INSIDE: Holiday Gift Guide • Social Media and Marketing Tips • The Leadership Discipline of Saying No

NOVEMBER 2025

ROUTE 422 **BusinessAdvisor**

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

AI and Automation from a name you trust

PLUS ONE TECHNOLOGY

Helping Businesses Simplify Complicated Tech and Improve Their Workflow

GET IT ONLINE 422BIZMAG.COM

P.O. Box 334
Pottstown, PA
19464-0334

CHANGE SERVICE REQUESTED

Presorted
Standard
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

- Work Injury Medical Care: X-ray, Lab Services & Suturing as needed
- Employment Physicals
- DOT Driver Medical Certification Exams
- OSHA Required Medical Surveillance Exams
- Drug & Alcohol Screening & MRO Services
- Immunizations
- TB Skin Testing
- Respirator Clearances & Fit Testing
- Hearing & Vision Testing
- Training CPR, First Aid, AED, BBP
- OSHA & DOT Regulatory Compliance Assistance
- Travel Medicine Clinic
- Onsite Health Services Available
- Occupational & Physical Therapy
- Physical Capability Screenings
- Ergonomic Services

WORK INJURY CARE AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK

Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health

HEALTHY AND PRODUCTIVE EMPLOYEES ARE VITAL TO YOUR COMPANY'S BOTTOM LINE.

When a worker is injured, recovery is important to all involved.

For more than 30 years, Pottstown Hospital's Occupational Health and Outpatient Rehab programs have provided a range of quality, cost-effective, specialized services to Tri-County area employers and their employees.

We place a strong emphasis on teamwork, communication and medical management for early case resolution. Our goal is to partner with area employers to minimize injury treatment time, and to reduce lost work days. Our collaborative approach emphasizes ongoing communication between the employer, the injured worker and our medical providers.

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

WHERE LOCAL BUSINESSES MEET LOCAL SUPPORT

ROB SANCHEZ \ BUSINESS RELATIONSHIP OFFICER \ JOINED '25

THAT'S *you* NITY

Diamond Credit Union | BUSINESS SERVICES

INSURED BY NCUA

ROUTE 422 Business Advisor

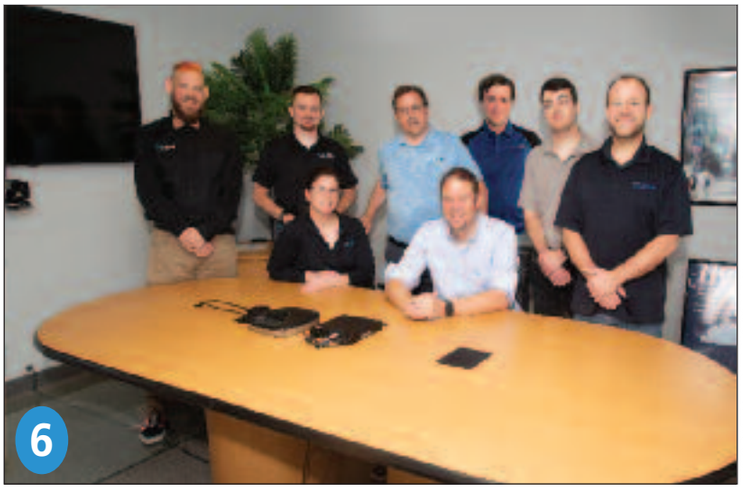
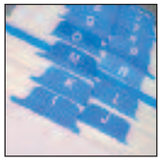


PHOTO BY STEVE LADNER PHOTOGRAPHY

Cover Story: *Navigating today's fast-paced tech landscape can be overwhelming — Pottstown-based Plus One Technology helps businesses simplify complex systems, optimize workflows, and make smart, secure tech decisions with personalized IT support, expert guidance, and a down-to-earth approach to automation and innovation.*

10 *Holiday Gift Guide: Local gift ideas and treats for those on your "Nice List"*



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

Visit 422bizmag.com for...

- *Our Current Issue Online*
- ***Archives with Hundreds of Useful Articles***
- *Video Interviews • Advertiser Links*
- ***Federal, State, County & Local Resource Links***

Follow us on Linkedin
at: linkedin.com/company/macnificent-pages-route-422-business-advisor

Like us on Facebook
at: facebook.com/422BusinessAdvisor

Contents

16 | **Fiercepreneur**
Three Fierce AI Tips to Be Grateful for This November

17 | **Leadership**
The Leadership Discipline of Saying No

19 | **Social Media Tips**
Make a Strong First Impression

20 | **Marketing Tips**
Beyond Keywords: How AI Is Changing Search

28 | **Advertised Services Directory**
What You Are Looking For — At Your Fingertips

29 | **Regional Chamber of Commerce Round-Up**
Greater Reading / Montgomery County / TriCounty Area / Phoenixville / Perkiomen Valley / Spring-Ford

34 | **The SBRA Community**
Why Mission, Vision and Core Values?

