

Follow us on Facebook:
The Residences at Manatawny Village

30 Old Schuylkill Rd, Pottstown, PA 19465
Located in East Coventry, Chester County

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WHAT'S THE DIFFERENCE BETWEEN MARKETING AND SALES?

There's a big distinction between marketing and sales, but a smart business strategy aligns both to drive revenue. Learn the differences, so you can create a strong strategy and grow your small business.

Entrepreneurs without direct marketing or sales experience often lump the two together as a single effort. Other owners see marketing and sales as completely separate initiatives. This can create so much separation between the two that marketing and sales end up working in silos, completely separate from one another.

Both of these approaches fail to maximize the ability of a business's marketing and sales efforts to drive revenue.

It's important to the success of your business that you take the time to understand the difference between marketing and sales, as well as how they work best together.

In the Race for Revenue, Marketing Passes the Baton to Sales

Think of marketing and sales like runners in a relay race. Marketing is the first runner out of the gate. It runs Lap

One, which includes finding, reaching and engaging prospective customers. Once marketing completes the first lap, it hands the baton to the second runner, sales. Sales takes off and builds a relationship with those prospects to make the sale and finish the race.

This analogy of 'passing the baton' is what's known in the marketing and sales world as passing through the 'sales funnel.' A sales funnel represents the way a business moves a prospect through its sales process. Marketing efforts get prospects into the funnel and sales efforts work to turn those prospects into customers when they come out of the funnel.

You can read more about marketing and sales funnels and how to create one for your business by listening to this SCORE recorded webinar, "Creating a Sales Funnel to Increase Revenue" (<https://www.score.org/event/creating-sales-funnel-increase-revenue>).



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May 14th @ 3PM



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How Does Marketing Get Prospects into the Funnel?

Marketing can include a lot of activities and tactics. Any effort taken to understand the needs of your potential customers, find them, and make them aware of your business and how it can provide a solution to a problem falls under the role of marketing.

Marketing activities can include:

- Market research to understand your customers' needs.
- Public relations efforts that create awareness of your company.
- Advertising to promote your business and products.
- Content creation for blogs, newsletters, and articles.
- Building and maintaining a website.
- Digital marketing to reach your audience online.
- Social media posting and engaging with your social community.
- Designing and printing collateral to support sales efforts.

The list goes on. . .

What Does Sales Do Once Prospects Enter Their Part of the Funnel?

Once marketing has done its job and identified potential customers and their needs, it's time for sales to take over. Sales activities work to create human-to-human connections, build trust and close the sale.

Sales activities can include:

- Meetings with prospects and customers.

- Evaluations of a customers' needs.
- Writing and submitting proposals of solutions and pricing.
- Proposing special pricing for specific prospect or customer situations.
- Following up with prospects and customers via phone and email.
- Meeting prospects at a tradeshow or conference.
- Asking for the sale.
- Getting a contract signed.

Create a Strategy That Allows Marketing and Sales to Work Together

Whether you oversee an entire sales and marketing department, are focused on just the marketing or sales side of the business or do it all as a team of one, create a business strategy that aligns marketing and sales efforts so they can work together.

When you're ready to develop your marketing and sales strategy, consult a seasoned professional who understands both — like a SCORE mentor. A SCORE mentor will bring marketing and sales strategy experience to the table and, if needed, connect you with specialists who can handle sales and marketing activities for your small business. Contact a SCORE mentor today.

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Earth Engineering Incorporated (EEI) is proud to celebrate 35 years of excellence in geotechnical engineering, environmental, and construction materials testing and inspection services. Since our founding in 1990, we have been committed to delivering innovative solutions that drive development. With a client-focused service built on expertise and integrity, EEI has become a trusted partner for developers, contractors, and government agencies across the region.

Over the past 35 years, EEI has played a critical role in shaping the built environment, supporting projects ranging from large-scale commercial developments to critical infrastructure initiatives. Our team of seasoned professionals brings decades of experience, ensuring that each project meets the highest standards of safety, efficiency, and sustainability. By continuously investing in state-of-the-art technology and staying ahead of industry advancements, EEI remains at the forefront of engineering excellence. The success of EEI would not be possible without the dedication of our employees, the trust of our clients, and the support of our partners. As we reflect on our journey, we extend our deepest gratitude to everyone who has contributed to our growth and success. Your confidence in our expertise has fueled our commitment to delivering top-tier engineering solutions, and we look forward to continuing to serve the industry with the same level of passion and professionalism.



As we mark this significant milestone, we are excited to unveil our newly redesigned website, a reflection of our continued commitment to innovation and client engagement. The new site offers enhanced user experience, featuring a streamlined layout, updated project portfolio, and comprehensive service descriptions. This digital transformation ensures that our clients can easily access the information they need while showcasing EEI's extensive capabilities in geotechnical engineering, environmental consulting, and construction materials testing.

As a full-service geotechnical engineering firm, headquartered in East Norriton, Pennsylvania we have a strong commitment to delivering high-quality engineering solutions. EEI has built a solid reputation for providing expert geotechnical, geo-structural, environmental, and construction materials testing services. Founded in 1990, the firm has since expanded its reach across the Mid-Atlantic region, serving clients in Pennsylvania, New Jersey, Delaware, and beyond.

At the core of EEI's success is its talented team of engineers, geologists, and technical experts. Their extensive experience and expertise enable us to tackle a wide range of projects, from complex infrastructure developments to large-scale commercial and industrial ventures. EEI's portfolio includes work on local projects along the Route 422 region including Top Golf in King of Prussia, Limerick Autopark, Providence Town Center and Sanatoga Green to name a few. Major projects such as the Interstate I-95 improvements in Philadelphia, the Barnes Museum, and large distribution centers for nationally recognized companies are also part of our portfolio. Our ability to handle high-profile projects has made EEI a trusted partner for both public and private sector clients.

One of EEI's key strengths lies in its comprehensive suite of geotechnical and geo-structural engineering services. The company offers subsurface investigations, foundation design, slope stability analysis, support of excavation/sheeting and shoring, and more. Whether it's a small-scale project or a large infrastructure endeavor,





EEI provides tailored solutions using state-of-the-art equipment and technologies to develop reliable recommendations, which have been instrumental in the success of significant regional projects.

In addition to geotechnical services, EEI also provides environmental consulting. The firm helps clients navigate complex regulatory landscapes and provides essential services such as environmental site assessments, soil and groundwater investigations, and remediation strategies. EEI's involvement in environmentally sensitive projects like land redevelopment for public parks and clean fill assessments demonstrates our ability to manage environmental risks while ensuring compliance with local, state, and federal regulations.

EEI is also expanding its geo-structural design services across the country. With the increased demand for high-quality engineering, the firm is extending its services to new markets in the Midwest, Southeast, and beyond. This expansion is part of EEI's strategic growth plan to meet the needs of a rapidly evolving industry and to bring our expert solutions to more regions.

Looking ahead, EEI is poised for an exciting future, with plans to further expand our service offerings and continue fostering strong relationships with our clients. As we celebrate this milestone and embrace new opportunities, we remain dedicated to the principles that have defined us for 35 years. With our new website, a commitment to innovation, and a legacy of engineering excellence, EEI is ready to shape the next chapter of our industry's future.



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Ask SCORE

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

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

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

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

• Introduce a new product or service.

Live video provides a memorable way to communicate features and benefits and get people excited about your new offerings.

