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SEPTEMBER 2025

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OCCUPATIONAL HEALTH PROVIDERS



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

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



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

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



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

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



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

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

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

Occupational Health & Travel Medicine

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

The New Norm in Employee Benefits

Group Insurance and employer sponsored retirement plans such as 401ks are going through major changes in many categories. New legislation, new products, new technology, new procedures, and new employee population needs, all contribute toward a “New Norm” that employers should become aware of to control costs, avoid liability, and maintain or improve employee appreciation.

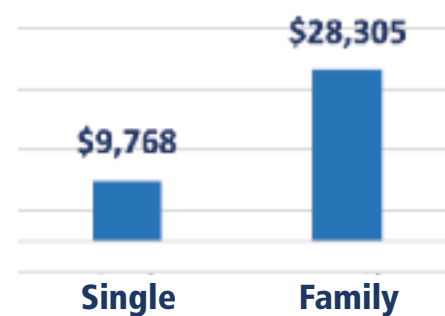
Health Insurance: Costs continue to skyrocket. According to the Kaiser Permanente Annual Benefits Survey, the average annual health insurance premium in the Northeast is \$9,768 for a single person and \$28,305 for a family. New products are available to help reduce costs such as ICHRAs, QSERAs, Reference Based Pricing, and Sub-Network plans. Rates are averaging over 7% increases each year. Many claims are temporarily denied, awaiting additional information from the provider, but covered individuals interpret the denial as permanent. Consumer Driven plans like High Deductible Health Plans (HDHPs) are usually 25% to 35% less than traditional copay plans and help employees better understand how the benefits work and over time reduce costs. Wellness Programs help employees deal with

stress and better understand their benefits. Most carriers offer self-assessment tools in their benefit portals. Many brokers are promoting level and self-funding which transfer a lot of risk to the employer.

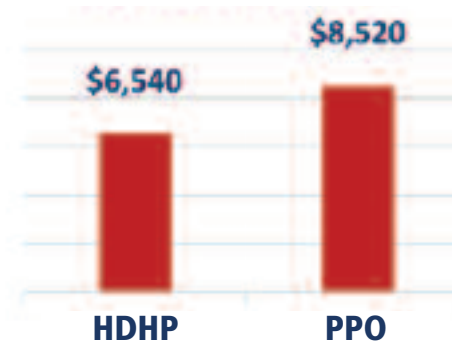
Employer Sponsored Retirement Plans:

Some mutual funds have as many as 19 share classes of the same fund. Each share class charges a different expense which can be a means of hiding fees. Other investment types such as Target Date Funds (TDFs) and Collective Investment Trusts (CITs) can be offered. All should be thoroughly reviewed before accepting. Guaranteed Retirement Income accounts are promoted but may actually generate low or even negative rates of return. Employers should be ready to properly respond to requests for cryptocurrency options.

Average Premiums



Plan Type Premiums



Technology: Online benefits administration, integration between payroll services and benefit vendors, beneficiary tracking, videos instead of PDFs for use on mobile phones, all create both enhancements and risks. Contact Conestoga for a no charge review.



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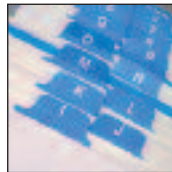


PHOTO BY STEVE LADNER PHOTOGRAPHY

Cover Story: With over 30 years of experience, Cisick Planning helps individuals and businesses achieve their financial goals by providing customized personalized financial solutions, including IRAs, group benefits, and personal insurance, and much more.



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to grow your business,
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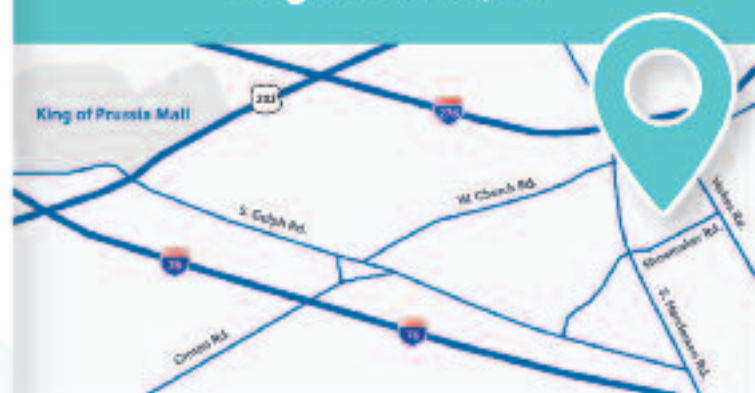
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CISICK PLANNING TREATS EVERYONE LIKE A MILLION-DOLLAR CLIENT



Peter Cisick

By Kathy Hunt

When planning for the future, it's easy to feel confused about what path to take. There are so many things to consider: When, how, and in what should people invest their money? Is there an amount too small to bother saving or investing for a later time? What happens after the money goes into an individual retirement account (IRA), 401(k), 403(b), or an annuity? Does the penalty for early withdrawal decrease the closer someone reaches retirement age?

If these financial questions weren't challenging enough, there are also insurance quandaries. Some people may not receive medical coverage through work, want additional coverage, or are considering insurance for their employees. They face more decisions, this time around what health, dental, and vision insurance suits them or the employees best, whether to acquire life, long-term care, disability, and Medicare supplemental policies, and how their choices impact their finances and health in subsequent years.

Feeling overwhelmed and uncertain, many may procrastinate or opt not to plan at all.

According to a February 2025 report from the Congressional Research Service, 54 percent of Americans have defined contribution plans, such as a 401(k), and/or

an IRA. In terms of health insurance coverage, Americans have been doing much better. The United States Census Bureau reported that, in 2023, 92 percent of, or roughly 319 million, Americans had some form of health insurance. As governmental funding cuts to Medicaid and the Affordable Care Act (ACA) are implemented, the percentage of insured Americans is expected to decrease.

Rather than avoid preparing for the future and potentially ending up with financial uncertainties and hardships, a sensible choice is to contact the knowledgeable, licensed professionals at Cisick Planning in Collegeville. Family-owned and operated over 30 years, Cisick Planning helps people of all ages and backgrounds understand their options and make informed financial decisions for the coming years.



No amount is too small to invest

Among the many reasons given for not consulting a financial advisor are concerns about having enough to invest and being judged for limited resources or the lack of economic knowledge. Peter Cisick pointed out that one of his business's strengths is that it caters to small clients, specifically those who do not have a lot of money to invest.

"Unlike many firms that have high minimums, Cisick Planning welcomes clients with a wide range of starting amounts," he said. "

Cisick Planning works with consumers and small businesses in the tri-state area and beyond. Roughly 70 percent of their clients are private — in other words, individuals or families. The remaining 30 percent are small businesses, generally with under 100 employees.

In terms of the typical client of Cisick Planning, start-ups and first-time investors make up a portion of the clientele. "We also work with a lot of newly starting investors, 18 and 19-year-olds who want to open Roth IRAs, someone who doesn't have a 401(k) through their work, and people in blue-collar industries," Jack said. "Some people just wouldn't take on these small clients."

Unlike a traditional individual retirement account (IRA), a Roth IRA is funded with after-tax contributions. Qualified withdrawals from a Roth IRA, such as those made after age 59 ½ and after the account has been open for at least five years, are tax free.

Cisick Planning's dedication to 'the little guy' has resulted in numerous longtime patrons, including Lords and Ladies Salon and Medical Spa, which has been with the firm for around 25 years, Peter said. Lords and Ladies operates seven salon and spa locations in Berks, Montgomery, and Luzerne counties.

"There's no such thing as a little amount of money. It's all important," he said. "We treat everyone like a million-dollar client. It's the way we've always done it."

Experienced financial professionals on your side

Many firms claim to offer skilled service to their clients. At Cisick Planning, Peter, Jack, and Luken bring industry credentials and experience to help clients navigate their financial options. Along with being the firm's founder, Peter is a chartered life underwriter (CLU®) and chartered financial consultant (ChFC®) with more than 30 years of experience in financial planning and portfolio management for individuals and small businesses. He draws on years of industry experience to assist clients in understanding the financial marketplace and making informed decisions.

At Cisick Planning, Peter and his sons Jack and Luken, who are also licensed representatives, work with consumers and small businesses. Both Jack and Luken have backgrounds in finance and experience working in the financial services industry before joining Cisick Planning full-time. While pursuing a finance degree from

West Chester University, Jack earned his insurance license and worked part-time for Peter.

Luken took a similar path, earning a finance degree from Palm Beach Atlantic University and working as a financial representative in West Palm Beach, Florida, before joining the Florida branch of Cisick Planning in 2022. The Florida office supports not only local Floridians but also clients from the Northeast who winter there, have remote workers, or do business in that state.

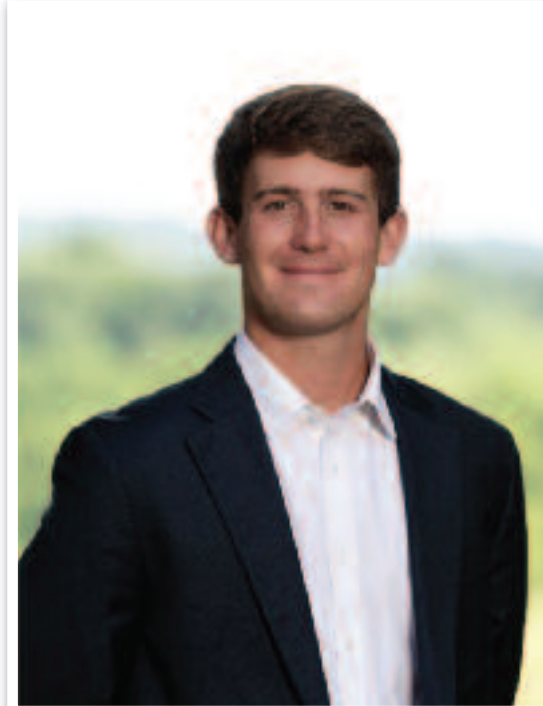
"With our service model, we focus on giving everyone lifetime attention," Peter said. "We're not transactional."

With their experience and commitment, the Cisick Planning team helps guide clients through their investment options, answering questions and providing support regardless of their prior investment knowledge.

(Continued on page 8)



John "Jack" Cisick



Luken Cisick

(Continued from page 7)

Steps for investing in the future

For those interested in learning more about how to plan for their futures, the first step is to call (610.247.6842), email (petercisick@petercisick.com), or fill out an information or a quote request form on Cisick Planning's website (www.cisickplanning.com). Consultations are always free, and there is no charge for discussing your financial goals or available strategies. Peter and Jack pointed out that they do not have a fee-based practice. "The companies that we deal with pay us for finding the clients — we're a commission model," Peter said. Disclosure: As part of the implementation of any financial strategy or recommendation, Cisick Planning may offer products or services and be compensated by commissions from the companies whose products are selected.

Peter and Jack pointed out that they do have not a fee-based practice. "The companies that we deal with pay us for finding the clients — we're a commission model," Peter said.

Franklin Templeton, Capital Group, and Invesco are just a few of the global investment companies with which the firm works.

Most often, Peter noted, people reach out to financial advisors if they have a problem or they have come into a sum of money. "They say, 'We have an inheritance, we don't know what to do with it, and we've heard you're the people to talk to,'" he said, adding, "A lot will say, 'It's not a lot of money, but it's a lot money to us.' And we concur with that."

Because the firm likes to be hands-on and develop a personal connection with clients, initial consultations are carried out in person. Sessions often take place at the client's home. For those who prefer a more impersonal meeting space or to chat during a lunch break, arrangements can be made to catch up with one of the representatives at a café or coffee shop. They can also meet at the client's place of employment.

Peter explained that quite a few Cisick Planning customers are employees of groups that the firm services. "We end up creating a friendly relationship through that employer, and the employer allows us to meet there with the employees during their lunch hour," he said.