37 | **Ask SCORE**
Six Simple Steps for Getting Things Done

39 | **Legal Perspectives**
Changes in Pennsylvania's Adverse Possession Law

44 | **Downtown Marketing & Development**
Death by Cost Allocation

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334
Subscribe online! **www.422bizmag.com**
Editor & Publisher – **Bill Haley;** *Advertising Manager* – **Patti Seigel**
To contact the Route 422 Business Advisor:
phone: **610.323.6253**; *fax:* **610.970.6194;** *email:* **bill@422business.com**
For advertising information, email patti@422business.com.

Route 422 Business Advisor is a proud member of:

TriCounty Area Chamber of Commerce · Perkiomen Valley Chamber of Commerce · GRCA Greater Reading Chamber Alliance · Spring-Ford Chamber of Commerce · Phoenixville · Montgomery County Chamber of Commerce

APARTMENTS AT SANATOGA GREENE | *Now Renting!*

Luxury Studio, 1 & 2 Bedroom Apartments

CONVENIENTLY LOCATED SECONDS FROM ROUTE 422

Embrace vacation-inspired living in Sanatoga, Pennsylvania. Our modern Studio, 1 & 2 bedroom apartments offer spacious floor plans for rent. This quiet suburban oasis is close to endless shops, dining and recreation including Philadelphia Premium Outlets, Costco and Sanatoga Park. Our interiors were designed to elevate and streamline your day-to-day with features that are equal parts form and function, while our onsite amenities help you kick back and relax. Live it up, wind it down or take life at whatever pace you desire. Apartments at Sanatoga Greene delivers the lifestyle you've been searching for.

KEY COMMUTE DISTANCES

- Reading, PA: 20 miles
- King of Prussia, PA: 20 miles
- Downingtown, PA: 23 miles
- Allentown, PA: 30 miles
- Doylestown, PA: 33 miles
- Philadelphia, PA: 38 miles

RESORT STYLE LIVING

Apartments at Sanatoga Greene is more than home. It's a destination. Plan your next day off lounging, entertaining or socializing around our luxury community. Take advantage of the onsite extras:

- 24/7 Fitness Center
- Heated Saltwater Pool
- Outdoor Lounge with TV and Fireplace
- Bocce and Pickleball Courts
- Pet Spa
- Dog Park