• **Feature product demonstrations and how-tos.** Live video offers an effective way to demonstrate how

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

• Introduce a new team member.

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

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

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

(Continued on page 28)



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Ask SCORE

(Continued from page 26)

• 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 RESEARCH CENTER STATEMENT ON THE MARCH 2025 PA JOBS REPORT



With the release last month of the Pennsylvania employment situation report for March 2025 by the Pennsylvania Department of Labor and Industry, Keystone Research Center economist and executive director Stephen Herzenberg released the following statement:

"So far, the Pennsylvania labor market has remained far more resilient than expected given the economic turmoil fostered by recent policy decisions. While there were downward revisions to topline numbers in prior months, job growth came in at 20,900 for March, resulting in the 11th consecutive record high.

"In March, job gains were strongest in education and health, and in leisure and hospitality, each of which added 6,500 jobs. Professional and business services also saw a significant increase of 6,400. Overall, government employment in Pennsylvania increased by 400 jobs from February 2025 despite decreases in

federal employment nationally (and probably in Pennsylvania). (Data on Pennsylvania government employment broken down into local, state, and federal employment are not yet available.)

"The unemployment rate in Pennsylvania remained unchanged from February 2025 at 3.8 percent. The unemployment rate in Pennsylvania continues to be consistently lower than the national level (4.2 percent) and two-tenths of a percentage point above the unemployment rate of 12 months ago in March 2024 (3.6 percent). Economic uncertainty has increased because of recent policy changes. For example, Mack Truck just announced it will lay off 250 to 350 people at its Lehigh Valley operations center. These and other layoffs, however, do not impact the March numbers, and the Pennsylvania March jobs report remained robust."

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

WHAT IS A LEVEL-FUNDED HEALTH PLAN?



By **Larry Vukovic,**
Shore Benefits Inc.

A level-funded health plan is a type of self-funded plan where an employer pays a fixed monthly amount to

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MUHLENBERG GREENE ARCHITECTS

Muhlenberg Greene Architects (MG Architects), established in 1920, has been a cornerstone in Berks County, Pennsylvania, offering comprehensive architectural design, planning, and construction management services. The firm's leadership team embodies a hands-on approach, ensuring projects are both innovative and practical.



In recent developments, MG Architects has relocated to a permanent office at 1268 Penn Avenue, Wyomissing, PA 19610.

This strategic move enhances their ability to serve the local community and underscores their commitment to the region. The new location offers a centralized base for clients and staff, facilitating better collaboration and accessibility. This transition marks a significant milestone in the firm's century-long history, reinforcing their dedication to shaping the built environment of Berks County.

◀ The three principals at Muhlenberg Greene Architects—Scott O. Graham, AIA, LEED AP BD+C, NCARB; Robert B. Conklin, AIA, NCARB; and James A. Sarro, AIA, LEED AP BD+C—form an exceptional leadership team that seamlessly blends sophisticated, educated design with deep construction expertise. With decades of combined experience, they bring a refined architectural vision rooted in technical precision, sustainability, and practical buildability.

Together, they champion a collaborative and construction-friendly approach, ensuring that each project is as structurally sound and efficiently built as it is aesthetically compelling.

“At Muhlenberg Greene Architects, our team doesn’t just design buildings —we’ve built them,”

said Principal Jim Sarro. “Several members of our design team started in the construction industry before becoming licensed professionals, giving us an unparalleled understanding of how buildings come together in the real world. This firsthand experience with materials, methods, and on-site problem-solving makes us uniquely qualified to create designs that are not only visually compelling but also practical, efficient, and contractor friendly.”

Just as important, MG Architects’ personable and approachable staff takes the time to get to know their clients—not just their projects. “We believe that great design comes from strong relationships”, said Sarro, “and we work closely with owners, contractors, and stakeholders to ensure that **each project is well-documented, constructible, and a true reflection of our client’s vision.**”





▲ The firm's team comprises six licensed architects and six designers, all dedicated to meeting the diverse architectural needs of the community. Notably, Brad Blankenbiller, RA, CSI, recently achieved licensure as a Registered Architect in Pennsylvania, bringing the total number of licensed architects at MG Architects to six. Brad has been instrumental in projects such as the RACC eSports Center and the Berks County Agricultural Center improvements.

► MG Architects continues to make significant contributions to municipal projects, exemplified by their work on the **Berks County Agricultural Center**. Phase 1 of this project involved comprehensive renovations and enhancements, demonstrating the firm's proficiency in managing complex public sector projects that serve the broader community. Their extensive experience with municipal clients underscores their ability to navigate the unique challenges and requirements of public projects.

For those seeking a collaborative and experienced architectural partner, MG Architects invites you to contact them to discuss your upcoming project needs. Also, stay tuned for more information: the firm is planning a Business After Hours event this summer in Pottstown and hopes to see you there!



For more information call 610-376-4927, email info@MG-Architects.com or visit www.MG-Architects.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

Berks Women2Women Swing Into Connections: Breaking the Grass Ceiling

May 6
5 p.m. – 7:30 p.m.
Manor Golf Club
153 Bran Road, Reading
\$40/person for GRCA Members
\$50/person for future GRCA Members
Register at Greaterreading.org/swing25

Lunch&Learn From Pocket to Professional: Creating Standout Content with Everyday Technology

May 13
Noon – 1:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$25/person for GRCA Members
Register at Greaterreading.org/pocketprofessional

Essentials of Effective Leadership

May 14, 21, 28, June 4 and 11
8:30 a.m. - 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person for GRCA Members
\$895/person for future GRCA Members
Register at Greaterreading.org/springleadership

Supervisor Training Module 2: Managing Performance & Developing Employees

May 21, 28, June 4, 11, 18 and 25
8:30 a.m. – 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$625/person for GRCA Members
\$780/person for future GRCA Members
WEDnet eligible
Register at Greaterreading.org/supermod2



112th GRCA Annual Dinner: An Evening with Penn Jillette

May 21
5 p.m. – 7:30 p.m.
Santander Arena
700 Penn St., Reading
\$165/person for GRCA Members
\$185/person for future GRCA Members
\$50/Arena Seat (speaker only)
Register at Greaterreading.org/dinner25



FROM GREAT TO Greater

**ACCELERATE YOUR BUSINESS GROWTH
WITH A GRCA MEMBERSHIP**

Join GRCA now to build new networks, gain resources and tools to maximize profitability, and get ahead of the competition. Your success is our business.

REGIONAL CHAMBER ROUNDUP



MONTGOMERY COUNTY CHAMBER OF COMMERCE

• 101 Bill Smith, Blvd King of Prussia, PA 19406
• 610-265-1776 • MontcoChamberPA.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, bi-monthly Chat & Chews, 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**

Connection Starts Here

Events that grow your business through real relationships.



As the longest-standing Chamber in Montgomery County, we help businesses grow through connection, education, and advocacy — backed by one of the region's strongest networks.

What You'll Find at Our Events:

- Learn from marketing & business experts
- Build real relationships over lunch or coffee
- Celebrate with us at high-impact signature events

Upcoming Events



Together We Rise: A Women's Leadership Summit

Celebrate resilience, connection, and the power of leadership. Featuring inspiring speakers and space to recharge—this is your moment to rise.

Wed, May 14
11:45 AM–2:00 PM
At Bar Sera
382 E Elm Street,
Conshohocken, PA 19428
Members: \$40 | Guests: \$45



Swing Into Summer: Annual Golf Outing

Grab your clubs and join us for a day of connection, competition, and community. Play solo or as a team—it's golf, good vibes, and local impact.