Pets, not privacy, are why people request to convene in a public setting. "We tell people, 'We don't care that you have animals. We're dog people.' Then, someone will tell us that they have six dogs that will bark the whole time we're there, so we meet somewhere else," Peter said.

At that first meeting, the client sits down with a Cisick Planning representative and goes over a series of questions. The questions invariably include what the person's goals for the money are, what the timeframe for reaching those goals is, and any concerns around investing. Using the data collected during this meeting, Peter, Jack, or Luken develop a financial strategy. They then reconvene with the client to go over the proposed strategy and address any lingering uncertainties or changes to the approach.

These appointments are made at the client's convenience. There are no set hours for Cisick Planning. Meetings can take place during the day or evening.





"We like to meet face-to-face with no real agenda and really work on creating those personal relationships," Jack said. "We don't have a secretary or use an answering service or machine to hide behind. Everyone gets our cell numbers and can call us any time. It makes it easier for them and us to have this direct contact."

"In our industry and with technology, clients are sick of being a number, of being told to go to a portal and log in and not interact with a real person. As a small client, it's worse. There's no personal attention given to you," Peter said. "We interact with our clients."

Small business savvy and support

Cisick Planning works with private and small business clients, assisting them with selecting and administering health insurance and retirement plan options. Health insurance plans may include dental coverage for routine exams and care and vision coverage for eye exams, prescription eyewear, and vision correction procedures. Ideally, Peter said, the firm likes to handle group insurance for businesses with 25 or fewer employees.

In terms of retirement plans for small businesses, Cisick Planning can help set up a SIMPLE (Savings Incentive Match Plan for Employees) IRA plan. This IRA doesn't have the usual start-up and operating costs of traditional retirement plans. According to the Internal Revenue (IRS) Service, a SIMPLE IRA requires the employer to contribute either a matching amount of three

percent or a nonelective contribution of two percent for each employee. For nonelective contributions, even if an eligible employee doesn't put money in the SIMPLE IRA, that person must still receive an employer contribution to the plan equal to two percent of the employee's compensation. Additional information about the SIMPLE IRA can be found on the IRS website.

Cisick Planning can also facilitate establishing and operating 401(k) plans, which allow employees to contribute a portion of their pre-tax wages to individual retirement accounts. With a traditional 401(k) plan, employer contributions are optional; employers may choose to make matching contributions, nonelective contributions, or both, but are not required to do so. Employers may also consider features such as automatic enrollment, Safe Harbor provisions, or SIMPLE 401(k) plans, each of which has specific rule and requirements.

Once an employer decides upon a 401(k) plan, the next thing to look at are the wealth of available investment options and who should manage the investments, the employer or the employees. After that, the employer has to consider investment monitoring, disclosures about changes to the plan, and more. The decisions just keep coming. This is why it can be helpful to work with experienced financial professionals who can assist employers in

understanding their options and navigating the complexities of retirement plan administration.

As Cisick Planning's website states, along with creating and managing a business's 401(k) plan, the firm will review "existing policies and retirement plans to ensure they are up-to-date and compliant with current regulations. Our experience extends to evaluating policies from other providers, identifying opportunities for improvement, and recommending strategic adjustments that align with the company's goals and objectives, aiming to ultimately maximize benefits and minimize potential risks for the business and its employees."

To schedule a consultation with Cisick Planning or learn more about its individual, family, and small business services, contact the firm at 610.247.6842 or petercisick@petercisick.com. The firm's website is www.cisickplanning.com.

"We don't have a secretary or use an answering service or machine to hide behind. Everyone gets our cell numbers and can text or call us any time."

CISICK & PLANNING
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FOCUS ON EDUCATION



Penn State Berks Highlights Ongoing Professional Development Opportunities for Industry Certifications

Penn State Berks supports workforce advancement through its continuing education division by offering comprehensive preparation courses for two industry certifications: the SHRM Certified Professional (SHRM-CP) / SHRM Senior Certified Professional (SHRM-SCP) and the Certified Professional in Supply Management® (CPSM®).

These certification prep classes are designed to support working profession-

als in advancing their careers, gaining industry-recognized credentials, and staying competitive in today's evolving job market.

The SHRM certification prep course at Penn State Berks is ideal for both emerging and experienced HR professionals. Led by certified, experienced instructors, the course combines interactive instruction with comprehensive study materials and online practice tools. Jamie M., a recent attendee of the spring course commented, *"The SHRM-CP Learning Review course through Penn State Berks provided the structure, support, and insight I needed to feel confident going into the exam. I'm truly grateful for the experience — it was a key part of reaching this professional milestone."*

The CPSM® prep course at Penn State Berks prepares professionals for all three exam modules of the Certified Professional in Supply Management® certification. Designed for procurement and supply chain professionals, this program is taught by seasoned ISM® approved instructors with real-world experience. This course blends practical knowledge with rigorous exam preparation. Kimberly S., a recent attendee commented, *"The CPSM program has been a transformative experience for me, enriching my understanding of supply chain management and providing practical skills that I can apply in my career. I highly recommend the CPSM program to anyone looking to advance their career in supply chain management."*

Penn State Berks offers innovative, flexible professional development and certificate programs designed to meet the needs of today's workforce. Through its Continuing Education department, the college connects learners with real-world skills and credentials valued by employers. Fall classes start September 2025! Call 610.396.6500 to register or visit our website at <https://berks.psu.edu/continuing-education>.

The Hill School – Hobart's Run

The Hobart's Run neighborhood initiative, a 501(c)(3), was launched by The Hill School in 2016 to create a clean and safe community; foster inclusivity; provide incentives for home ownership and property pride; and generate quality business development. While specifically focusing on a 900-parcel area, Hobart's Run supports revitalization efforts throughout Pottstown.

Why Hobart's Run? The name "Hobart's Run" was derived in part from historical accounts of Pottstown's once-prominent Hobart family who lived during the late 1700s in a stately home overlooking what is now East High Street. Hobart's Run also is the name of an underground stream that runs through the area east of Pottstown's downtown. The Hobarts purchased their home's property from David Potts, the grandson of Pottstown founder John Potts.

Thus, the name ties our endeavor to both our geographic focus area and to the rest of Pottstown and its history.

Where is Hobart's Run? Hobart's Run initially was established to address the 600-parcel focus area depicted within the dotted-line boundary depicted on

this map, bordered by Queen St. in the south; N. Adams in the west; Beech, Grant, and Jackson in the north; and Keim St. in the east. When planning our initiative, consultants who have helped create successful community revitalization programs in locations including Hartford, Philadelphia, and Lancaster recommended beginning with a small, targeted area, then building upon attained successes.

In July 2020, our Board expanded our western boundary to N. Washington St., increasing our focus area to include about 900 parcels. We partner with connected neighborhood organizations such as Pottstown Community Action.

"How Can I Help Hobart's Run?"

There are many ways to get involved – from volunteering for a cleanup, participating in neighborhood meetings, serving as a block captain, or making a financial contribution that will help us fund our community initiatives.

For more information, please scan the code or call (610) 705-1018



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 - Education with K-12 Cert
 - Education with PreK-4 Cert
 - Special Education with PreK-12 Cert



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MCCC is Building a Stronger Workforce

Montgomery County Community College's Workforce Development Department is committed to meeting the evolving workforce needs of the regional economy through a demand-driven approach to education and credentialing. By aligning programs with real-time industry requirements, the department ensures its offerings are directly related to today's workforce requirements.

MCCC's short-term training programs prepare individuals for high-demand occupations in key sectors such as healthcare, information technology, business, and manufacturing. These programs focus on equipping students with the credentials and licenses needed for immediate workforce entry and career advancement. Training is designed with flexibility in mind, supporting both job seekers and working professionals who are looking to upskill or reskill.

In addition to training individuals, MCCC plays a vital role in supporting local businesses. Since 1999, MCCC



has served as Montgomery County's administrator for Workforce and Economic Development Network of Pennsylvania (WEDnetPA), a state-funded training initiative supporting workforce development. In 2024-25, MCCC administered more than \$416,000 in WEDnetPA funding to 27 companies, training more than 1,100 employees. MCCC's Workforce Development Division retains a talented pool of highly qualified workforce trainers that can complete customized training onsite at companies. All instructors are subject-matter experts with industry experience. For more information, contact bdebias@mc3.edu and visit mc3.edu/workforce.

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The Malvern School — More Than a Daycare

FOUNDED BY TEACHERS, ADMIRER BY PARENTS

The Malvern School was founded in 1998 with a philosophy to deliver a high-quality educational program for children between the ages of 6 weeks and 8 years. Much different than a daycare, our educated teachers focus on your child's physical, emotional, and cognitive growth. Our curriculum is designed to meet or exceed the standards established by the National Association for the Education of Young Children (NAEYC), the nation's largest early childhood accrediting organization. The Malvern School has locations in Pennsylvania and New Jersey, and our schools are open year-round with full and half day enrollment options.

In addition to traditional classrooms, we have created two age-appropriate, custom designed rooms where your child will have daily unlimited opportunities to see, touch and do through hands-on learn-

ing stations. The learning stations focus on sensory exploration, arts and crafts, reading, manipulative play and dramatic play. Our Fascination Station is a favorite among our Toddler children, and the Discovery Room is a special place for our Get Set through After School students.

MISSION STATEMENT:

The Malvern School is dedicated to educating young children through

diverse and innovative programming. When choosing The Malvern School, families' expectations are met through our commitment to providing the finest curriculum and staff, all in a nurturing environment. At The Malvern School your child will learn and feel loved.

For additional information, please call 610.415.9900 and visit www.malvernschool.com.



The Malvern School of Oaks is located at
1023 Egypt Road, Phoenixville, PA 19460.

We educate children between the ages of 6 weeks and 5 years. Check us out by scheduling a tour through malvernschool.com or call 610-415-9900.



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Magic Memories Early Learning Schools

Magic Memories was established in 1987 in the heart of Phoenixville. The program began with a local mother's vision to support her community and working families. In 2006, Neydary Zambrano became the owner after falling in love with the school, its mission, and the warm, safe, and nurturing environment it offered her own children.

Today, Magic Memories proudly continues to provide a loving, home-like atmosphere for all families and children. The program is dedicated to creating a learning experience that supports each child's growth at their own unique pace. In 2019, Magic Memories expanded from three locations to eight, now serving

families across Chester and Montgomery Counties. We offer care for infants through pre-kindergarten, as well as before and after school programs and summer camp.

When you walk into any of our schools, you'll immediately feel the warmth of home and know you've found a new family you can count on. Our staff are always ready with a hug and remain deeply committed to keeping children at the center of everything we do. Families find comfort in knowing their children are spending each day with their second family.

For additional information, please call 610.400.8587 and visit www.magicmemories.org.

Do You Have "Accidental Bosses"?

An astonishing 85% of new managers are "Accidental Bosses". They are promoted into leadership roles without any formal training. They're often top performers in their individual contributor positions — but leadership requires a different skill set.

This issue isn't talent — its preparation. Many new managers feel unprepared, and research shows **1 in 3 employees leave their jobs because of poor management**. Unsurprisingly, many of these new leaders fail within the first 24 months due to lack of leadership training and management skills.

When managers aren't trained, they face steep learning curves. They may be unsure how to read financial reports, create and manage budgets, handle workplace conflict, or maintain consistent, clear communication. Without these skills, leadership becomes reactive rather than strategic.

STTC's **Management Masterclass** is specifically designed for mid- to executive-level leaders — including vice presidents, directors, and managers. The program delivers practical, actionable training in:

- Interpreting and applying financial data
- Building and leading high-performing teams
- Analyzing cost drivers and managing departmental budgets
- Resolving conflict effectively
- Communicating with clarity and confidence

By investing in structured leadership development, organizations show their commitment to resilience and growth. Trained managers create stronger teams, make better decisions, and cultivate a workplace culture where talent thrives.