UPSCALE FLOOR PLANS - *High-End Finishes & Stylish Touches*

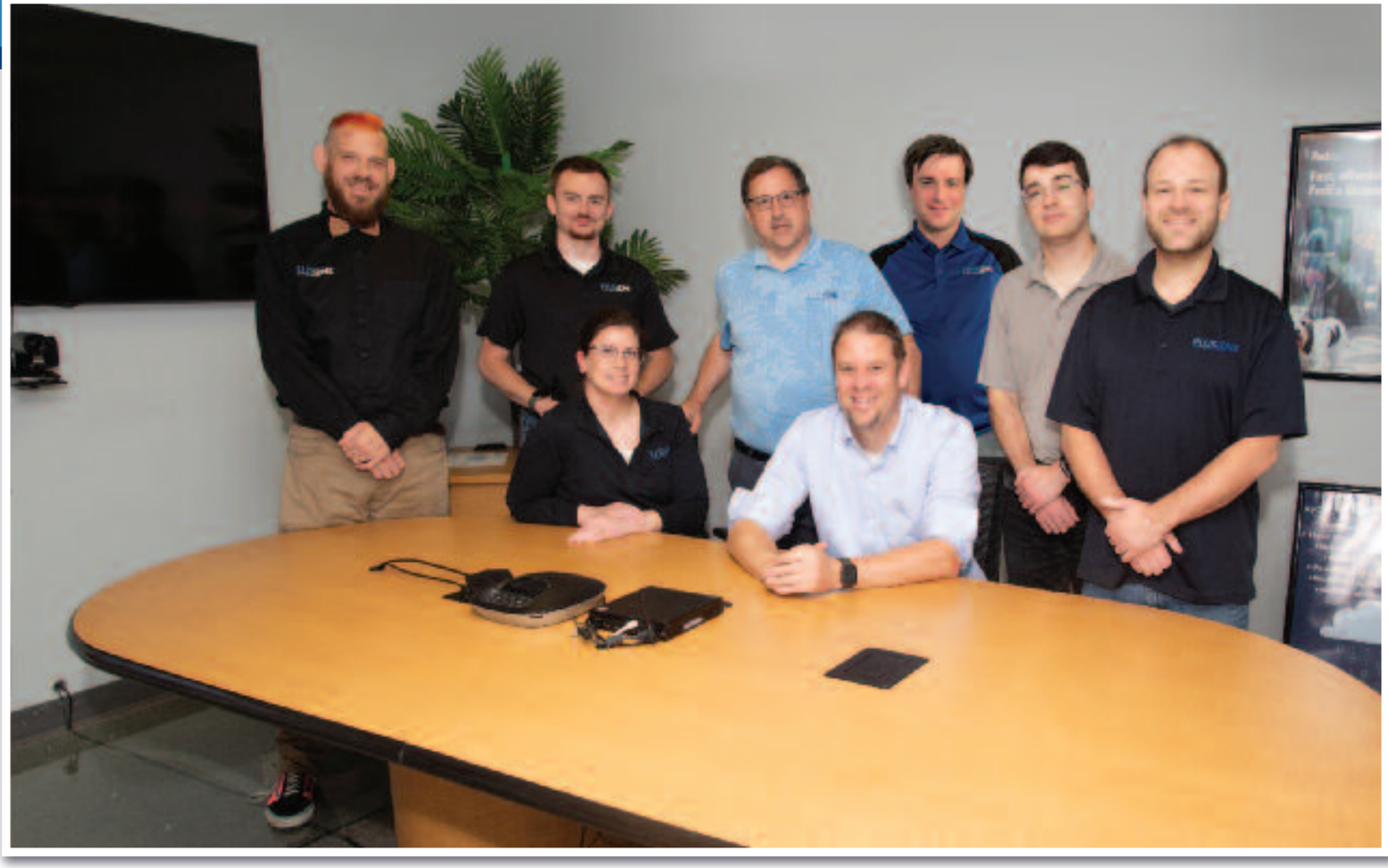
Create a daily routine you adore with the contemporary features and upscale finishes at Apartments at Sanatoga Greene. Our pet-friendly homes are decked out with the high-style extras you need to live your best life. Our Studio, 1 & 2 bedroom apartments feature:

- Dark Stainless Kitchen Appliances
- Granite Kitchen Countertops
- Two-Tone Kitchen Cabinetry with Soft Close Doors
- Wood-Style Flooring
- Patios and Balconies with Duxxback* Decking
- Pet Friendly Layouts

CONTACT US TODAY! - *Apartments at Sanatoga Greene*

1001 Dylan M Engel Way • Sanatoga, PA 19464 (Montgomery County)
(610) 991-8562 • www.ApartmentsAtSanatogaGreene.com

H&K Group, Inc. | www.HKGroup.com |



PHOTOS BY STEVE LADNER PHOTOGRAPHY

PLUS ONE TECHNOLOGY

HELPING BUSINESSES SIMPLIFY COMPLICATED TECH AND IMPROVE THEIR WORKFLOW

Advances in the world of technology seem to happen in the blink of an eye. As a business owner, it can be hard to keep up with what tech to adopt and how best to use it in your workplace. Numerous articles and online forums claim to know the ideal tools for saving time and increasing profits. Broad in tone a nd advice, these sources never address your company's exact demands. So, how do you determine whether to add such innovations as artificial intelligence and automation to your business or if your current tech already meets your business needs? The answer — Seek out the expertise of Plus One Technology.

Located at 3277 West Ridge Pike in Suite B201, the Pottstown-based tech firm has been aiding small businesses in Pennsylvania, northern New Jersey, New York, and beyond since 2005. Between its founder Marc Umstead and director of operations Mike Ciano, Plus One Technology has over 50 years of tech experience.

Among the industries with which the team works are accountants, dentists, orthodontists, law firms, manufacturers, and small to mid-sized businesses. Its specialty is accounting firms, said Umstead, who is a member of the Accountant-Lawyer Alliance (ALA).

Plus One Technology is SOC2 compliant, meaning it follows the security framework set forth by the American Institute of Certified Public Accountants. Only about 5 out of 100 IT companies have this designation. SOC2 specifies how organizations should protect customer data from unauthorized access, security incidents, and other vulnerabilities.

No matter from what field a client comes, the aim of Plus One Technology remains the same — to help businesses "simplify the complex, secure their systems, and improve the way they work."

"We look at what we can do to improve the day-to-day functionality of your business," Umstead said. "With all the talk of AI and automation, we help you approach technology in a way that will improve your business and its profitability without sacrificing security or your company's resilience. We don't do tech for tech's sake."