Mon, June 9
10:30 AM–5:00 PM
At The 1912 Club
888 Plymouth Rd, Plymouth Meeting, PA 19462
Sponsorships and Tickets Available



Join us at our next event—your seat's waiting.

Scan the QR code or visit
<https://members.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

BUSINESS SUMMIT

 Tuesday, May 20th

 8:00 AM - 12:00 PM

 MONTGOMERY COUNTY COMMUNITY COLLEGE IN POTTSTOWN
NORTH HALL, 2ND FLOOR GALLERY

 \$75 PER MEMBER
\$125 PER NON-MEMBER

Chamber Members should attend this half day conference for the classes we'll provide on Human Resources, AI, etc. because it will provide an opportunity to hear from influential leaders and HR implementors. You'll learn from experts and network with top industry leaders, and discover the solutions tailored to organizational challenges you face.

Thank you to our sponsor:



Sponsorship opportunities are available!

Scan the QR Code to learn more and to register. Please call 610.326.2900 with any questions.

THE SPEAKER LINEUP

AI – How it can best help you



Rachael Wolfe

Director of Digital Media Strategy & Leadership Development of the Small Business Development Center at Kutztown University of Pennsylvania

Managing Performance Through Honest and Timely Feedback



Tiffany Blauert

HR Professional and Owner of HR Teammate

Networking & Collaborating



Stephanie Ziegler

Business Relationship Officer at Diamond Credit Union

Attract & Retain Upscale Talent



Megan Keough

Lead HR Advisor of Workplace Harmony

WELCOME NEW MEMBERS!

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

Advanced Comfort Specialists
(610) 926-0336
HVAC Contractors

AskSpot.ai
(484) 797-4544
Software Design / Programming

Incollingo Tax & Bookkeeping, LLC
(267) 250-7600
Accounting / Bookkeeping Services

One by One, Inc.
(610) 413-1294
Nonprofit Organizations

Progression In Technology, LLC
(610) 991-2450
Computer Consultants / Support Services

S&P ASSOCIATES LLC
(610) 412-8271
Accountants / CPAs

MEMBER ANNIVERSARIES

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

47+ Years
The Hill School

45 Years
Pottstown Area Rapid Transit, Inc. (PART)

40 Years
Martin Stone Quarries, Inc.

25 Years
A. Jackson Ecker, Inc.

20 Years
Schultz Technology

15 Years
Frederick Living FASTSIGNS

5 Years
Unleashed Counseling



REGIONAL CHAMBER ROUNDUP

MEMBERSHIP Breakfast



CONNECT

Why Attend: This Breakfast will aid you to connect with your fellow Members through our roundtable discussions. Our aim is to help you get to know many of your fellow Members through a fun interactive discussion

Tuesday, May 13th
8:00 AM - 9:30 AM

Spring Hollow Golf Club

3350 Schuylkill Rd., Spring City, PA 19475

\$40 per Member | \$70 per Non-Member



Sponsor: askspot

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

TRICOUNTY AREA CHAMBER OF COMMERCE

BUSINESS AFTER HOURS

Thursday, May 15th

4:30 PM - 6:00 PM

State of Mind Apparel, LLC
1224 N. Gravel Pike, Zieglerville, PA 19492

\$10 per person

Join us for networking, light snacks, beverages (alcoholic and non-alcoholic), a tour of State of Mind Apparel, LLC's production shop and office, a prize drawing, plus make your own T-shirt while there!

Host:

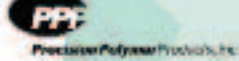


Scan the QR code to register! For more details or questions regarding this event, please visit tricountyareachamber.com or call 610.326.2900.

VISIONARY

TriCounty HEALTH PLANS

STAKEHOLDER



BUILDING COMMUNITIES



CREATING CONNECTIONS



SUPPORTING COMMERCE



TRICOUNTY YOUNG PROFESSIONALS

UPCOMING EVENTS

Tuesday 8:00 AM - 12:00 PM

Summit

Connect, learn, and grow at the Young Professionals Summit. This event features engaging sessions to inspire your career and leadership journey, 3 speakers, professional headshots, giveaways, networking, buffet breakfast.

May 6

Monday 11:30 AM - 1:30 PM

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!

May 12

Wednesday 5:30 PM - 7:30 PM

Rotary Garden Cleanup

Help beautify the community with a garden cleanup effort. It's a great way to give back and enjoy some time outdoors with fellow professionals. Food and refreshments will be provided after the cleanup by Rotary.

May 14

Monday 5:00 - 8:00 PM

Pickleball

Looking to unwind, get active, and expand your professional network? Join us every month for a fun-filled evening of pickleball at RLife Fitness! Whether you're a seasoned pro or a beginner, this is a great opportunity to mix, mingle, and play in a relaxed, social setting.

May 19

Friday 4:30 PM - 9:00 PM

Tour and Game at Reading Fightin' Phils

Enjoy a behind-the-scenes stadium tour followed by a fun night at the ballpark. A great mix of networking and entertainment. Family friendly event (children 12 and under get in free)! Give back - \$2 of your \$10 ticket goes to support Baseballtown Charities Dream League.

June 13

To learn more about the TriCounty Young Professionals program, contact hailey@tricountyareachamber.com or visit www.tricountyareachamber.com.

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."

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

WELCOME NEW MEMBERS!

FourHorse Digital
Digital Marketing Company
Christopher Dennis (610) 608-0285
www.fourhorsesdigital.com

Abound QKS
Scientific Research in Life Sciences
Nobuhle Mpofu (267) 979-7504

Practical Technical Consulting
Residential & Commercial IT Services
Dan Hickman (484) 614-7450
www.practechcsit.com

The Christine Worstall Team
Real Estate Services
Christine Worstall (215) 290-7219

EVENTS

PVCC Annual Golf Outing

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package! Sponsorship packages starting as low as \$100. The Chamber is seeking donations for Golfer Swag Bags, Raffle Prizes and Golf Prizes! ALL welcome to golf; sponsorships limited to PVCC Chamber members.

PVCC Annual Membership Meeting

The Perkiomen Valley Chamber of Commerce hosted its Annual Membership Meeting on March 26 at RiverCrest Golf Club & Preserve, where members gathered for a morning of networking, organizational updates, and recognition of community and Chamber leadership. Highlights included the installation of the 2025 Board of Directors and a warm welcome to incoming Chair Louise Tulio of Ambler Savings Bank. Catherine Kernen of the Collegeville Economic Development Corporation received the prestigious Marvin J. Lewis Community Service Award for her outstanding dedication to the region. Board Stewardship Awards were presented to Joe Bergquist of Harleysville Bank and Lori Colasanti of The Job Exchange for their exemplary service. Susan Graham of Phoenixville Hospital was honored with the Chairman's Award for her exceptional executive leadership and commitment to the Chamber's mission.



New Program!

The Perkiomen Valley Chamber of Commerce hosted the inaugural **PV Next-Gen Happy Hour** at Trouble's End Brewing, bringing together young professionals for a fun evening of networking and connection. The event kicks off a new initiative focused on engaging the next generation of local business leaders.

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!



SPRING-FORD CHAMBER OF COMMERCE

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



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

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



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

Are you looking to drive economic growth, connect with local businesses, and enhance your community impact? Look no further! The Spring-Ford Chamber is dedicated to supporting and fostering the success of businesses like yours.