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Energy Leadership: Shift your energy to present yourself in a way that "inspires greatness" in others.	Tuesdays 9/16 - 10/7 8:30am to 1:30pm
Taking the Lead: Skill building for Supervisors and Team Leads - Strengthens core supervisory skills, communication, delegation, and performance management.	Wednesday 9/24 8am to 3:30pm
Train the Trainer: Develop the skills needed to confidently deliver content to adult learners.	Wednesday 10/15 8am to 3:30pm
Management Masterclass: Enhance decision-making, team performance, and organizational goals.	Wednesdays 10/15 - 11/19 8am to 12pm
Wellness: Focus on building resilience and promoting well-being in both personal and professional life. FREE CLASS	



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POWERED BY TRANSFORMATION BRINGS STRENGTH TO RECOVERY — ONE REP AT A TIME

September is National Recovery Month, a time to honor the strength and determination of those overcoming addiction and other life challenges. What better time to highlight the work of a local nonprofit whose mission is just that: to support strength and determination.

For Dr. Lori Davidson, founder and executive director of the nonprofit Powered By Transformation (PByT), strength training has been far more than a way to stay fit; it was a key to reclaiming her life after battling substance use disorder. What began as a survival tool soon became her passion and her purpose. Today, PByT empowers individuals to use strength training to bridge mental and physical wellness through their FIT Recovery program and by offering personalized coaching, corporate wellness programs, and nutrition education to build resilience and community.

"As someone 9½ years into my own recovery, I know what it takes to rebuild from the ground up. Through the FIT Recovery program at St. Luke's Penn Foundation, I've seen strength training and compassionate, trauma-informed coaching transform lives—just as it did mine," says Heidi Reese, the organization's FIT Recovery Trainer. "I am incredibly grateful to be part of something so impactful and so needed. Every session is proof that healing is possible, change is real, and our past does not define our future."

The program's impact is already being felt by those on the front lines of recovery care at St. Luke's Penn Foundation in Sellersville, Bucks County, where the program has been running since June. "I've had three clients complete the FIT Recovery Program during their stay at St. Luke's Penn Foundation Inpatient Recovery Center," says Cate Courtney, CADC.



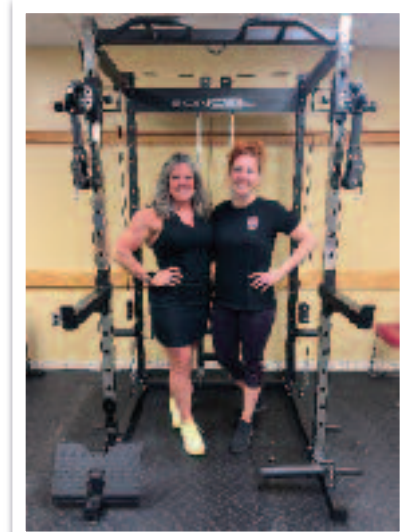
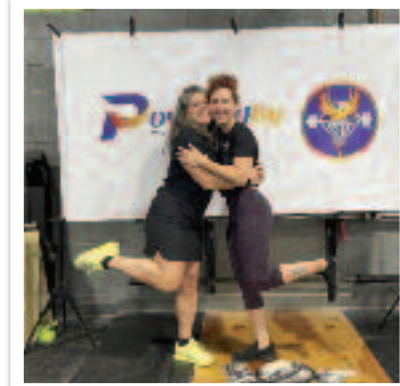
"The reduction in their anxiety levels has been clearly noticeable. Each client reported improved sleep and increased motivation to incorporate fitness into their ongoing recovery plans. They have also expressed a high level of satisfaction with both the program and their trainer, Heidi Reese."

Powered By Transformations board comprises wellness advocates, powerlifters, mental health providers, and recovery community members. "Recovery Month is a powerful reminder that change is possible and worth fighting for," says Deborah Bucci, President of the Board of Directors for Powered By Transformation and owner of Live Well Strategies. "It begins the moment you realize you are stronger than the story you've been living, and that your future is not defined by your past. As Board President, I'm honored to lead an organization that walks alongside individuals as they reclaim their lives, rediscover their strength,

and see themselves as capable of far more than they ever imagined."

On Saturday, November 8th, the community will have a chance to see PByT's mission in action at its annual Monster Mayhem weightlifting fundraiser at The Gym and CrossFit Alcides in Oaks, PA. This high-energy event will bring together athletes, supporters, and local businesses to raise funds for PByT's FIT Recovery program. This program integrates weightlifting into recovery plans for individuals who are fighting to overcome addiction by way of an on-site personal trainer who provides one-on-one sessions with the clients. All proceeds will help support access to training, education, and much-needed program supplies.

Dr. Davidson invites everyone, whether seasoned gym-goers, curious first-timers, or local business leaders, to the event or to test their strength and register to compete. "When we invest in



health, we invest in the future," she says. "Together, we can create a healthier, more resilient community, because ultimately we will always be stronger together." Attendees are encouraged to speak with Dr. Davidson, hear her story or share theirs, and discover how they can be part of the movement.

To learn more about what they do or how you can help, please visit pbyt.org or follow them on social media.

The FIT Recovery program is currently funded by Bucks County Drug & Alcohol Commission.

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Why AudioNova? A Culture of Care

AudioNova was rooted in a shared passion for customer care and a belief in the company's mission. Known as an industry leader, AudioNova places equal value on its patients and its people. The organization is especially recognized for post-sale service—an often overlooked but crucial part of hearing healthcare. Most individuals who use hearing aids need ongoing adjustments and support, and AudioNova meets that need with professionalism and compassion. Their signature Total Care Package includes warranties, accessories, and comprehensive follow-up, giving patients peace of mind well beyond the initial purchase.

Customized Hearing Solutions

What sets AudioNova apart is its highly personalized approach. The company offers a broad range of hearing aid brands, with a special focus on Phonak, Swiss-engineered devices known for their advanced technology and unmatched ability to reduce background noise while enhancing clarity. Every patient's hearing journey is different, and AudioNova's

experienced clinical team ensures each one receives expert guidance and a solution tailored to their needs.

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While hearing loss can affect people of all ages, the majority of AudioNova's patients are over 50, an age when regular hearing checks become especially important. To serve the community, AudioNova offers free baseline hearing tests, helping identify issues before they become major obstacles. With nearly two-thirds of people over the age of 71 experiencing hearing loss, early intervention can make all the difference. Whether it's understanding loved ones, following conversations at work, or simply enjoying a favorite show, AudioNova helps patients reconnect with the world around them.

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Residents at Frederick Living believe that growing older is not about slowing down—it's about opening new doors to purpose, connection, and joy. Situated just east of Gilbertsville, PA, the non-profit, continuing care community is home to nearly 315 residents who enjoy Independent Living, Personal and Memory Care, and Healthcare services, all within a supportive and welcoming environment.

At Frederick Living, age is celebrated as a source of **strength and wisdom**. Everyone is proud to be part of a **pro-aging revolution**—where aging is not a limitation, but a gift that fuels purpose, strengthens communities, and helps change the world for the better.

Residents in Independent Living can choose from charming one- and two-bedroom cottages or spacious apartments, with options like sunrooms, balconies, patios, or garages. With inviting spaces like The Body Shop fitness center, cozy dining venues, a library, art studio, game room, and Wellness Suite, there's always something to enjoy.

Life at Frederick Living is also about community. With over 20 micro-groups, weekly gatherings, and a vibrant volunteer program, it's easy to make friends and find activities that spark joy. From painting and quilting to craft circles and campus-wide events, residents have endless ways to share their passions and discover new ones.

For those who need a little extra support, Magnolia House Personal Care apartments provide assistance while still encouraging independence and connection. Aspen Village offers specialized support for those living with dementia, and Cedarwood Nursing provides compassionate healthcare for residents with more advanced needs.

For those considering retirement living, a visit to the community is a must. The **Fall Open House and Resource Fair**, held September 19 from 11 am to 2 pm, provides the chance to tour a variety of accommodations, learn about pricing, meet professional vendors, and enjoy the resident craft fair. It's an excellent way to experience the warmth and creativity of the community firsthand.



Frederick Living doesn't just provide a place to live—they create a place to **thrive**. Residents have the opportunity to learn, serve, and grow while enjoying friendships and a deep sense of belonging. To learn more or register for events, call Lisa McCartin at 610-754-7878, ext. 1001.



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THREE FIERCE AI TIPS FOR SMALL BUSINESS OWNERS



By Deb Spence,
Fiercepreneur

1. Stop Being Your Own Receptionist

How many times do you repeat the same answers? Hours, pricing, service areas, scheduling. That's time you'll never get back. Use AI to build a simple assistant that answers those questions 24/7 and collects names, numbers, and emails while you're busy doing real work.

The payoff: No more interruptions. You wake up to leads waiting instead of voicemails piling.

2. Replace "Nice to Meet You" with "Let's Talk Next Tuesday"

Business cards end up in drawers. Instead, send people to a one-page link with a QR code. Ask two quick questions, then guide them straight to a booking or quote request. You filter the curious from the serious—without chasing anyone.

The payoff: More appointments, less small talk.

3. One Fierce Hour a Week

Every Friday, block one hour. Choose a single workflow: follow-up texts, estimate reminders, review requests, or social posts. Test an AI prompt on three real cases. Save the winner. Put it on repeat.

The payoff: Small, weekly tweaks add up to dozens of hours saved each month — and consistent growth that doesn't eat your life.

Need more help? Scan the QR code for more information:



Deb Spence, Fiercepreneur can be reached at deb@debspence.com

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BEYOND WEDDINGS — EXTRAORDINARY EVENTS FOR EVERY OCCASION

Eight years running, the Reading Public Museum has been named a *Best of Berks* winner — and for good reason. Known for its stunning weddings, the Museum offers so much more. From elegant corporate galas to milestone celebrations, intimate luncheons to large-scale fundraisers, our spaces set the stage for unforgettable moments.

From the high-tech Neag Planetarium to the inspiring art galleries, the Reading Public Museum boasts some of the most distinctive event venues in the Greater Reading area. With a range of rental spaces to suit every size, style, and ambiance, we can host events both large and small — and make each one extraordinary.

Facility Highlights

- **Historic Charm & Artistic Grandeur:** Built in the mid-1920s, the Museum is rich in character—featuring a glass-ceilinged atrium, century-old stained glass windows, and a marble grand staircase. Guests can dine among masterpieces by Picasso, Warhol, Degas, and Dalí.
- **Planetarium Magic:** Treat your guests to an evening under the stars in the Neag Planetarium. With full-dome projection capabilities, it's perfect for corporate presentations, immersive experiences, or unforgettable slideshow displays.

(Continued on page 20)



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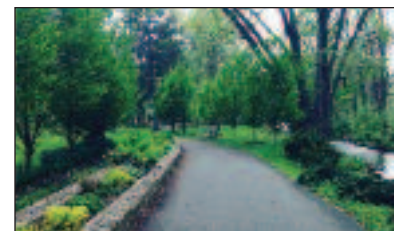
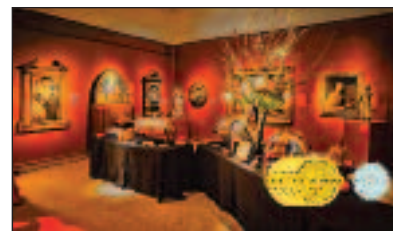
What We Host at the Museum:

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- Corporate Anniversaries & Recognition Ceremonies
- Holiday Celebrations & End-of-Year Parties

The right setting makes all the difference – and ours delivers every time! Reach out to Kara J. Seawell, Manager of External Events and Weddings, to explore our flexible rental options and customized packages.

kara.seawell@readingpublicmuseum.org

<https://www.readingpublicmuseum.org/book-your-event/>



EXTRAORDINARY EVENTS FOR EVERY OCCASION

(Continued from page 19)

• **Outdoor Elegance:** From May through October, the Stone Terrace offers a serene tented venue along the Wyomissing Creek, blending sophistication with the beauty of nature.