Supportive, expert service for a range of IT needs

When Umstead started his business over 20 years ago, he focused on software implementation and support. At that time, programs such as Microsoft Excel weren't as common as they are today. As technology progressed, so did Plus One Technology's offerings. Even so, Umstead and his team continue to perform migration and set-up for Microsoft 365. This platform contains such apps as Excel, Word, PowerPoint, Outlook, OneDrive, and Teams.

Currently, Plus One Technology offers IT support in a dozen areas, including IT consulting and managed IT services. With IT consulting, clients can obtain a fractional CIO (chief information officer) who will give strategic IT leadership on an as-needed basis. With fractional CIOs, businesses don't need to invest in full-time executives to get feedback on their current system's performance. With Plus One Technology, they receive reliable input when they need it and answers to such concerns as whether they should upgrade, redesign, or replace their computer system. They also get quarterly tech reviews and updates on regulatory and security requirements.

"It may sound generic, but we're always trying to do the right thing," Umstead said. "A lot of times that means when we onboard a new customer, we find that their infrastructure is extremely bloated. At the risk of undermining our own revenue, we will right-size their infrastructure solution so that they get a real return on their investment."

> *"At Plus 1 Technology, IT isn't just about fixing computers. It's about empowering your team, protecting your data, and supporting the way your business runs every day."*

Through managed IT services, Plus One's customers can expect scalable solutions that increase the company's efficiency and decrease its risk. They also get real-time alerts, threat detection, and live, on-demand support. Among the areas covered by IT managed services are 24/7 infrastructure monitoring, system maintenance and patching, document and asset tracking, vendor issues, and license applications and renewals.

"We try to keep open communication with our clients. We don't hide behind ticketing systems, and I don't hide behind my staff. Anyone can book an appointment with me through my online calendar, which is on our website," Umstead said. "We're very people-first, and we hire technicians who are friendly, empathetic, and able to communicate well. When people call us, they're not always having their best day, so we put a lot of emphasis and training on how to be patient and a good human being."

(Continued on page 8)

(Continued from page 7)

Another area that Plus One supports is cloud solutions. This centers on the cloud, internet servers that allow people to access, store, and manage data from various devices such as laptops, tablets, and phones. The cloud removes the need for costly hardware and hardware upgrades and enables increased performance, reliability, and security.

For businesses new to the cloud, Plus One will create a transition plan that minimizes disruptions and downtime while emphasizing security. It includes a risk assessment, step-by-step migration process, and backup strategy. Each plan is tailored to meet the customer's needs. Once a client has switched over to the cloud, Plus One will continue to monitor and manage this environment.

Rising interest in business process optimization

Over the past 18 months, Plus One Technology has seen companies develop an "almost fanatical" interest in business process optimization. Six Sigma defines process optimization as the "systematic refinement of business operations to achieve maximum efficiency and effectiveness. This method involves analyzing, redesigning, and enhancing existing workflows to reduce waste, cut costs, and boost productivity. Business process optimization has become crucial for organizations aiming to maintain their competitive edge."

Umstead has a more approachable explanation. "Basically, business owners want to learn how do they do what they do better."

> *"We provide tailored IT solutions for small and midsize companies in accounting, manufacturing, legal, dental, and beyond."*

The first step in learning about business process optimization or any other Plus One Technology service is to schedule a consultation. This can be done by phoning 610.792.5660, emailing sales@plus1technology.com, or filling out an online form at https://plus1technology.com/contact/. The first consulting call is free.

During the initial discussion, a Plus One process consultant will go through the prospective client's process, explaining how to document a business process if the client isn't familiar with this. An automation engineer then determines whether implementing AI or automation will improve the process. After this, the team figures out what course of action would best suit the business and creates a proposal that includes the upfront price and, if applicable, a nominal monthly fee for running automation. Note that Plus One has a full-time automation and AI specialist on staff.

Automation and AI aren't always part of the conversation. Occasionally, improvements come not from adding more technology, but from making better choices around workflow.

"When business owners walk through it and figure out how something really works in their business, they realize that the way they're doing things may not be the best way to do it," Umstead said. "If there is technology or an automation tool involved in their optimization, we'll create that solution for them. As we're building the solution, we may be able to offer some turnkey tools."

"Because many clients come from the accounting industry and face the same or similar issues, they may benefit from tools that Plus One has created for a previous client. Often, these turnkey solutions can be put into operation within a week", Umstead said.

Practical approach to new technologies

Umstead pointed out that, sometimes, clients will reach out with a vision for what they want, but the technology doesn't exist, yet, to make it happen. Other times, clients may need to update their existing practices and procedures before they contemplate introducing cutting-edge tools. As an example, Umstead described a wholesale customer who wants to be able to walk through a warehouse wearing AI-powered glasses that count everything in the warehouse and indicate whether anything is missing and automatically order replacements. Meanwhile, that customer still handles purchase orders on pieces of paper instead managing them on a computer.