As a member, you'll enjoy: Networking opportunities with fellow entrepreneurs and professionals • Access to valuable resources and tools for business growth • Participation in exclusive events and workshops • Promotion of your business through our channels • And much more!

Visit us online at www.springfordchamber.com

to explore the new features and opportunities available to you.

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



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

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

1st Friday of Every Month: (Upcoming Dates)

- June 6th
- July Evening Event- (details to come)
- August 1st
- September 5th

Limerick Township Building
646 W. Ridge Pike
8:00 am-9:00 am

Business Connect

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

Venue: Sunshine Cafe
Date: Every Tuesday

Event Logistics:

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

Contact Us:
(610)-489-7200
sfchamberofcommerce@gmail.com

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

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

Join Us for Our Spring Lunch and Learn!

We're excited to invite you to enjoy an **inspiring and engaging luncheon** during our upcoming May Lunch and Learn featuring a dynamic panel of local leaders who help shape the communities we live and work in every day, hosted by **the Spring-Ford Chamber of Commerce!**



Date: Wednesday, May 14, 2025
Time: 11:00 AM – 1:00 PM
Location: Copperfield Inn at 594 W Ridge Pike, Limerick, PA 19468
Join us as we welcome:

- **Dan Kerr**, Township Manager, Limerick Township
- **Tim Tieperman**, Township Manager, Upper Providence Township
- **Tom DiBello**, Montgomery County Commissioner

This is a unique opportunity to hear updates directly from our municipal and county leaders, gain insight into local development initiatives, and ask questions about issues that matter most to you and your business.

Tickets are \$40 and available now on our website! Secure your spot today!
We look forward to seeing you there!

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.

- **May 28 – Professional Networking Event** at Copperfield's Inn (5:30 PM)
- **June 25- Professional Networking Event** at Irongate Biergarten (5:30 PM)
- **July 24th- Professional Networking Event** at the Alley on high Street (5:30PM)

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.**

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

 **Small Business
Resource Association**



THE SBRA COMMUNITY BRANDING is KING



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

In the game of chess, the most important chess piece is the King. Both players have one King, which the opponent has to checkmate in order to win. The King can move in any direction, including diagonally, to any adjacent square that is not attacked by an opponent's piece or pawn. The King therefore becomes the most important piece on the board. A King is also defined as a person or thing regarded as the finest or most important in its sphere or group.

Branding, like the King on the chess board, is incredibly important for any business, especially a small business owner because it helps establish credibility, builds trust, differentiates your business in a crowded market, and fosters customer loyalty, ultimately driving growth and revenue.

Big companies spend a lot of money building their Brand in order to keep their position as King. Brands are connected to "Top-of-Mind" recognition as the Golden Arches makes you think of McDonalds, the Swish, Nike, the Geico, automobile insurance and the Clydesdale horses, Budweiser Beer. When people are looking for something to do or buy, the top-of-mind Brand will pop up as where they should go.

Conversely, a bad brand, or no brand at all, can be why people do not buy from those businesses but search for something better. Building a good Brand is much easier

than turning a bad Brand around. Invest your time and money into building a company that people know, like and trust.

Branding is incredibly important for businesses because it establishes a unique identity, fosters customer loyalty, and builds trust, ultimately impacting recognition, sales, and overall business value.

Fifty years ago, I started a company, Elite Sportswear/GYM-KIN, a Gymnastic Apparel manufacturer in Sinking Spring, PA.

After a couple years in business, I decided to travel to New York City to meet with the hosiery buyer of Macy's. Our primary product was a leotard and

I knew Macy's had a complete department featuring Danskin and Capezio leotards. I believed that we had a much better product and we would be a good fit with Macy's.

When I arrived at Macy's I was directed to the basement where the buyer had her office. As I entered the room, I was met by a receptionist that kindly said "can I help you". I said I would like to see the buyer and she asked if I had an appointment. I said no and she kindly told me you cannot see the buyer without an appointment. I told her I just made a 3-hour trip from Reading PA and she once again kindly responded—"you need an appointment".

In desperation, I reached into my garment bag and pulled our several leotard samples. She asked me where I bought them, I told her I made them. She asked me again,

where did I buy them? I responded the same. She then took the samples and went into another room. Minutes later another older woman returned with the secretary and asked the same question: "Where did you buy these leotards"? I again responded, "I made them". She then called in 3 other girls and asked if I had samples that would fit them. I did and they left the room to put them on. Five minutes later they returned and were dancing around the room saying these leotards are the best fitting and feeling leotards they had ever worn. They stretch and move with every bend of our body, they were awesome. At this point I was sure I was going to make a sale, I just didn't know how big.

Then the buyer looked at me and said, "Young man, in the 35 years of being a buyer for Macy's I have never seen a garment this well made and performs the way your leotard does. You have an excellent product and a brilliant future ahead of you. Come back and see me in 3 years".

I was totally lost for words but finally responded, "But you said this was the best leotard you have ever seen. Why don't you want to purchase some now"? She replied, "Because you have no Brand Recognition. Danskin and Capezio is what people ask for when they come in our store because they have been around for years. If I put Gym-Kin on the shelves and racks I will lose money because they will not sell like the well-known brands do. Build a Brand and I will buy".

From that moment on I got a whole new respect for the word BRAND. Even with a superior product or service, you need to build your brand in order to gain consumer acceptance and loyalty. Next month I will tell you the rest of the story and how we built Gym-Kin into the "King" of leotards company.



SBRA Business Spotlight



Top Knotch Hood Cleaning LLC

Our company specializes in Kitchen Maintenance! Our expertise is cleaning the exhaust hood system but we also offer equipment cleaning, grease trap cleaning, roof cleaning, dumpster pad cleaning, power washing services and filter replacement.

For more information call 610-451-6992 or visit

www.topknotchcleaning.net

Located at 96 Commerce Dr., Wyomissing Pa 19610



SBRA Monthly Member Shout Out

Members Helping Each Other Grow



WELCOME NEW SBRA MEMBERS

Merry Brothers Inc.

Matos Tire Service

Sitren Skin Therapy

Go Fish Seafood

Just B Whole Body and
Wellness Coaching

Spartan Capital

WindowHero Northeast Reading

Will Omlor, EOS Implementer

Rivco Lucas Inc.

KDA Tech Solutions

Kyle Riggs - Northwestern Mutual

Lions Pride Salon

Top Knotch Hood Cleaning

SBRA EVENTS

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

- Breakfast Referral Club – Friday, May 2nd B2 Bistro 7:30-9:00 am
- Wednesday Workshop – Wednesday, May 14th Riverfront Federal Credit Union Building
 - Tune Up Tuesday – Tuesday, May 20th on Zoom
 - SBRA Mingle – Wednesday, May 28th

TECHNOLOGY

2025 CYBERSECURITY LANDSCAPE



By Keith Barbour,
MCSA, President &
CEO, KDA Tech
Solutions

Due to technological advancements and increasingly sophisticated threats, the cybersecurity landscape continues to evolve rapidly. For businesses, this requires a proactive approach to safeguard digital assets, protect customer data, and maintain business continuity.

1. AI and Machine Learning: The Double-Edged Sword

Artificial Intelligence (AI) and Machine Learning (ML) have become indispensable tools in cybersecurity. To our benefit, AI-powered systems can detect anomalies in real time, automate threat responses, and predict potential vulnerabilities before they are exploited. ML can analyze vast amounts of data at speeds exceeding human capabilities, significantly improving detection and response.