• **Picturesque Grounds:** Our 25-acre Arboretum is a Berks County landmark, providing a breathtaking backdrop for photos and outdoor gatherings.

• Full handicapped accessibility in all buildings.

• Stunning indoor and outdoor photography locations.

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YOUR FALL MARKETING CHECKLIST FOR HOLIDAY SUCCESS



SOCIAL MEDIA TIPS By Theresa Mintzer

Fall is right around the corner, meaning the holiday shopping season will be here before you know it. Many customers make their buying decisions online long before December, so now is the perfect time to make sure your online presence is accurate, consistent, and working for you.

Here's how to set yourself up for a successful (and profitable) holiday season:

1. Update Your Information Everywhere: Make sure your hours, contact info, and links are correct and consistent across all platforms (Facebook, Instagram, Google Business Profile, TikTok, and more.)

2. Grow Your Audience Before the Holidays: Use the back-to-school and fall season to increase visibility. Post on multiple platforms, experiment with ads, and share content that builds brand awareness now so you're top-of-mind later.

3. Post Regularly, Especially Video: Short-form video is one of the fastest ways to reach new audiences. If a video performs well, consider boosting it and later retargeting those viewers with holiday promotions.

4. Check Your Tracking Tools: If you use a Facebook Pixel, make sure it's working. If you don't have one, install it now so you can run targeted ads to website visitors during the holidays.

5. Review Your Mobile Shopping Experience: Most holiday shopping happens on mobile devices. Test your checkout process, what worked last year? What slowed customers down? Fix issues now before the rush.

Pro tip: Start your advertising early. Ad costs tend to climb the closer we get to the holiday season.

If you need help creating a strategy that works, I offer social media and Facebook ad coaching to help businesses plan, post, and profit. Visit www.MintzerSolutions.com to learn more and schedule a session.

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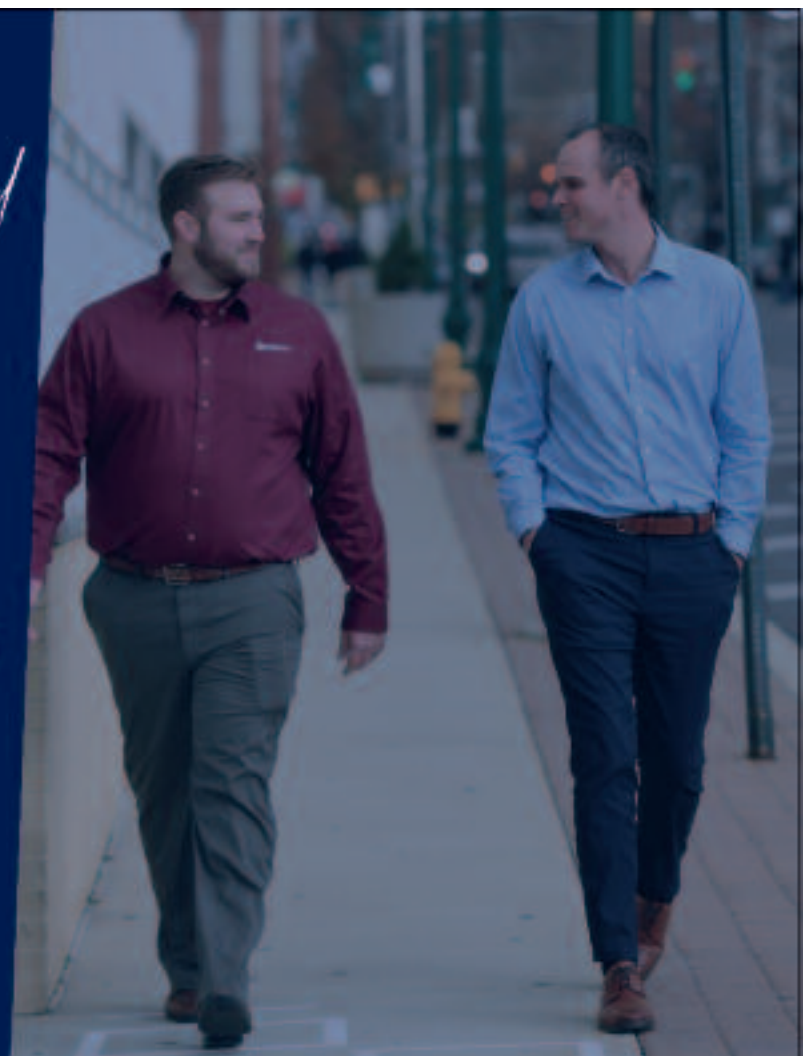
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THE ROLE OF GRAPHIC DESIGN IN POSITIVE USER EXPERIENCE



MARKETING TIPS

By Julie Huff, Copywriter,
beMarketing

Ever land on a website and immediately think, "Nope."

Too cluttered, too outdated, too hard to navigate... and you're gone in seconds. Studies have shown that most users leave websites within five seconds if they don't find what they need. That's why effective graphic design is vital to your success.

Why User Experience Starts with Design

People process visuals faster than text. This means your layout, color choices, fonts, and images shape a user's impression before they even read your content. Good graphic design boosts user experience (UX) by:

- **Clarity:** Clean layouts guide visitors quickly.
- **Trust:** Professional visuals build immediate credibility.

- **Engagement:** Compelling graphics keep users interested.

If your website feels cluttered or outdated, visitors won't stick around — and rarely give second chances.

What Makes Graphic Design Effective?

Great graphic design does more than look good. It drives results. Effective design means:

- **Purposeful Layouts:** Every element guides users clearly toward actions.
- **Accessibility:** Readable text, proper contrast, and mobile-friendly designs keep all visitors comfortable.
- **Brand Consistency:** Visuals communicate your brand clearly, building recognition and trust.
- **Simplicity:** Streamlined, fast-loading visuals reduce bounce rates and boost conversions.

(Continued on page 24)

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MARKETING TIPS

(Continued from page 22)

Good Graphic Design = Results

Graphic design directly affects your bottom line by:

- Increasing conversions with clear calls-to-action.
- Improving retention through easy navigation.
- Boosting SEO by increasing dwell time and engagement.
- Generating referrals with polished, memorable branding.

Choosing the Right Design Partner

Not all designers understand UX. Before searching “graphic designers near me,” consider whether they deliver measurable results, strategic insight, and industry-specific expertise.

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Located in Limerick.



Constellation, formerly Exelon comes out each year and helps us with our special olympics.

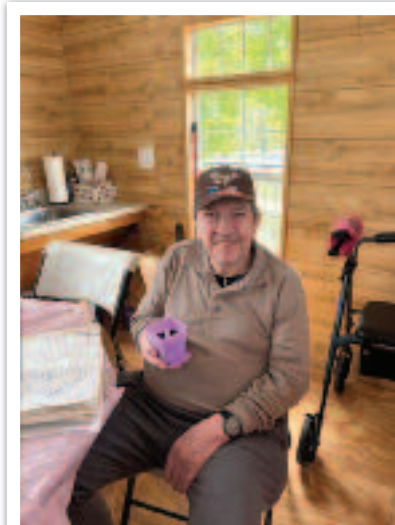


Clients planted seeds for Earth Day in April. Check out how they are growing!

Bon Homie, Ltd. is a family owned and operated Adult Day Center in Limerick that provides services to support disabled and aging individuals so they can remain living in their community.

Bon Homie opened its doors in November of 1992 with the idea of offering services to the aging population. We quickly learned our services would benefit adults of all ages, so we began offering services to individuals eighteen years of age and older. Over the last 33 years, we have continually reinvented our program to meet the needs of our community.

Our structured program offers a variety of activities to meet the broad range of interests and abilities of our clients. Our professional staff assist individuals with activities, personal care such as incontinence care and dietary needs. Bon Homie also offers nursing services as well as Physical, Occupational and Speech therapies to those that qualify. Most importantly, everyone who attends our program experiences social interaction with the opportunity to form new friendships and to develop new interest by participating in the activities offered.

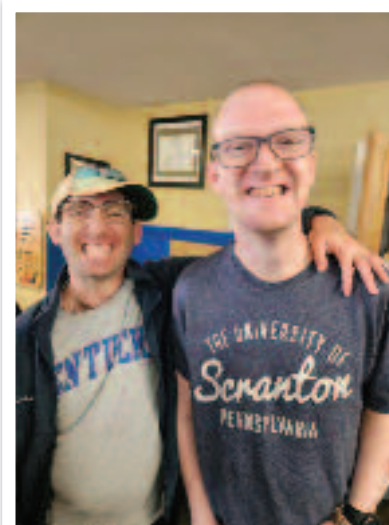


In June, we had a Father's Day "Donut and Coffee" get together for our clients and their father's.

Bon Homie offers two levels of care to serve the diverse group of individuals that attend our program. Level I is designed to support individuals over the age of 60 who may have had a stroke, are diagnosed with dementia, suffered a brain injury, or have a developmental disabilities diagnosis. These individuals are mostly high functioning and require assistance with activities of daily living or have other diagnosis that require some level of supervision throughout the day. These individuals benefit from large and small group activities but may require some prompting and support to get involved.

Level II was structured for those clients who are faced with more physical, social and medical needs. It specifically serves the increasing number of clients that require hands-on care to get involved in every aspect of the program. Level II offers our clients a safe environment that encourages them to have the freedom to be themselves. Clients that utilize this program most likely have developmental disabilities. Aside from the individual's main diagnosis, clients may also be nonverbal, wheelchair dependent, require total assistance with activities of daily living and to participate in activity.

There is funding available to attend our program if the individual qualifies. Please contact us for more information: 610.792.8800 or bonhomieadc@comcast.net.



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The Residence at Boyertown

Arriving in early 2026, The Residence at Boyertown will set a new standard for senior living in the region. Offering a blend of style and comfort, the community features spacious private residences with multiple floor plans, several including balconies, alongside a suite of premier amenities. Residents will enjoy elevated dining experiences, a refined bistro, state-of-the-art fitness center, elegant theater, beauty salon, and sun-filled gathering spaces. Outdoor terraces and walking paths create an ideal setting to unwind, socialize, and enjoy nature.

The Residence at Boyertown combines modern convenience with personalized care. Advanced safety technology, scheduled transportation, and a dynamic calendar of cultural, educational, and recreational programming ensure a lifestyle that is both enriching and worry-free. With Independent Living, Personal Care, Memory Care and Respite Care available, the community is designed to support seniors at every stage, making it a destination for those who seek exceptional living and peace of mind.

For additional information, please call 484.783.0310 and visit www.theresidenceatboyertown.com.

The New Norm in

EMPLOYEE BENEFITS

Group insurance & employer sponsored retirement plans such as 401ks, are changing rapidly. To avoid employer risks and still maintain employee appreciation, a lot of changes need to be implemented. The Conestoga Group provides these services at no additional charge to companies with 2 to 250 employees.