"We get a lot of people who want to skip a lot steps," he said. "We always tell people that their first go-around in automation and AI shouldn't be a grandiose vision or some major change within their company. Pick one process that doesn't work and start with that. You need to walk before you can run. The more grandiose you get, the less you'll understand how these systems work, the more disappointed you're going to be."

When asked about possible first tasks for automation, Umstead cited invoicing problems or wanting to move contract data safely from one system to another. If a business has never used automation or AI, start small and keep it simple, he advised. That way, everyone can understand the process, see what, if any, errors arise, and decide how to fix those issues.

"People get caught up in the news and think that they'll get rid of half their staff next week and everything will be run by robots. That's just not how it works," Umstead said. "They shouldn't try to change their whole company overnight."

Helping customers understand changing technology

As Umstead pointed out, people's understanding and expectations of technology may require a little adjustment and enrichment. With this in mind, Plus One Technology has an assortment of complimentary, informative materials on its site (https://plus1technology.com), all of which aim to educate consumers about tech. Anyone interested in learning more about cloud solutions can access the free guide "Everything You Need to Know About Cloud Service." The firm's "16 Questions to Ask Before Choosing a New IT Provider" assists businesses in asking the right questions about IT onboarding, pricing, and disaster recovery. Other free PDFs include "An Executive's Guide to Cybersecurity" and "6 Reasons to Make the Switch to VoIP!"

> *"Whether you need a fully managed IT partnership or support for a specific project, we deliver technology that drives better results."*

Another way that the firm helps consumers navigate technology is through its online library of videos. This ongoing project began as "One AI prompt per day for 100 days," where Umstead posted an AI prompt and related video on the firm's Facebook, TikTok, and LinkedIn accounts, and YouTube channel, @plus1technology. Recent videos have covered such topics as integration blueprints, designing one-page dashboards, securing passwords, and combining articles and blog posts into a guide. Those videos can be found here: https://plus1technology.com/ai-tips/

For additional information about Plus One Technology or to schedule an initial consultation, please visit the website https://plus1technology.com/ or call 610.792.5660.

PLUS ONE TECHNOLOGY

SUPPORTING CLIENTS IN EVERY WAY

Whether your business requires new computers or wants to move to the cloud, Plus One Technology can take care of these needs and more. It offers a long list of services including:

- backup and business continuity services such as risk assessments, secure storage, testing, and rapid recovery of lost data;
- business process optimization to evaluate workflow and increase productivity, efficiency, and revenue;
- cloud solutions tailored to a business's specific goals and workflows;
- compliance assessments and gap analysis to ensure that your business meets IT compliance requirements;
- computer sales and services to assist you with choosing the right machines, setting them up, and keeping them running with proactive care;
- cybersecurity services including Next-gen antivirus and anti-malware, endpoint detection and response (EDR), and AI-powered threat identification and isolation;
- IT consulting for such issues as IT planning, budgeting, implementation, migrations, and management, and a fractional CIO;
- managed IT services featuring 24/7 monitoring, support, system maintenance and patching, document and asset tracking, vendor issues, and license applications and renewals;
- Microsoft 365 services that help you deploy, secure, and optimize Microsoft 365 so that your team can work securely and stay connected from anywhere;
- network infrastructure services that include infrastructure assessment, redesign, maintenance, and monitoring, installation and management of Cat5e, Cat6, and fiber cables, secure network setup, and scalable architecture with modular hardware and cloud integration so that your system can grow with your business; up
- smart surveillance systems that are custom designed and possess remote access and mobile monitoring, secure data handling and audit trails, firmware and software upgrades, and the option of 4K and night-vision cameras; a
- VoIP (voice over internet protocol) services for cloud-based phone systems that are scalable, manageable, and rich with options.

HOLIDAY GIFT GUIDE

Celebrating Real Jewelry Month

Van Scoy Jewelers of Wyomissing:

Where Real Jewelry Meets Real Meaning

At Van Scoy Jewelers of Wyomissing, we believe jewelry should be more than just beautiful — it should be *real*. Real jewelry is crafted from precious metals like gold, silver, or platinum and set with genuine gemstones, whether natural or lab grown. It's sustainable, valuable, and made to last for generations. But to us, real jewelry goes beyond metals and stones. It's the sparkle that completes your outfit, the piece that reflects your spirit, and the small detail that tells your unique story.

For over 45 years, we've proudly served the Wyomissing community with expert craftsmanship, personal service, and a passion for helping our customers find pieces that truly speak to them. Whether you're celebrating a milestone, marking a special occasion, or simply treating yourself, our team is here to guide you every step of the way. From show-stopping diamonds to simple everyday accents, you'll find something that fits both your style and your story.