However, these technologies present new risks as cybercriminals increasingly use AI and ML to enhance their attacks, allowing the creation of sophisticated phishing schemes, deepfake scams, and autonomous malware capable of adapting to security measures. Thus, businesses must stay ahead of the curve by utilizing these technologies wisely.

2. Zero-Trust Architecture: A Paradigm Shift

One of the most significant shifts in cybersecurity stratagem is the widespread adoption of Zero-Trust. Traditionally, the assumption was that everything inside the network was trustworthy. With the rise of remote work and cloud-based systems, this assumption has become obsolete. Zero-Trust, the principle of “never trust, always verify,” ensures that every user, device, or application requesting access is authenticated, regardless of its location.

Businesses relying on third-party vendors and remote teams make Zero-Trust a needed layer of protection. If one part of the network (i.e. the supply chain) is compromised, the entire system remains secure.

3. Cloud Security: A Growing Priority

As more businesses migrate to the cloud, the security of cloud-based infrastructures is vital. In 2025, we are

seeing a rise in cloud-native security tools designed to protect data across multi-cloud and hybrid environments.

Cloud providers are enhancing security offerings, providing more control over data encryption, identity/access management, and threat detection; however, cloud computing requires businesses to actively participate in securing their cloud environments. Cybercriminals increasingly automate the targeting of weaknesses in cloud configurations and third-party applications.

4. Ransomware: A Persistent Threat

Ransomware persists as one of the most prevalent and dangerous cybersecurity threats. Cybercriminal attacks are more targeted and sophisticated, threatening to release stolen data in addition to encrypting it, adding more pressure to pay up.

In response, businesses are investing in stronger backup systems, incident response planning, and employee training to prevent attacks. Although cyber insurance reflects the growing financial risks, prevention is still the most cost-effective strategy.

5. Privacy Regulations and Compliance: The New Normal

Data privacy requires that businesses navigate an increasingly complex landscape of regulations, laws, and statutes. Non-compliance can lead to hefty fines, legal repercussions, and damaged reputations.

As consumers become more aware of privacy risks, businesses that prioritize strong cybersecurity and transparent data policies will gain trust and loyalty from customers.

Conclusion

Cybersecurity in 2025 is defined by emerging technologies, evolving threats, and increasingly stringent regulations. For businesses, the key will be to adopt advanced technologies like AI and Zero-Trust, focusing on cloud security, and preparing for threats like ransomware. Staying informed will not only help protect you from cyberattacks but may also turn cybersecurity into a competitive advantage and cyber insurance savings.

For more information about KDA Tech Solutions - IT and CyberSecurity Specialists, please call (717) 912-4796, email help@kdatechsolutions.com or visit www.kdatechsolutions.com

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Ask SCORE

SOLOPRENEUR TIPS: WAYS TO GROW A ONE-PERSON BUSINESS

Solopreneurs encounter many of the same challenges that other business owners face — and some unique ones, as well. Tasked with single-handedly managing all aspects of their businesses — sales, marketing, production, office management, accounting, etc. — they can quickly become overworked and overwhelmed. They may also find it difficult to grow their businesses as they deal with competing priorities and not enough hours in the day.

Fortunately, with dedication to working smarter and not harder, solopreneurs can gain the capacity to devote more time and energy to revenue-growth.

If you are starting or running a one-person company, consider the following suggestions:

Tips for Growing a Solo-Business

Here are five ways you can empower yourself to have the time and focus to grow your business.

- Get organized.
- Boost efficiency and productivity.
- Don't sell yourself short.
- Outsource tasks.
- Ask for guidance from a SCORE mentor.

Get organized. Use technology tools to help you keep track of to-dos, deadlines, and important information. For example, block out time on your calendar for all of the projects and tasks you need to accomplish. Also, use platforms like Evernote or Dropbox to save and organize information you'll need to reference later. For keeping projects on track, cloud-based software services like Trello provide collaborative features that streamline communication with project partners and maintain all project information in a central place.

Boost efficiency and productivity. Figure out the times of the day when you are at your peak performance and schedule your work for clients during those timeframes. This will help ensure you are putting your best foot forward on the tasks that matter most. Also, consider using platforms and features

that allow you to automate certain aspects of your business. For example, you can streamline social media efforts by composing and scheduling posts with Hootsuite or Buffer. In addition, if you have clients that you bill the same amount to at regular intervals, you can save time by scheduling recurring invoices in QuickBooks.

Don't sell yourself short. If you bill hourly for your services, use a time-tracking app (like Toggl or Hours) that you can turn on and off easily whenever dedicating time to a client. This will help ensure you are not missing out on billing for five minutes here and ten minutes there — those short increments can add up! Also, review your rates to make sure you are being paid fairly for your services. Often, startup solopreneurs will charge a little less to ramp up their client base. If this is the case with you, you may want to revisit your rate schedule and adjust it upward as demand for your services increases and you build a reputation of dependability and value.

Outsource tasks. Just because you do not want to hire employees does not mean you cannot get help with different aspects of your business. To give yourself more time to work on revenue-generating activities, consider outsourcing tasks that you either...

aren't adept at, or

dislike...

to freelancers and independent contractors. Some activities you might consider outsourcing include bookkeeping, writing blog posts, and researching (competition, industry, etc.).

Ask for guidance from a SCORE mentor. Mentoring is free of charge and SCORE volunteers have expertise in all aspects of starting and growing a small business. They can provide you with guidance on how to scale your one-person operation. Just because you are a "solo"-preneur, doesn't mean you have to go it alone! Contact SCORE to request a mentor and get the insight and feedback you need to grow your business.

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.



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Ask SCORE

BUSINESS PLANNING: THE NEXT GENERATION

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

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

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

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

Watch those numbers. Financial statements provide a window into the health of your business. Project cash flow several months into the

future based on reasonable expectations for sales and income, customer demand, regular payments (e.g. loans and rent), and other factors. By comparing actual cash flow to projections, you can spot opportunities to improve performance.

Watch your industry. In today's interconnected global economy, any change anywhere can have a ripple effect on any small business. The influences may be as far-reaching as a shift in demand for a certain commodity, or as local as a new spotlight near your store. Stay current with world and community events; study your sales records; and communicate with customers, suppliers, and colleagues. You'll be less susceptible to surprises, and better prepared to anticipate and capitalize on these changes.

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

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

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ACHIEVING PRODUCT/ MARKET FIT FOR YOUR SMALL BUSINESS STARTUP

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

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

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

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

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

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

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

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

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

(Continued on page 44)



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Ask SCORE

(Continued from page 43)

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

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

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

Develop A Single Value Proposition

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

pain point for your customer, you're more likely to achieve product/market fit and deliver better value in the end.

Listen. Learn. Adapt.

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

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

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.



Phoenixville “100 Men” Group Exceeds Expectations with Inaugural Event

All nine 100 Men of Phoenixville steering committee members, along with numerous volunteers, were in attendance to host their inaugural event held on April 2nd at the Polish American Club in the Phoenixville Borough. All are members of the Phoenixville business community.

The group is comprised of 142 contributing members as of the close of the event (with more having signed up at the time of this article). Three randomly selected charities from member nominations had an opportunity to present their respective missions and activities within the Phoenixville School District geographical area. There were question and answer sessions after each presentation.