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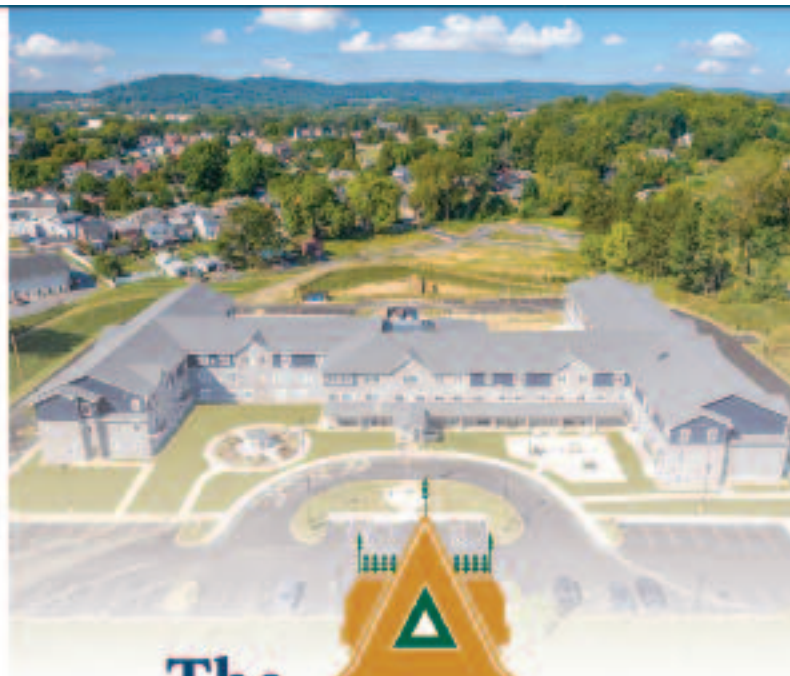
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- Delayed vs Denied claims
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The **RESIDENCE** at **BOYERTOWN**

Enjoy Unparalleled Senior Living in Boyertown!

Opening early 2026, The Residence at Boyertown will offer 126 studio, one- and two-bedroom apartments with luxury amenities such as dedicated outdoor spaces, bistro, salon, theater, library, and activity rooms.

Whether you're looking for vibrant and engaging Independent Living, the 24/7 peace of mind of Personal Care or the safe, warm, and dignified environment of Memory Care, we invite you to discover all there is to love about life at The Residence at Boyertown.

But hurry, apartments are going fast! Reserve your new home today!

Visit theresidenceatboyertown.com,
call 484-783-0310 or scan this code to



schedule tour and learn more about
what makes our community so special!

Mark Your Calendar!

Our Grand Opening is
planned for early 2026.
Stay tuned for details.



EXPRESS DATA SYSTEMS

While most businesses in 1987 were still wrestling with fax machines and filing cabinets, Jay Berman was already envisioning a future where data processing would revolutionize how companies operate. Today, his daughter Jennifer Scotese continues that pioneering spirit as President and CEO of Express Data Systems, proving that sometimes the best technology solutions come with a personal touch.



Jennifer Scotese

Q: What makes Express Data Systems different from the national payroll companies?

A: “We’re not just a vendor – we’re your neighbor. When you call us, you get Jennifer or one of our team members who knows your business personally. We’ve been serving the Greater Philadelphia region since 1987, and that local knowledge matters. We understand the specific challenges facing businesses in our area, from local tax requirements to seasonal employment patterns. Plus, when you have an issue, you can actually reach a real person who cares about solving it, not someone reading from a script in a call center halfway across the country.”

Q: Can you tell us about the company’s unique beginnings?

A: “My father, Jay Berman, was truly ahead of his time. In 1987, when most businesses were still doing payroll by hand or with basic calculators, he saw the potential of data processing technology. He pioneered computerized payroll services in this area well before it was mainstream. What’s interesting is that Dad was also a car enthusiast – he once converted an old gas station into a first-class retro renovation space for car lovers. That same attention to detail and passion for restoration is what we bring to businesses today: taking their outdated, manual processes and transforming them into something efficient and beautiful.”

Q: Beyond payroll, what other services do you offer that businesses might not know about?

A: “People often think we’re just a payroll company, but we’re actually a comprehensive workforce management partner. We offer a powerful HR platform with expert resources—all in one premium package designed to help protect and support your business.





“Providing personalized, reliable service that helps local businesses thrive... When our clients succeed, our entire community benefits.”

Many of our clients started with us for payroll and quickly discovered we could solve their HR headaches too. With Express Data Systems’ HR technology, you can efficiently manage tasks like timekeeping, employee background checks, earned wage access, and a variety of employee perks. Our platform also gives you the ability to create customized employee handbooks, access legally compliant policies and job descriptions, and find up-to-date legal information tailored to your state. It’s like having a full HR department—without the overhead.”

Q: Why should a growing business choose local over a big national brand?

A: “When you’re with a national company, you’re just an account number. When you’re with us, you’re part of our community. We attend the same Chamber events, shop at the same local businesses, and understand the challenges of doing business in our market. Plus, our pricing is typically more competitive because we don’t have the massive overhead of national advertising campaigns and corporate bureaucracy. Every dollar you



spend stays local and supports our regional economy.”

Q: What’s your biggest success story with a local client?

A: “We have a manufacturing client who came to us drowning in paperwork and compliance issues. They were

spending 15 hours a week just on payroll and HR tasks. Within three months of partnering with us, they’d eliminated that administrative burden entirely and could focus on growing their business. They’ve since expanded to three locations, and we’ve scaled our services right alongside them. That’s the beauty of a true partnership – we grow together.”

Q: What trends are you seeing in the local business community?

A: “More businesses are realizing that outsourcing payroll and HR isn’t just about saving time – it’s about risk management. Employment laws are constantly changing, and the penalties for non-compliance can be devastating for a small business. We stay on top of all the regulatory changes so our clients don’t have to. We’re also seeing more businesses interested in comprehensive employee benefits packages to attract and retain talent. We help level the playing field so smaller companies can offer benefits that compete with larger corporations.”

Q: What’s next for Express Data Systems?

A: “We’re always looking for ways to better serve our community. Technology continues to evolve, and we’re investing in new platforms that make payroll and HR support even more seamless for our clients. But our core mission remains the same: providing personalized, reliable service that helps local businesses thrive. When our clients succeed, our entire community benefits.”

**For more information
about Express Data Systems’
payroll processing, HR services,
and employee benefits programs,
visit expressdatasys.com or call
610-495-7166 to speak directly
with Jennifer and her team.**

express
DATA SYSTEMS, INC.

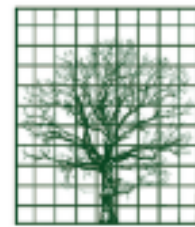


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GRCA ROUNDUP

GREATER READING CHAMBER ALLIANCE

GRCA

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Chamber Alliance**

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- 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

Mastering Work Talk: Speaking with Confidence and Impact

Sept. 2, 9 and 16 from 9 a.m.-Noon
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$395/person-GRCA members
\$495/person-Future GRCA members
Register: Greaterreading.org/worktalk

Lead with Logic: Analytical Thinking for Problem Solving Workshop*

Register: Sept. 4 from 8:30 a.m.-11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$225/person-GRCA members
\$300/person-Future GRCA members
Register: Greaterreading.org/logic

Lead Worker Certificate Program*

Sept. 8, 15, 22, 29, Oct. 6, 13, 20, 27, Nov. 3 and 10
from 9:30 a.m.-11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$750/person-GRCA members
\$935/person-Future GRCA members
Register: Greaterreading.org/leadworker2025

Supervisor Training Module 1: Principles of Supervision*

Sept. 9, 16, 23, 30, Oct. 7 and 14
from 8:30 a.m.-11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person-GRCA members
\$860/person-Future GRCA members
Register: Greaterreading.org/supermod1

Intro to Excel Workshop

Register: Sept. 9 from 3 p.m.-4:30 p.m.
Shearer Technical, 727 Penn Ave., West Reading
\$225/person-GRCA members
\$325/person-Future GRCA members
Register: Greaterreading.org/introexcel2025

Building Berks Awards & Trade Expo

Register: Sept. 9 from 5 p.m.-8 p.m.
GoggleWorks Center for the Arts
201 Washington St., Reading
\$100/person-GRCA members
\$130/person-Future GRCA members
Register: Greaterreading.org/BB25

Essentials of Effective Leadership Part 1*

Sept. 10, 17, 24, Oct. 1 and 8
from 8:30 a.m.-11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person-GRCA members
\$860/person-Future GRCA members
Register: Greaterreading.org/leadership1

Supervisor Training Module 3: Leveraging Workplace Relationships for Organizational Success*

Sept. 10, 17, 24, Oct. 1, 8 and 15
from 8:30 a.m.-11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person-GRCA members
\$860/person-Future GRCA members
Register: Greaterreading.org/supermod3

Intro to Microsoft Word Workshop

Register: Sept. 10 from 3 p.m.-4:30 p.m.
Shearer Technical, 727 Penn Ave., West Reading
\$225/person-GRCA members
\$325/person-Future GRCA members
Register: Greaterreading.org/introword

Intro to QuickBooks Workshop

Register: Sept. 11 from 3 p.m.-4:30 p.m.
Shearer Technical, 727 Penn Ave., West Reading
\$225/person-GRCA members
\$325/person-Future GRCA members
Register: Greaterreading.org/introquick

Emotional Intelligence in the Workplace*

Sept. 12 and 19 from 9 a.m.-Noon
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$395/person-GRCA members
\$495/person-Future GRCA members
Register: Greaterreading.org/Elworkshop

Regional Business Women's Networking Mixer (Lancaster, York & Harrisburg)

Register: Sept. 18 from 5:30 p.m.-7:30 p.m.
Reading Public Museum,
500 Museum Road, Reading
\$40/person
Women2Women Member Exclusive Event
Register: Greaterreading.org/regionalnetworking

Practical Project Management Workshop*

Register: Sept. 24 from 8:30 a.m.-11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$250/person-GRCA members
\$300/person-Future GRCA members
Register: Greaterreading.org/projectmanagementfall

Networking@Night: Burkey Construction

Register: Sept. 25 from 5:30 p.m.-7 p.m.
Burkey Construction, 506 Morgantown Road,
Reading
FREE for GRCA members
Register: Greaterreading.org/burkey
*WEDnet eligible

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**

UPCOMING EVENT

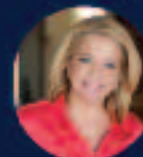
WOMEN'S FALL LEADERSHIP SUMMIT

HOSTED BY THE MONTGOMERY COUNTY CHAMBER OF COMMERCE

WEDNESDAY, OCTOBER 8, 2025 8:30 AM - 1 PM

JOHN JAMES AUDUBON CENTER AT MILL GROVE
1201 PAWLINGS ROAD, NORRISTOWN, PA

FEATURING DYNAMIC WOMEN LEADERS



Tracy Davidson

NBC10 Anchor



Dr. Michelle Burroughs

WSFS Bank
DEI Trailblazer



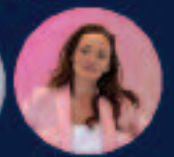
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Agile Mom
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152 E. High St., Suite 200, Pottstown, PA 19464 | 610.326.2900 | www.tricountyareachamber.com

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

THE HEART OF OUR MISSION

**By Harrison Santangelo, President
The TriCounty Chamber of Commerce**

I've come to realize that my position with TCACC goes far beyond being a resource for business and creating connections. While those are core contributors to our mission, the driving force behind our work is something far more personal, something that I, and I think it's safe to assume many other parents in our community consider when leaving for work each morning: building a place that our children feel they can stay and succeed.



For me, serving this community is closely linked to my role as a parent. When I look out at our communities, industries, and local schools, I don't just see economic drivers and educational institutions. I see the potential opportunities my children will grow up with, and the future they will one day realize. This perspective is shared by many of the business owners, employees, and community leaders that I speak to on a daily basis.

The Chamber's work is driven by a desire to create a "village" for our families.

That's why our efforts extend into so many crucial areas, all connected by this purpose.

A healthy business environment is not an abstract concept, it's the foundation for family well-being. That's why the Chamber offers a unified voice for our member businesses. We look to be on the front lines, advocating at the local and state levels on everything from tax policies to infrastructure projects. We fight for a regulatory environment that allows our businesses to prosper because we know that strong, local businesses provide stable, well-paying jobs, the very jobs that will support our children and their families for years to come.