At Van Scoy Jewelers, we want you to feel right at home. When you walk through our doors, you're not just a customer — you're family. Visit us today and experience what real jewelry is all about.

Van Scoy Jewelers of Wyomissing — Real Jewelry. Real Moments. Real You. Please visit www.VanScoy.com.

Reppert's Candy

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

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

treats you will find at Reppert's retail store.

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

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

Family Owned & Operated
Serving Pottstown and Surrounding Communities Since 1985

403 N. Charlotte St.
Pottstown, PA 19464
610-327-4447

NORTH END FLORIST

Proms
Bouquets
Weddings
Funerals
Alter arrangements
Special occasions

Our talented designers are always ready to create a unique and custom arrangement for you.

Cards
Hand-crafted gifts
Sweet Ashley's Chocolates
Cut flower arrangements
Fruit, snack, gourmet, and special request baskets

Mention this ad and receive a free 4 piece box of Sweet Ashley's chocolates

www.northendflorist.com

North End Florist

Whether they wanted flowers for a wedding, signs of love and affection for Valentine's Day, honoring parents on Mother's and Father's Day, sympathy arrangements for a funeral, bouquets, wristlets, and boutonnieres for the prom, sending to a special someone far away, North End Florist has always been the go-to place for the Pottstown Community's floral needs.

North End Florist is well known for their ability to create custom designed arrangements. Although their work is always on display in the glass cooler cases, the pieces that usually are not seen are for funerals. Our designers have been asked to incorporate quite a variety of items and mementos into these pieces. Some of our best remembered pieces included a Firestone tire; a pair of Harley Davidson boots; and a pair of fireman's boots.

North End Florist is located at 403 N. Charlotte Street, Pottstown, PA 19464. For additional information, please call 610.327.4447 and visit www.northendflorist.com.

Reppert's
Own Made Candies

Chocolates, Candies & Gifts for Easter and All Holidays!
Large Selection of New Products!

610-689-9200 • info@reppertscandy.com
www.reppertscandy.com

Buy One
Yum Crumb
& Get One Free!

0 16269 83476 8

2708 W. Philadelphia Ave., Oley, PA 19547

Boyertown Area Multi-Service Invites You to Join the Fun — 19th Annual Festival of Trees!

The holiday season is brighter than ever as Boyertown Area Multi-Service celebrates its 19th Annual Festival of Trees, happening Friday, December 5 and Saturday, December 6, 2025. This cherished community tradition transforms the Multi-Service building into a winter wonderland filled with creativity, teamwork, and the true spirit of giving.

Bring Your Team Together with a Tree Sponsorship!

Sponsoring a tree at the Festival of Trees isn't just a way to support a local nonprofit-it's a chance for your company, organization, or community group to share laughs, build camaraderie, and showcase creativity. Each sponsor chooses a theme that reflects their style, mission, or holiday spirit, then shops for decorations to bring that theme to life.

From brainstorming ideas to hanging the final ornament, the process becomes a hands-on, lighthearted project that strengthens teamwork and pride. It's a great way to encourage creativity, cooperation, and even a little friendly competition to see whose tree will shine the brightest!

A Fun and Meaningful Way to Give Back

As your decorated tree takes its place among dozens of others, it becomes part of something truly special-an event that draws families, friends, and community members together. Whether your theme is elegant, whimsical, traditional, or over-the-top festive, your tree will help make the Festival magical for all who attend. Best of all, every sponsorship supports Boyertown Area Multi-Service programs that help local families in need through food assistance, senior programs, case management, and more.

Sponsorship Levels: $2,500 — 9′ Tree; $1,000 — 8′ Tree; $400 — 7′ Tree; $300 — 6′ Tree.

Gather your crew. Pick your theme. Let's make it sparkle! Reserve your tree by **November 5, 2025** by contacting **Frank Buttaro** at 610.367.6957 ext. 230 or **fbuttaro@BoyertownAreaMultiService.org.** Come be part of a joyful tradition that strengthens teams, spreads holiday cheer, and supports the community-one beautiful tree at a time.

Festival of Trees
"A Magical Event to get you in the Christmas Spirit"

Friday, December 5th / 4 PM to 8 PM
Visit with Santa Claus - 6 to 8PM
Saturday, December 6th / 10 AM to 1 PM
Meet the "Grinch" - 12 to 2 PM
Bring the family to see the decorated trees
and a chance to win a tree to take home!
Raffle Tickets / Hot Chocolate / Cider
Chocolate Chip Cookies / Door Prizes

Title Sponsor
The Residence at Boyertown

Boyertown Area Multi Service Inc.
Helping People, Strengthening Communities
200 West Spring Street
Boyertown, PA 19512 / 610-367-6957

WORKFORCE
READING AREA COMMUNITY COLLEGE
racc.edu

LEAN SIX SIGMA
BLACK BELT BOOT CAMP

Location: Brentwood
Time: 8am - 4pm
15 Weeks - Wednesdays
February thru May 2026
Funding Available

Our Lean Six Sigma Black Belt Boot Camp solves real problems in real time.