Afterwards, attending 100 Men members voted and chose Good Samaritan Services to receive the top prize of 70 percent of the member funds raised for the event, which equaled \$9,940; Saint

Nick's Handyman Services, a non-profit handyman group that services other non-profits, received the second prize of 20 percent or \$2,840; and First United Methodist Church received the third prize – 10 percent of member funds raised, or \$1,420.

Special thanks were acknowledged to the Polish American Club for complimentary offering of the venue, Frees Insurance for their donation of the insurance coverage for the event, and Phoenixville Federal Bank & Trust for having donated a matching grant for the operating and overhead funds of the group.

The 100 Men of Phoenixville group raises money locally and gives it back locally to non-profit organizations that make a direct impact within the school district area. Their next event is expected in October.

For more information or to become a member, visit 100MenPhoenixville.com.



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GOOD HABITS CAN TRANSLATE INTO GREAT SALES

The longer you're in business, the more you realize that the only constant is change. You may be enjoying strong sales across a broad customer base, but those conditions could be far different in just a matter of months. A competitor's offer may tempt your customers to try something different. Organizational and operational changes may require you to build relationships with new people from scratch.

While there are to approach these challenges, all share the same fundamental elements — good selling habits. For example, it's important for your business to approach selling with a positive, service-minded attitude that focuses on your customer's needs, desires and expectations. How do you get these valuable insights? Ask them. Most people love to talk about themselves, and what you learn will help you adjust your sales and service tactics accordingly.

Keeping the attention on them, rather than you, will also help you tune in to why they buy, or why they don't. Plus, if you take time to listen and ask questions, customers will start to think of you and your business as a valued resource, rather

than just a selling machine. You can easily show that you are willing to help the customer by anticipating what they need and having answers to potential objections.

Train yourself and your employees to smile. It's easy to get grumpy or cynical if sales go south. But that's when a good attitude becomes most important. Don't be afraid to take a risk or try out a new approach from time to time. It could be a new marketing pitch or advertising channel. When operating a business in today's competitive world, the greater risk is in thinking that the status quo will suffice.

Remember too that today's customers have higher expectations than ever before. You can't accommodate everybody's needs, but automatically declining an unusual request will get you nowhere. By adopting a positive, can-do attitude, your mind will instinctively be alert to ways for doing things that once might have seemed unreasonable. That will ensure your customers keep coming back and, just as important, keep recommending you to others.


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By Lana Potgieter,
Lighthouse Leadership

In my 20+ years of coaching leaders across industries and continents, I've seen it repeatedly: Well-meaning leaders unintentionally become the bottleneck.

Everything flows through them.

Every decision. Every approval. Every tiny "just checking if this is okay..."

And when they're not around? Everything grinds to a halt.

Here's the thing — if your team can't move forward without you, you're not leading. You're micromanaging (with a smile, maybe, but still).

• **Empowerment isn't about handing off your to-do list.** It's not. It's about equipping people with the clarity, confidence, and authority to make decisions and drive outcomes.

That's when your team stops executing and starts owning. That's when you shift from doing *everything* to leading *something* bigger.

• **Empowerment creates momentum.**

When people feel trusted and supported, they step up. They take the initiative.

They think ahead. And they stop asking for permission to do the job you hired them for.

• **Empowerment is a leadership skill, not a buzzword.** It takes trust, clear expectations, and a willingness to let go of a little control (deep breaths, you've got this). You should develop this skill, as it does not come naturally.

So, here's your little self-check:

☐ Can your team make bold, smart decisions without ping-pong you first?

☐ Are they set up to lead—or just execute?

☐ Do they feel your trust and backing, or are they sensing your white-knuckle grip on the reins?

Because here's the kicker: **Your legacy as a leader isn't what you do—it's what your team does when you're not in the room or even in town.**

Let them fly. (And for goodness' sake, stop being the "Are we there yet?" stop sign.)

Give me a call, and we can discuss developing empowerment skills for yourself and your executive team. Book a meeting here: lane@lighthouseleadership.today

Lana Potgieter is an internationally acclaimed leadership coach and business strategist who specializes in empowering business owners and executive teams within small to mid-sized organizations.

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LEGAL PERSPECTIVES

By Charles D. Garner, Jr., Esquire, Wolf, Baldwin & Associates, P.C.

Municipalities have three principal sources of revenue from which to operate their governmental functions. These include taxes, assessments, and user fees. Each of these items has different characteristics and are generally provided for through Pennsylvania statutes.

The most common, obvious revenue source for municipalities is taxes. There are many different forms of taxes which are permitted to be charged, but the primary taxes which provide for significant revenue are real estate taxes and earned income taxes.

Real estate taxes are imposed against the assessed value of real property and are paid on an annual basis. The lion's share of real estate taxes are typically assessed by the school district whose bills are issued July 1st of each year. County and municipal tax bills are also issued

annually, typically on or about March 1st. Not all properties are assessed real estate taxes as, depending upon the nature of the use, properties can be considered exempt from real estate taxes. Exempt properties include municipal property, church property, and other non-profit entities which provide public service.

Another major source of taxes generated by municipalities is the earned income tax. For most municipalities, there is a cap on the amount that can be charged for the earned income tax which is shared between the municipal entity and the school district. Other types of taxes are specifically permitted through the *Local Tax Enabling Act* which indicates what municipalities may impose a tax upon. These are also known as Act 511 or nuisance taxes since they raise relatively small amounts of revenue compared to the real estate and earned income tax. These types of taxes include the Local Services Tax, which is a tax on emergency and municipal services, the Per Capita Tax, the Real Estate Transfer Tax, the Personal Property Tax, and the Local Income Tax.

(Continued on page 50)

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LEGAL PERSPECTIVES

(Continued from page 49)

All of these types of taxes must be imposed through appropriate ordinances or resolutions enacted by the municipality or the school district.

A second source of revenue is assessments. Assessments are typically provided for statutorily and must be uniform. Assessments are primarily imposed by municipal authorities but also can be assessed by municipalities. Common assessments include payments for water, sewer, trash removal and collection, sidewalk installation, and stormwater management. Unlike the real estate tax, all entities are typically required to pay assessments even if they are non-profit entities and are exempt from real estate taxes. Different rules apply for assessments as opposed to taxes which explain the distinctions between the two.

The final revenue source is user fees. Typically, these are fees which are assessed for various applications and permits that are required for specific items such as buildings, subdivisions and land developments, zoning hearings, licenses, and other goods or services which might be provided to specific entities or individuals as opposed to the general public. The rationale is that these services should be paid for by those who are utilizing the service.

There is, however, a caveat with respect to the imposition of user fees in that the fees charged are to be commensurate with the service and work provided by the municipality. Such user fees are not intended to raise revenue or generate a profit for municipalities but rather merely cover the administrative and logistical work associated with the permit or service.

A municipality must pass ordinances or resolutions in order to legally charge real estate taxes, assessments and/or user fees. Changes in any of these amounts would typically require a formal ordinance or resolution to adjust the rates charged whether they be for taxes, assessments, or user fees. While it is certain that no one enjoys paying these types of fees, they are required in order for local governments to perform their functions of providing service to their constituents.

Charles D. Garner, Jr., Esquire, is a senior attorney at the law firm of Wolf, Baldwin & Associates, P.C., which maintains offices in Pottstown, Pennsburg, Reading, and West Chester. He has significant experience in municipal representation, and zoning and land use matters. In addition to extensive years of experience as solicitor in various municipalities, Mr. Garner is also a former elected supervisor for the Township of New Hanover. He and the firm have other diverse experience including small business representation, municipal employment negotiation and litigation, contracts and civil litigation, and estate planning and administration. Mr. Garner can be reached at 610.323.7436 or by email to cgarner@wolfbaldwin.com.