We know that a community is only as strong as its connections. Our membership is a web of relationships made up of small business owners and established corporations, entrepreneurs and experienced mentors, non-profits and community leaders who are all looking to serve each and their communities. The Chamber hosts networking events, professional development seminars, and workshops not just to grow businesses,

but to strengthen the bonds of these parties. We're supporting this so that no business has to go at it alone, and in doing so, we're building a model for collaboration for the next generation.

Our commitment to community development is driven by the hope we have for the future. From our workforce development initiatives, like the intern placement program, to our support of local schools and non-profits, every program is designed to build a plethora of opportunities. We are creating pathways to success right here in TriCounty so that our young people have every reason to build their lives and careers here. We want them to see that the rewarding jobs, the vibrant community, and the fulfilling life they're looking for can be found without ever leaving home.

As a Chamber, we're not just an association of businesses. We're a collective of parents, neighbors, and community builders who believe in the power of a local, resilient economy. Our work is deeply personal because the future we're building is for our own children and for every family that calls TriCounty home. It's an honor to serve our community, and to know that every success we achieve makes our home a better place for all of us.

WELCOME NEW MEMBERS

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

American Remodeling Enterprises Inc.

(888) 739-7339

Roofing / Siding Contractors

<https://americanremodeling.net/>

Switchpoint Foundation

(610) 819-8527

Nonprofit Organizations

<http://www.switchpointfoundation.org/>

MEMBER ANNIVERSARIES

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

47+ years

Specht Realty, Inc.

42 years

World Travel, Inc.

37 years

YWCA Tri-County Area

Hickory Valley Golf Club

Colorworks

35 years

Klein Transportation

25 years

Media Fusion Technologies, Inc.

10 years

Barbara A. Akins, CPA

5 years

Sunshine Cleaning Services





UPCOMING EVENTS.

SEP
10

Wednesday, 5:30 PM - 7:00 PM

REACH/Social Car Care & Networking

Join us for a unique women's networking event at Retro Auto Works, where business meets the basics of car care. This night is all about building community, sharing stories, and strengthening skills—both professionally and under the hood. Connect with fellow women from all industries in a laid-back, judgment-free space while enjoying complimentary food and drinks, generously provided by Shane and the team at Retro Autoworks. You'll also get to learn essential car knowledge—like how to change a tire, check your oil, and feel more confident behind the wheel—with a hands-on demonstration from the experts.

SEP
16

Tuesday, 5:30 PM - 7:00 PM

Business After Hours

You're invited to TCACC's next Networking Event — The Diamond Paw-ty: Where Business Barks. Hosted by Diamond Credit Union in Gilbertsville and the Berks Animal Rescue League, this fun, pet-themed evening is "where local businesses connect - fueled by paws and partnerships." Enjoy networking opportunities that can boost your visibility, spark new collaborations, and help you build lasting professional relationships. Everyone who attends will be entered into a business card drawing, and while we kindly ask that you leave your furry friends at home, pet-friendly goodies will be available to take with you!

SEP
24

Wednesday, 10:00 AM - 3:00 PM

REACH Conference - 5th Annual

Don't miss one of the most empowering events of the year! Join over 150 professional women from the tri-county area for a high-energy afternoon featuring 3 dynamic speakers, a delicious lunch and dessert buffet, raffle prizes, REACH Awards, and table hosts ready to spark meaningful conversation. Plus, every guest receives a commemorative gift to remember the day. It's the perfect chance to connect, grow, and celebrate with a powerful network of women—all for just \$150 per person. Seats are filling fast—don't be the one who hears about it after!

OCT
7

Tuesday, 5:00 PM - 6:30 PM

Business After Hours Event

The best way to meet other Chamber Members is to attend a Chamber Business After Hours event — our most popular networking opportunity! Join us for this casual monthly mixer, co-hosted by Tri County Area Federal Credit Union and the Pottstown Children's Discovery Center, where you can make new connections, build existing relationships, and promote your business in a relaxed, social setting. Stop by to mingle with fellow Members, exchange ideas, and grow your network — all while enjoying light refreshments and great conversations.



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Phoenixville, PA 19460
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• 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!

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Beem Light Sauna is now open!

Celebrated with a ribbon cutting alongside leaders from the Perkiomen Valley, Tri-County, and Phoenixville Chambers of Commerce, Collegeville Mayor, representative from Senator Pennycuik's office (Liz Ferry), and Montgomery County Commerce officials. Visit them at www.beemlightsauna.com/location/collegeville



PV Next-Gen is a vibrant network for young professionals (ages 22-40) across the Perkiomen Valley, Montgomery, Berks, and Bucks Counties. Our members—entrepreneurs, innovators, and rising leaders—connect, grow skills, and give back to the community. Annual membership is \$25 for PV Chamber member employees and \$50 for non-members. Learn more and see upcoming events at www.PVchamber.net.

EVENTS

PV Next-Gen Workshop – September 10, 2025 @ 9am

Finance Basics Workshop for Young Professionals, sponsored by FourHorse Digital and Harleysville Bank. Not a member of PV Next Gen? Join today; Annual investment of only \$25 for PV Chamber-member businesses and \$50 for non chamber members. This event is free for all PV Next-Gen members.

Networking Luncheon – September 25, 2025 @ 11:45am – 1pm

Moderator-led roundtable discussion and networking luncheon. PV Chamber members only. \$30 includes lunch.

4th Annual Sporting Clays Tournament & Luncheon – September 26, 2025 Lehigh Valley Sporting Clays

Experience the thrill of sporting clays—it's like golf, but with guns! Your registration fee covers everything: targets, cart, loaner gun, ammo, expert instruction, and a delicious lunch at Grumpy's BBQ. No experience needed and open to all! Exciting sponsorship opportunities are available for members. Don't miss out—call or visit our website for details.

Get Ready for the PV Summit



Early-bird tickets on sale now for the **Annual PV Summit – the premier B2B Conference & Networking Event** of the year! This high-energy day includes an exhibitor showcase, engaging breakout sessions, speed networking, and full luncheon. Keynote presented by **Matthew Goerke, one of America's leading experts in the field of Memory Dev-elopment**. Whether you're looking to grow your network, gain valuable insight, or spotlight your business, the PV Summit is the place to be. Vendor Space is limited.

Connect. Engage. Empower.

Monthly events include **Business Round-table Luncheons, PV Men's HH and Young Professionals events. Join us for bi-monthly Membership Orientation, quarterly PV WIN events, and quarterly Non-Profit Meet & Greets... 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!

SPRING-FORD CHAMBER WOMEN IN NETWORKING
EMPOWERING WOMEN IN CREATIVE SPACES

1st Friday of Every Month 8:00AM – 9:00 AM
October 3, 2025 | November 7, 2025 | December 5, 2025
Limerick Township Building 646 West Ridge Pike

TIPS & SIPS

Golf Clinic

Join us for a fun evening of golf tips from Brookside Country Club's golf pro, Brian Farrell!

- No experience necessary.
- Clubs available for use.
- Kiki Smooth Vodka Water Drinks provided.
- All participants will receive their choice of select Brookside apparel which is included in the cost (\$80 value)

Brookside Country Club
850 N Adams St. Pottstown

TIME	Sept 25 th	TICKET
5:30-7pm	THURSDAY	\$50

REGISTRATION : springfordchamber.com

Join Us at Brookside Country Club for Tips & Sips!

Bring the whole family out for a fun-filled afternoon at Limerick Community Park from 12:00 PM – 3:00 PM! Enjoy food trucks, local vendors, entertainment, and exciting activities for all ages. This is a fantastic way to support our community, connect with neighbors, and celebrate summer together.

Location: Limerick Community Park
Date: Saturday, August 16, 2025
Time: 12:00 PM – 3:00 PM

Interested in becoming a vendor or sponsor?
Vendor Rate: \$150 | Non-Profit Rate: \$50 | Food Truck Rate: \$150
Sponsorship Opportunities: Starting at \$500
Contact: dhouseholder@limerickpa.org | Let's make this year's Community Day the best one yet!

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

BECOME A MEMBER

Networking

Community Service

Business Growth

www.springfordchamber.com

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!

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.

- September 25, 2025 - Professional Networking Event at Brookside Country Club N Adams Street, Pottstown (5:30 PM)**
- October 23, 2025 - Professional Networking at Railroad Street Bar & Grill at 36 Railroad St, Linfield, PA (5:30 PM)**

These events provide a fantastic opportunity to meet local business leaders, exchange ideas, and grow your professional network in a welcoming and engaging atmosphere. **Don't miss out!** Mark your calendars and join us for an evening of fun, networking, and new opportunities.

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THE SBRA COMMUNITY KNOW YOUR NUMBERS



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

I do a lot of consulting with new business start-ups and businesses that are in the first 1 to 3 years. Most of them are very good at what they do (their trade) but they lack the knowledge and experience on how to set-up and run a successful business. Oddly enough, most of them have used an attorney to set up their LLC and an accountant to do their payroll and taxes at the end of the year, but for monetary reasons, they do not use them for anything else.

Pricing your products, and/or services, is tricky in itself. If your selling price is high you may be considered too expensive. If it is low, customers may think there is no value in what you are offering. Knowing your competition and what their prices are is very important no matter how long you have been in business. You do not have to be the lowest but try to be the best.

However, this article is not about numbers associated with your selling price, it is all about the numbers that represent your total cost associated with your product or service and how much space there is between that number and your selling price. Your margin of profit.

Let me give you some examples.

Years ago, I was hired to turn around a family entertainment business that was bleeding about \$200,000 a year. This was a ten-acre property with 70,000 square feet under roof. There were nine different attractions that people would pay individually for by purchasing tickets. Knowing they were losing money was easy to figure out, but finding out where they were losing the money was the real task at hand. Nobody had a clue as to how much profit was made at each attraction. They knew how much

was brought in each day and what the payroll was for that day. That was as far as it went with the numbers.

These numbers were not inclusive of all the other costs associated with running a large family entertainment business. They had high administrative costs, repair and maintenance, food costs, inventory, utilities, marketing, payroll taxes and benefits, outside legal and accounting costs, gas for go-carts, chemicals for the bumper boat pond, and the list goes on. Then there was insurance. Because of all the different kinds of attractions and because of the “danger” associated with some of the attractions, the insurance policy for the company was close to \$125,000/year—over \$10,000/month.

Yes, enough money was collected at go-karts each day to pay for the go kart attendants, but when you factored in repairs, maintenance, gas, insurance and other overhead costs, the attraction that everyone thought was the backbone of the business was the one breaking the back of the business. Compared to other go-kart tracks, their prices were lower. Good for the consumer but not for the business. Other attractions had similar problems. Prices were too low to support the rising cost of doing business and the marketing that was being done was not targeting the right demographics to support a facility like this.

Knowing the numbers allowed us to start shopping for better pricing from our vendors or finding new resources. We found an insurance company that specialized in amusement parks and was able to give us better insurance at \$65,000 less than what we were currently paying. We

brought in more money by providing packages along with all-day wrist bands. We re-directed our marketing dollars spend to more social media targeted at families with a median family income of \$60,000 and up. We also got rid of several of the money looser attractions and replaced them with attractions the consumer was looking for. It took us a little over a year but we turned red ink into black and negative numbers into positive.

Small retail businesses that provide a variety of products MUST have a good POS system to keep track of what products are selling and what are not. Everything on your shelves, or, in inventory, is costing you money especially if you have financed your inventory. Every day you are paying interest and losing your margin of profit. Items that are not selling are taking up space and cash from products that could be making you money. Try to turn your inventory as often as you can. Offer fewer great selling items and sell more. Too much inventory is confusing and people that are confused do not buy anything.

Reduce the number of items that have low margins of profit and stock more great selling, high margin items. If a product isn't selling, get rid of as quick as you can. Clearance sales, end of year clearance, buy one-get one free or donate it to a charity. Your first loss is your best loss.