- Up to 120 hours of experienced, in-person and interactive training
- Create a culture focused on continuous improvement and develop a team of problem solvers with **LEAN SIX SIGMA TRAINING**
- The Lean Six Belt classes will provide the tools, skills and techniques needed to assist you in becoming a leader in facilitating Lean and continuous improvement.

Course lead by Dan Roth and Bill Low
- Lean Master Black Belts -

Contact Pandora Mazzo at *pmazzo@racc.edu* or
610.372.4721 Ext. 5312

NEED RADICAL INNOVATION AND CONTINUOUS IMPROVEMENT?

You can create a culture focused on Continuous Improvement and develop a team of problem solvers with **LEAN SIX SIGMA** training.

A Lean Six Sigma Black Belt is a skilled professional who leads improvement projects focused on reducing waste, minimizing variation, and enhancing quality. Combining Lean principles, which target the elimination of non-value-added activities, with Six Sigma's data-driven approach to reducing defects, **Black Belts drive operational excellence and continuous improvement.**

In manufacturing, where efficiency, quality, and cost control are critical, Black Belts play a vital role. They manage complex projects, analyze data to identify root causes, and implement sustainable solutions using the DMAIC (Define, Measure, Analyze, Improve, Control) methodology. Their expertise includes Lean tools such as 6S, value stream mapping, and Kaizen, along with statistical techniques like regression analysis and hypothesis testing.

Beyond technical skills, Black Belts mentor team members, align improvement efforts with business goals, and lead change initiatives across the organization. Their work results in reduced costs, improved product quality, faster production cycles, and stronger competitive positioning.

Certification requires formal training, passing a comprehensive exam, and completing real-world projects. Recognized bodies like ASQ and IASSC offer these credentials.

Ultimately, a Lean Six Sigma Black Belt is more than a certification—it's a strategic role that delivers measurable value. ***For manufacturers, investing in Black Belt expertise translates into higher efficiency, lower waste and lasting business success.***

For additional information, please call 610.372.4721 ext. 5312 or email: pmazzo@racc.edu.

PROUDLY SERVING
THE TRICOUNTY REGION & *Beyond*

Herbein is a leading CPA advisory firm with a 50+ year history of being an industry leader, a great employer and corporate citizen, delivering innovative, strategic solutions in accounting, tax, and advisory services, helping businesses succeed with confidence.

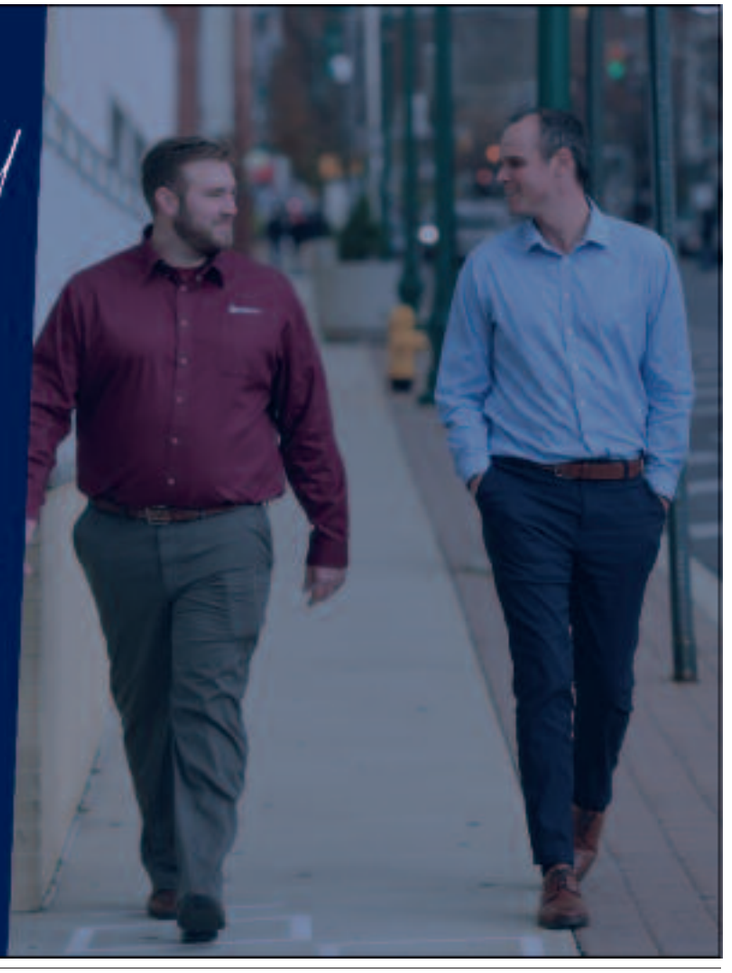
"Consistency, professional and reliable."
2025 Client Loyalty Survey

Let's grow your business together – right here in the 422 corridor.