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Since its inception, Speck's has always given back to the community through

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

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

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SPRING CLEANING FOR YOUR SMALL BUSINESS

Staying organized is one of the most important jobs you have as an owner running a small business. It is also one of the most challenging. Busy small business owners are running full steam ahead and it can be tough to stop long enough to file away receipts and clean out your inbox. Taking time out of your busy schedule to get organized will actually save you a lot of time in the long run. That is why once a year (or more) every small business owner needs to give their business a good 'spring' cleaning.

While every small business is unique, here are four steps every owner can take right now to clean up your business and create a huge boost in productivity.

Back-Up What You Need, Purge What You Don't – Filing your (digital) paperwork is small business spring-cleaning 101. And, just as important, is removing documents and files that you no longer need. File or store important documents in the cloud, on an external hard drive, or in a filing cabinet. If you have a stack of old paper documents containing sensitive information, shred them.

Clean Out Your Inbox – Getting emails into folders and out of your inbox is a spring-cleaning task that will make a big impact on your ability to stay organized. You will feel less overwhelmed and reduce the risk of that all-important email getting lost in the clutter.

Declutter Your Workstation – Clutter creates stress – something no business owner needs. The items on your desk should be ones you use each day, like pens, notebooks, a laptop or tablet, and any specialty tools your work

requires. Everything else should have a home in a desk drawer, on a shelf or somewhere else close-by. An easy and inexpensive way to keep your workstation clean is with drawer organizers, shelves, and a filing cabinet.

Find Tools That Help You Stay Organized After You Clean – Once you have finished your small business spring-cleaning, look for simple ways to stay organized. If you are most productive when you create a list of to-do's, invest in a daily planner and note pads. If you prefer using apps and other tech tools to do business, there are several apps out there designed specifically for staying organized. Look for apps that allow you to manage lists, take notes, connect to your calendar or planner, and set reminders. A few examples of organization apps include trello.com, todoist.com and evernote.com.

The best spring cleaning plan is continued maintenance throughout the year. If you can create a process for maintaining those tasks tied directly to your productivity – like filing documents once a month or taking 20 minutes every Friday to reset your workstation – you'll increase the health of your business, get more done in less time and, ultimately, be more profitable.

When creating a plan to stay organized, it is always helpful to take guidance from an outsider looking in, like a SCORE mentor. A SCORE mentor will not only help you get organized, but they'll work with you to uncover and set up the tools that will best help you stay organized and be more productive. Contact a SCORE mentor today to get started.



STEVE LADNER
PHOTOGRAPHY

Published in GQ, Harpers Bazaar, French Vogue,
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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 & 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.

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Provided by GYMGUYZ Main Line & Montgomery County

As summer gets closer, many people rush into extreme workout routines or crash diets — but the real secret to long-term success is building sustainable fitness habits. Here's how to stay consistent and see real progress this season.

1. Start with Small, Achievable Goals

Rather than focusing on quick fixes, aim for realistic, measurable goals like increasing your workout frequency or improving your endurance. Progress takes time, and consistency beats intensity every time! GYMGUYZ trainers help set realistic benchmarks, keeping you on track without burnout.

2. Mix Up Your Workouts

Boredom is one of the biggest reasons people quit exercising. Keep things fresh by incorporating different workout styles — strength training, HIIT, mobility exercises, and outdoor workouts. Our trainers bring variety to every session, making workouts fun and engaging.



3. Prioritize Recovery & Nutrition

Muscles grow when they recover, so don't overlook rest days and proper nutrition. Stay hydrated, fuel up with lean proteins and fresh produce, and make stretching a part of your routine.

Make May Your Month to Thrive!

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DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

I was stunned to hear that the Thorndale/Paoli Line may be terminated.

I believe it is a bunch of hocus pocus, but you never know. After pondering it a little more, I wanted to share my two cents. If you recall, I initiated the proposal to extend the rail line from Philadelphia to Phoenixville.

Manny DeMutis asked me to work on the project, and I turned it into my consultancy report for the London School of Economics. One thing led to another, and we got caught up with the Reading initiative. They wanted AMTRAK, so my proposal was set aside. I thought it was a mistake, but it didn't concern me much. They hired my staff, and I moved on to a flood project in Downingtown.

It took me about four hours to write something and submit it to the hearing master for the public hearings on operational funding. Primarily, I aimed to avoid creating another authority and involving county planning departments, even though they are all nice people. Thus, I submitted the following:

The plan to include the counties of Chester, Delaware, and Montgomery:

(Merion, Narberth, Wynnewood, Ardmore, Haverford, Bryn Mawr, Rosemont, Villanova)

(Radnor, St David, Wayne, Stratford, Devon, Berwyn)

(Daylesford, Paoli, Malvern, Exton, Whitford, Downingtown, Thorndale, and Coatesville)

Three counties work with SEPTA to create the three county plans initiated by sub-agreements with all political subdivisions and school districts. If they do not want to participate, the station is deactivated.

The plan aims to adapt the PennDOT strategy for extending rail service to Reading. Local funding sources have been identified, including property taxes, income taxes, sales taxes, parking and fuel taxes, utility taxes, business activity taxes, license and user fees, and other taxes. In other words, if the rail line is desired, communities along the route must be included in the scenario.

The financing scenario in the PennDOT report is both exciting and adaptable. DCED has a program known as the City Revitalization and Improvement Zone (CRIZ). The Thorndale-Paoli Line would establish a multi-jurisdictional linear CRIZ project, involving 22 municipalities and connected by a rail line. Each county could develop its own linear CRIZ and collaborate with SEPTA to help preserve the Thorndale-Paoli Line.

This would require legislation, and CRIZ would be a model for the legislation, which could be called the Transit Revitalization Investment Zone (TRIZ). The adaptive connection by rail line could be achieved, and the precedent for connection was established in the Downingtown Keystone Opportunity Expansion Zone (KOEZ).

Property Taxes – The Econsult 2018 (attached) delineated the justification for communities to participate, showing a rise in the value of properties near a station.

(Continued on page 56)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 55)

Income Taxes and Sales Tax
Increments in sales tax could provide significant income if the communities seek to create transit-oriented development projects within the zone.

A sales/income tax baseline must be established, with the year of zone approval serving as the tax baseline year for the program. Local tax reports must be filed with the relevant taxing entity. Certified eligible local state zone taxes could establish a maximum of \$15,000,000, which would be allocated to each of the 22 participating Transit Revitalization and Improvement Zones. This presents a potential total of \$330,000,000, excluding property tax.

Other taxes such as parking and fuel taxes, utility taxes, toll revenue reallocation, and business activity taxes. Taxes, License and User Fees, and Other Taxes and fees could be calculated similarly.

This outline defines the local contribution and presents an opportunity to direct a different type of commonwealth funding towards transit. The PennDOT report on the Reading Line was provided

in response to Phoenixville's proposals to extend local service. The proposal was adopted but later abandoned in favor of pursuing an AMTRAK line.

Communities must reaffirm their commitment to rail instead of passively pursuing commonwealth funding driven by political considerations rather than merit. Concentrating new development within the zone could offer a fresh start for Main Street communities still striving to recover from the virus lockdown. It may also lead to fewer stations, as some communities might not want to participate.