When you have your numbers right you will know exactly what you must bring in every day in order to make a profit. Your profit is in your numbers. Know what they are and stick to them.



SBRA Business Spotlight



Legacy Cigar Lounge

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Legacy Cigar Lounge is a veteran family-owned establishment that offers a premium cigar experience, craft cocktails and liquors and delicious small plates in a socially inviting atmosphere. Legacy is open to the general public. Guests enjoy relaxing in the comfort of the cutting edge air filtration system. The lounge also features live music, happy hours and specialty events. Reserve a private space for celebrations and business gatherings or plan an event in the new non-smoking lower level.



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www.b2bistro.com



www.gofishseafood.com



www.sottosantilawncafe.net

SBRA EVENTS

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

- Breakfast Referral Club – September 5th at B2 Bistro
- SBRA Mingle – September 24th at B2 Bistro



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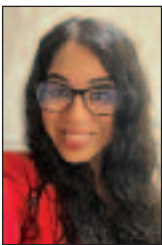
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Berks Counseling Center



Elizabeth Fortuner

Recovery Awareness Month in September highlights the strength of individuals overcoming addiction and mental health challenges. It's a reminder to reduce stigma, promote understanding, and support accessible treatment options that can truly make a difference.

Elizabeth Fortuner oversees Marketing, Communications, and Community Relations at BCC, where she leads strategies to enhance the organization's visibility, engagement, and community connections. Elizabeth is passionate about fostering meaningful relationships and promoting BCC's initiatives. For inquiries, event collaborations, or to share ideas, please contact her at 610.373.4281 *4209 or efortuner@berkscc.org.

Berks Counseling Center at 645 Penn Street, Reading, PA, offers essential services such as counseling, peer support, and medication-assisted treatment to help people on their recovery journey. Together, we can create a community that celebrates hope, resilience, and recovery for everyone.

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SCAN ME

ABOUT ME

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

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

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

DOES THIS SOUND LIKE YOU?

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

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

It's my job to find it.



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The Restored Barn and Inn rooms

The Bally Spring Inn, nestled in a picturesque 19th-century farmhouse, barn, and carriage house originally built in 1734, has been meticulously transformed into a stunning event complex. With the main banquet hall accommodating up to 200 guests, the venue offers a perfect blend of rustic charm and modern luxury. The hay lofts have been converted into a tiered tower overlooking the banquet area, while parts of the barn now house luxurious suites.

A rustic granite bar borders the main seating area, leading to an expansive outdoor deck. The dance floor, elegantly positioned next to a stone fireplace built into the brownstone barn wall from local quarries in 1876, adds a touch of historic elegance. A sunroom leads to a deck that offers serene views of the meadow and Perkiomen Creek.

For accommodation, Bally Spring Inn boasts 19 finely appointed guest rooms and suites, perfect for weddings and business events. Our customizable event options cater to both indoor and outdoor preferences, ensuring a seamless transition throughout the day. With our in-house chefs crafting a variety of dishes for breakfast, lunch, dinner, and late-night snacks, Bally Spring Inn is committed to taking care of every detail.

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MY WORKERS' COMP CLAIM WAS DENIED – CAN I USE MY HEALTH INSURANCE?



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire, Wolf, Baldwin & Associates, P.C.

As a workers' compensation attorney, I commonly consult with clients whose workers' compensation claims were denied, rightly or wrongly. These injured people are now in a dilemma — if workers' compensation has denied their

claim, will their own health insurance cover necessary medical expenses?

The answer is generally yes. Although most health insurance policies are designed to exclude coverage for treatment of work-related injuries, if the claim is denied by the workers' compensation carrier, the health insurance companies are supposed to provide coverage. In practice, this might mean wrangling with the health insurance to pay bills, and securing preauthorizations and the like which would not normally be a factor in a workers' comp case. The worker might also have to pay copays and deductibles to ensure treat-

ment while the workers' compensation claim remains denied.

The injured worker may choose to hire me to file a Claim Petition with the Bureau of Workers' Compensation to try to get the medical coverage of the claim accepted by the workers' compensation carrier. But that is a long process, and can easily take six months to a year to litigate. All that time, perhaps the health insurance is footing the bills. What happens then?

(Continued on page 44)

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FOR SALE

1180 Route 100, Bechtelsville



1880 sq feet of office space along well travelled Rt 100. Handicap accessible. Plenty of Parking. Three large rooms on first floor with large powder room. Second floor has 3 offices and another Powder Room. Third floor is finished with 3 finished areas. Basement is unfinished for storage use. Multiple uses. Beautifully landscaped with fountains. Owner just installed Mini splits in May, 2025. Roof approximately 5 yrs old. There are 3 electric meters (1st floor, 2nd floor and owner meter for fountain lighting). Emergency lighting at exits.

\$550,000

FOR SALE



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FOR SALE

333 Exite at Progress Blvd, Pottstown



PAMC2103244

There is a main general office with kitchen cabinets measuring 15'x36'; 3 smaller offices (10'x16', 10'x11 and 10'x11 Board/conference rm 11'6'x14' powder room and a 7'x9 utility rm This totals approximately **1,352 sq ft of office space.** This part of building has a heat pump and central a/c. (see LEASE ad to left). The back part of the building is rented warehouse space. **The warehouse is approximately 5,000 sq ft of space** and has a small office, powder room and **loading dock.** Warehouse space is rented year to year for \$2,400 per month. **\$869,000**

FOR SALE

1177 Route 100, Bechtelsville



Enlarged view of 3+ Bay Pole Barn

1645 sq ft 3+ Bay Pole Barn w/electric. New propane gas heaters & PR w/electric 3B heat. Metered separately. Plus a Rancher house that is tenant occupied. The well and septic are shared. House has LR, Kit, DA, 3 BR's and bath on the main level and 3 finished rooms & full bath on the lower level. Possibility of hooking to borough sewer across Stauffer Road - check with sewer authority. **\$500,000**

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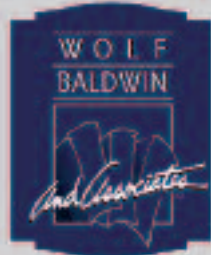
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LEGAL PERSPECTIVES

(Continued from page 42)

The health insurance company has the right to be reimbursed if the Workers' Compensation Judge ultimately finds that the claim is compensable and that the bills should have been paid by workers' comp in the first place. This right is commonly referred to as subrogation, but the right must be preserved properly in court. If we litigate a case to its conclusion, commonly I will reach out to the health insurance company to see if it wants me to secure its subrogation rights, which would otherwise be waived if they are not properly preserved. At the very least, if my client has paid medical expenses out-of-pocket, I will submit those receipts into evidence and request that, if we are successful, workers' compensation should reimburse my client dollar-for-dollar.

Another complication is that if the worker is seriously injured, he or she might be out of work for a long time and lose health insurance coverage. That kind of triggering event, together with a loss of earnings, might make the injured worker eligible for Medicaid (Medical Assistance) benefits, which would also provide coverage for medical bills. But then a different

set of laws apply, and I as an attorney am obligated to seek to get Medicaid paid back if we are successful in the workers' compensation claim.

The twists and turns of workers' compensation cases can be maddening and overwhelming. The rights of the injured worker, the health insurance carrier, the doctors and other medical providers and pharmacies, and the rights of the workers' compensation carrier itself can be convoluted and hard to unwind. Injured workers need an experienced workers' compensation attorney on their side to help them navigate the twists and turns of their cases. Injured employees should always consult with an attorney who is certified as a workers' compensation specialist by the Pennsylvania Supreme Court to guide them on the right path.

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, Pennsburg, and West Chester. He is certified as a specialist in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.



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AS THE STEEL SITE GOES, SO GOES THE PHOENIXVILLE BOROUGH

The redevelopment of the former Phoenixville Steel site is now essentially complete, and Phoenixville has just been nationally recognized as the #1 Best Small Town to live in the U.S. by *Travel + Leisure Magazine*.

The first significant repurpose of the former steel site was residential townhomes. When sales started, buyers were so committed to the town's future that they literally camped out overnight to stake their place in line. This watershed event on March 20, 2004, produced not only new residents to the center of town, but their new disposable incomes and their new attitudes as well, thus spurring the re-opening of many of the empty storefronts.

This was later followed by another camp out located directly in the middle of the central business district over new storefronts and bringing more sustainable local consumers to all the downtown businesses.

Significant public and private investments already underway gave impetus to new residents choosing downtown Phoenixville as "the place" to live, work, and play.

The late "Sonny" D'Agostino of S & S Development Company, said at the time

of the first campout which now turns out to be quite profound, "It was a privilege and an honor to be the Builder/Developer of French Creek Homes that catapulted the 'newness' of Phoenixville. To say that the success of the project was beyond our wildest dreams is a gross understatement. The mammoth success is a direct link to the foresight and cooperation of al Borough Officials. And for that our firm will be forever grateful. To the residents and businesses of Phoenixville, Sonny D'Agostino and Sam Dixon wish you continued success and growth."

According to Joseph Scott McArdle C.C.I.M., a realtor now with Keller Williams Realty in Collegeville, the "campout" for the French Creek Townhomes was the pinnacle moment that truly started the renaissance of Phoenixville. McArdle remembers, "There was a lot of talk for years, if not a decade or so, since steel operations ceased at the property. A Wharton marketing professor of mine had a quintessential saying, "Nothing's real until it sells." I marketed the new townhomes on the former steel site as within 'staggering' distance to the commercial center, being

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Bridge Street bars and restaurants, which appealed to first-time home buyers."

McArdle headed the marketing efforts that resulted in each of the campouts, with tremendous sales and price appreciations on their opening days, respectively. The original townhomes that sold for \$169,900 would now sell for about \$500,000. A nice return for those who committed to the town's future back when others feared to tread.

McArdle first became involved with the steel site by helping J Leon Altemose with an ultimately unsuccessful bid at its auction. The plan was to put Pulsations Nightclub in the foundry building. The foundry building is about 15,000 square feet, as was the old Pulsations Nightclub. It seemed like a good fit at the time. In the early 1990s Main Street in Manayunk and Columbus/Delaware Avenue in Philadelphia were becoming trendy with the nightclub goers, offering several options for patrons to visit in one night. Pulsation Nightclub was isolated and suffered as a result of the changing trends.

The Phoenixville concept was to master plan the entire site around the nightclub with residential housing and some complimentary commercial uses, etcetera. That eventually is how development transpired for the site and the town, minus the

nightclub, as it has so many thriving breweries and restaurants all in one area.

Coinciding with the steel site auction, McArdle suggested the idea of a continuing care retirement community for the property where Pulsations was located in Glen Mills. The sale of the Glen Mills location was to be used to fund the development of the Phoenixville project. McArdle spearheaded the rezoning efforts including appearing before that local township in the rezoning efforts. He helped sell off the remaining portion of the site when the infamous nightclub Pulsations eventually closed due to economic hard times and other factors.

As for the Foundry Building, Barbara Cohen, the Executive Director of the Chamber of Commerce and a board member of the Phoenixville Area Economic Development Corporation (PAEDCO) at that time said, "The Foundry Building is of such important historic and economic significance that my husband, Allan, and I, spent our own money to start the process of preserving it for future generations. Saving this building and its adaptive reuse would save the steel company's history and have a very positive effect on the town's future. The Foundry is now a premiere event facility and home to The Schuylkill River Heritage Center Museum."

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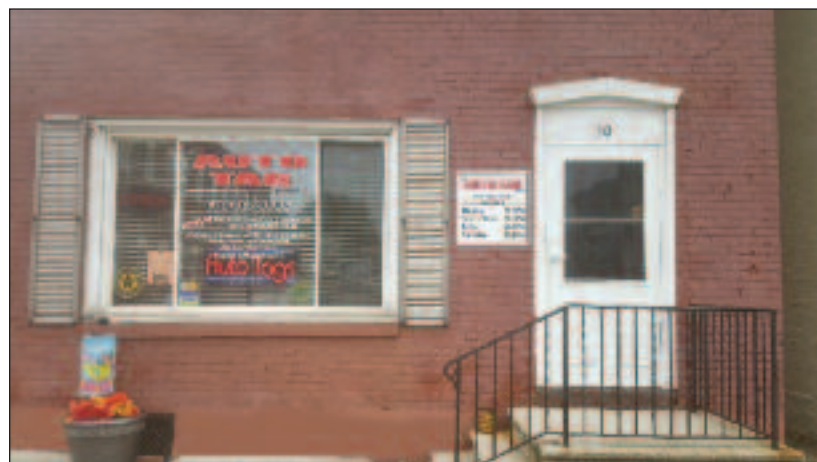
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As the sole owner of The Auto Tag Place, I, Kimberley A. Stingle, have had the privilege of witnessing first-hand the spirit, warmth, and loyalty that make this community so special. From our very first day at 30 S Reading Ave, the support of Boyertown's residents and local businesses has been the cornerstone of our success. Whether navigating the ever-changing landscape of regulations or celebrating small victories with our neighbors, each day has been enriched by the trust and relationships we've built together.



The Auto Tag Place Norristown location is at 1000 E. Main Street.

None of this would have been possible without the extraordinary encouragement and patronage from the community I am so grateful to serve. As we mark twenty years, I look forward with hope and excitement for the future.

My heartfelt thanks go out to everyone who has been part of our story so far. Here's to another twenty years of collaboration, growth, and shared success at The Auto Tag Place — where you're always more than just a customer; you're family.

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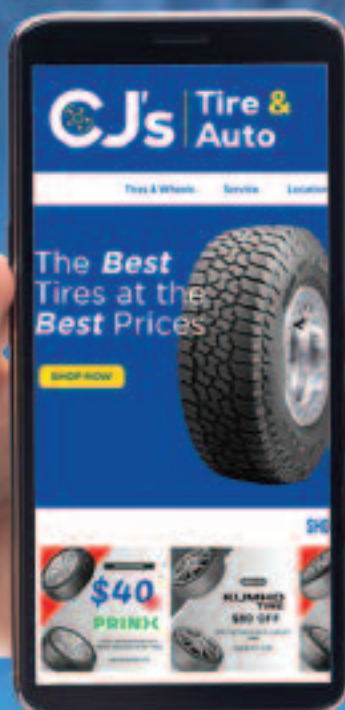
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FOURTH AND ELM IN CINCINNATI



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

I spent some time in Cincinnati as part of my economic development survey of 70 cities across the country. I was a little surprised by the recent fight at 4th and Elm, as I was at that location the week before, although not at 3 AM.

Here I was, a 75-year-old man walking around with a clipboard and a \$2,000 Nikon camera, trying to determine where the downtown begins and ends. The reason, as I have learned during these trips, is to be kind to the city and not exaggerate the vacancies. As you move further from the center of downtown, the vacancies can outnumber the occupied buildings.

I considered the area where the incident took place to be on the edge of downtown. I judge this subjectively by thinking about how far I would walk to reach the next store. Having homeless people or drug addicts hanging out nearby does not influence my assessment. At no point did I

feel that my safety was at risk; it seemed like a pretty nice place to visit.

Qualifying 4th and Elm as downtown is more of a technical assessment, and it seemed to me to be more of a judgment call. There is a large parking lot and an Avis rental car lot on one side, and two apartment buildings with parking lots on the other side. I determined that it was a non-transition zone, and the downtown ended at Elm Street. 4th Street is a central commercial corridor, and the Vine Street to Walnut Street intersection, which is two and three blocks to the east, is the center of town.

Cincinnati isn't too large, and I was able to take the inventory in about an hour and a half. While reviewing it, I noticed that Club Envy was closed for being a public nuisance on July 17th. It is located more centrally downtown on the 600 block of Walnut. The city has shut them down. This shows that the city recognized potential problems and took action by closing Club Envy.

It should come as no surprise that there were issues in the town at night. However, I vouch for the city as being pleasant during the day and incident-free, as far as I could see.

(Continued on page 52)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 50)

The way the incident has been presented, people are portraying a late-night problem as a negative reputation for the downtown in general. When incidents like this happen, people who manage downtown commercial districts, like me, struggle to make the town look safe. It's not always easy, like the time on South Street in Philadelphia when they kept showing the Mardi Gras riot video in front of Fat Tuesday. I remember calling the TV news stations and asking them to stop airing the video.

Repositioning is challenging when the media descends and twists the story, which may or may not be accurate. This issue is entangled with politics and receives nationwide coverage, even though many mainstream outlets initially downplayed it because it conflicted with the prevailing narrative. Downtown Cincinnati might appear dangerous when, in fact, it isn't that bad. Vacancies were minimal, and there was a good mix of people on the street.

One of the main objectives would be to introduce more family-friendly events in the downtown to widen the audience attending the events. I remember on South Street, I was unable to do nighttime events, and we did a children's

event and introduced street performers to broaden the audience. I was always sure to include classical music.

Initially, I requested more bike patrols and was told there wasn't enough money in the police budget to purchase additional bikes. I asked, "how much are they?" and was told \$1,500. I immediately bought 15 bikes and handed them over to the police stationed at the South Street mini station. I then showed up every weekend night, from Friday through Sunday, until 2 AM, when they cleared the street of hangers-on.

I am not sure that the problems in Cincinnati are that severe, but the closure of Envy, which was a fairly loosely run dance venue, indicates that the government was paying attention to the situation. However, the fringe areas on the outskirts of downtown need to be examined for crowd control at 3 AM when the bars close. They can't be everywhere at once, but an assessment of how these incidents occurred and adjustments in personnel deployment could make a difference.

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





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FROM BOSS TO COACH

The Leadership Shift You Can't Afford to Miss

"Leaders who fail to coach risk losing their best people, their edge, and their future."



By Lana Potgieter,
Lighthouse Leadership

The world leaders operate in today is not the same one they stepped into years ago. The demands have shifted — dramatically.

It's no longer enough to tell people what to do and expect results. Modern leadership calls for the ability to **inspire, adapt, and unlock potential** — in yourself and in the people you lead — all while navigating a landscape that changes by the week. Add to that the challenge of leading multi-generational teams, and you'd better bring you're A-game!

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Command-and-control is out — empowerment is in: Telling people what to do doesn't work like it used to. Coaching leaders know how to ask the right questions, listen deeply, and guide others to take ownership. That's where true engagement and performance come from.

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The human advantage matters most: AI and automation can take over many tasks, but they can't replace empathy, vision, or genuine connection. Coaching grows these human skills — the ones that set great leaders apart.

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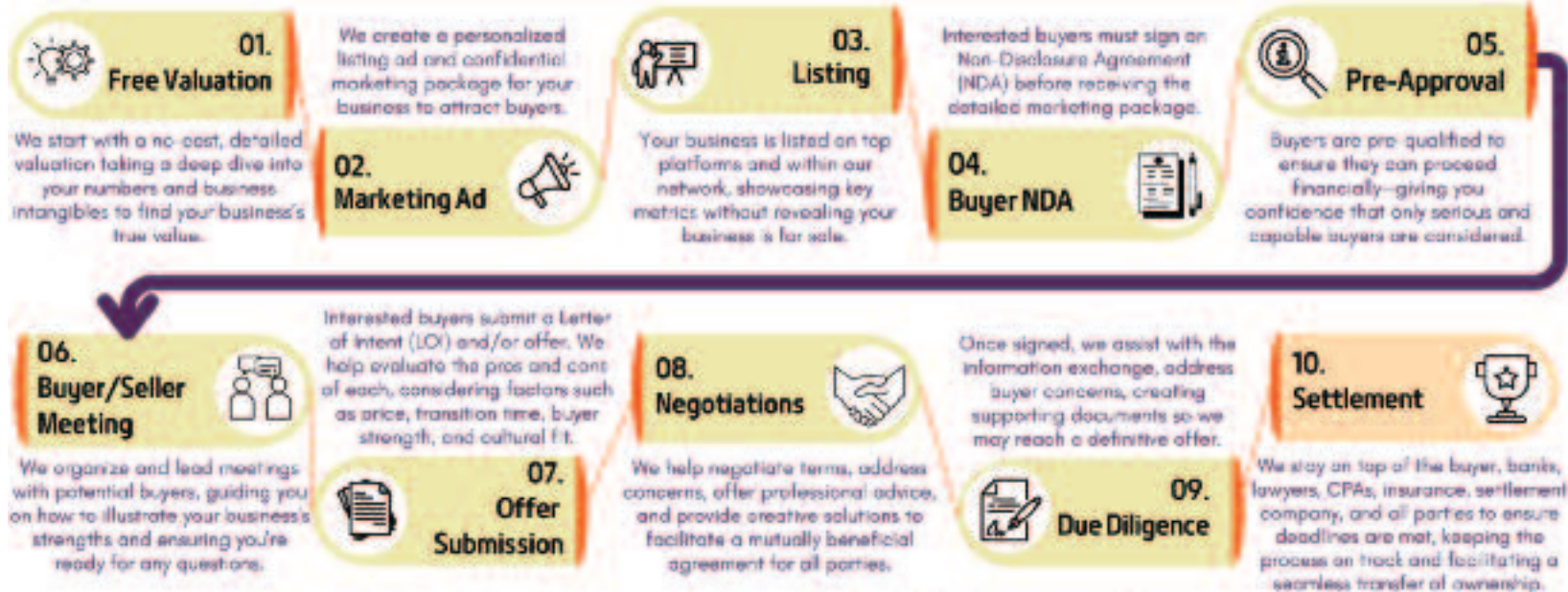
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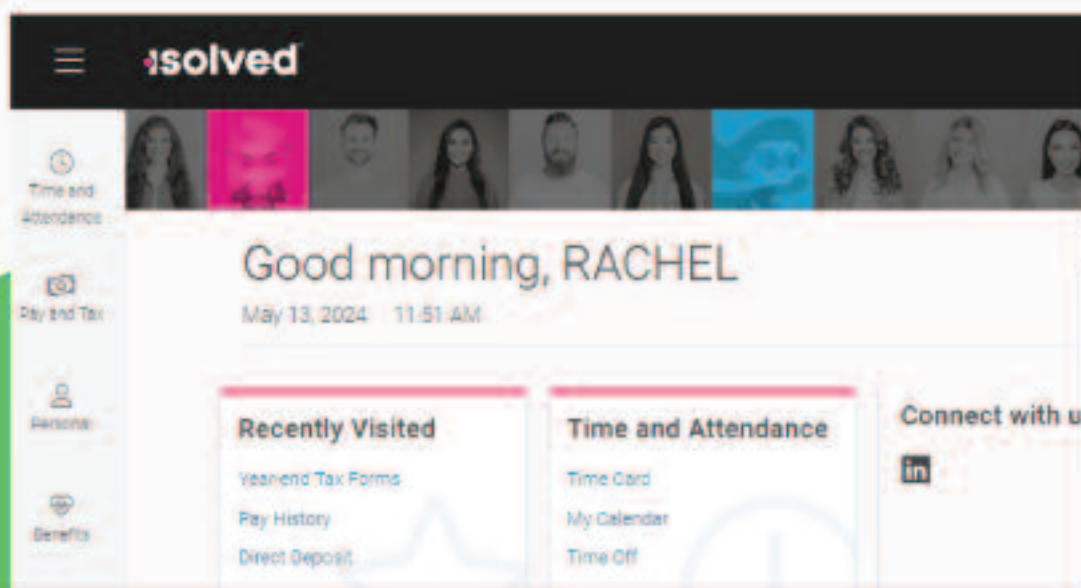
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