I included the Econsult report and the Penn DOT report with the following email note:

Hello Operations

I do not want to see train service interrupted to Downingtown. Here is an outline that I was about to use on the Phoenixville to Philadelphia line, which was then included as the Reading to Philadelphia line, which used traditional funding. My idea was abandoned.

(Continued on page 58)



- Weddings and Events
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- Team building
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 56)

It was initially brought as a pure TIF to SEPTA, who wrote a letter of support. Jeff Knueppel liked the proposal we made to SEPTA but then retired. I believe he wrote the Penn DOT proposal.

So, when you asked for proposals, I was sitting here in Downingtown working on a flood mitigation project.

Since I am old... I remember Reagan doing something similar to what Trump is doing now. It may seem dark this time, but instead, it opens opportunities you could have never initiated. It is a time of opportunity, read this, and even if you think it is nonsense, look to synthesize ideas into a more decentralized effort and

maybe a slimmed-down effort. By placing the burden on the communities that are impacted, you could do things that are a win for all.

Good Luck to you

I am sure they will reject it if they do not understand or reject it because they do understand it. Either way, I am fulfilling a life's dream to do what Alvin Lee told me once during a psychedelic experience ... *"I'd love to change the world, but I don't know what to do, so I leave it up to you."*

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

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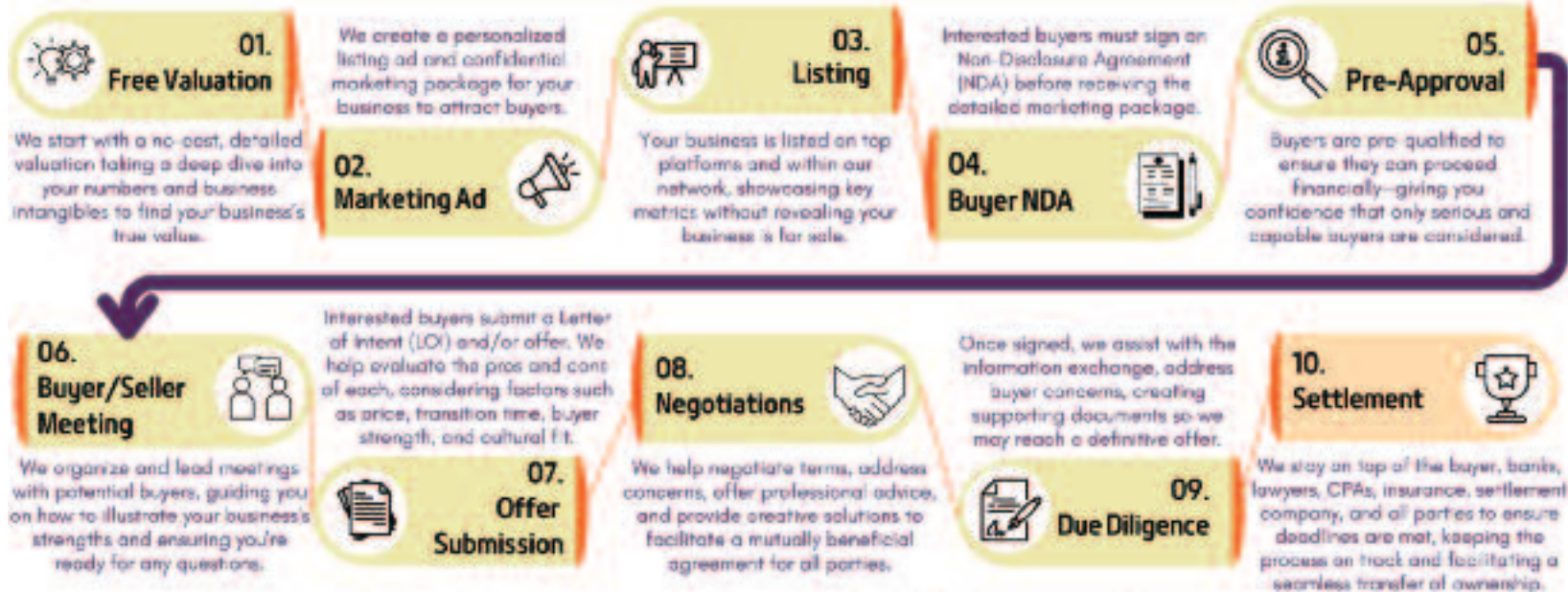
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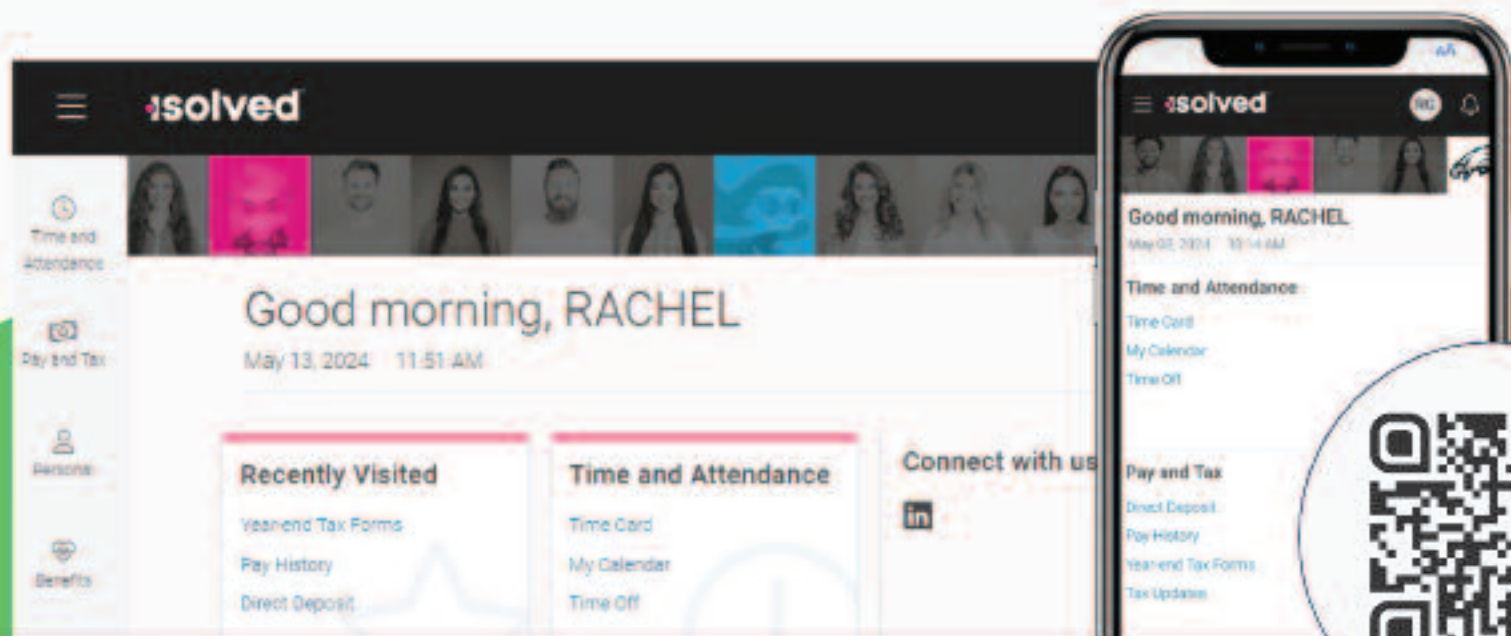
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