- Assurance
- Tax
- Advisory
- Talent Advisory
- Transaction
- Human Capital
- Risk Management
- Wealth Management

www.herbein.com | 1.855.HC.Today

Herbein
CPAs + Advisors



WHO IS RESPONSIBLE FOR SOLVING PENNSYLVANIA'S BUDGET DIVIDE?

By Christen Smith, The Center Square

There's an old saying that only two things in life are certain: death and taxes.

Perhaps Pennsylvania's hopelessly gridlocked Legislature may add one more: division. It's a chasm that, for now, is too broad for even the most engineering of cartoon characters to pole vault across.

Instead, Democrats and Republicans watch as cash from taxpayers' wallets floats down into the darkness of the canyon between them, with no apparent urgency to stop it, not even as Democratic Gov. Josh Shapiro cuts an authoritative figure on the horizon.

That's where figurative negotiation of the state budget stands, now well over 100 days overdue. It's the kind of lapse that could shut off the lights or send taxpayers to collections.

It will soon close the doors to county welfare offices, domestic violence shelters, and rape crisis centers.

Meanwhile, some schools lean deep into reserves, teetering just over the minimum balance legally required, even as a court ruling demands more funding not less.

But who should extend the proverbial olive branch? Democrats argue that they've done so a handful of times, only to be met with silence. Their latest attempt, a $50 billion spending plan that shaved roughly $1 billion off Shapiro's opening bid in February, was meant to illustrate their willingness to compromise.

It's still close to $3 billion more than what the state has available to spend, according to Senate Republicans. For now, they argue, a stopgap measure that funds government at last year's levels would ease the pain inflicted on schools, counties, and taxpayers.

In a statement from the chamber's top GOP leaders, Sens. Joe Pittman and Kim Ward pointed out that the state's budget has ballooned 67 percent over the last decade, which "makes it clear that we must control the growth of our expenditures to prevent a fiscal calamity in the coming years."

(Continued on page 14)

Helping Your Business Bank on a Smile®

Since 1873, business owners have counted on JBT to help them build, improve, acquire, and streamline. JBT's combination of personal service and easy-to-use Business Solutions are helping more people *Bank on a Smile®* every day.

jbt Bank on a Smile®
jbt.bank

Member FDIC

Business Solutions
Carolann Westendorp
717-274-5180 Ext. 4005
cwestendorp@jbt.bank
NMLS#615524

Robesonia 610-693-4584
Ephrata 717-733-JBT1
Lititz 717-568-8488
Manheim 717-664-0190
Plus 8 More Smiling Communities!

HCI
HOPE CAPITAL INVESTMENTS

Full Service Real Estate Investment Company

- Brokerage With Skilled Agents To Assist Buyers & Sellers.

In-House Construction Team

- Ground Up Construction, Plumbing, Electrical, Flooring, Painting, Kitchens, Bathrooms, Etc.

Property Management

- Residential And Commercial Property Management Greater Philadelphia Area.

Contact: Vincent Hope
267-966-7421
Vincent.hope@hopecillc.com
https://www.facebook.com/hopecillc

Before

After

COMING SOON TO 99 BRIDGE STREET

SUITE LIFE Studios

PRIVATE, LUXURY STUDIOS ON LOWER LEVEL OF PHOENIXCROSSING

Designed for salon, beauty, spa, health and wellness professionals who are ready to elevate their careers.

For leasing info visit:
SUITELIFE-STUDIOS.COM
or Call 610-368-0122

Pennsylvania's Budget Divide

(Continued from page 13)

"What Democrats continuously fail to realize is that divided government requires true compromise," Pittman and Ward said. "This means a final budget agreement cannot simply be a checkbook for their reckless spending but must be a reasonable plan, which also includes Republican policies to support families and foster greater economic growth for Pennsylvania."

Democrats say the "copy and paste" budget amounts to less than nothing.

"Let me tell you what that actually means," said Rep. Jordan Harris, the Philadelphia Democrat who leads the House Appropriations Committee in what has been long considered one of the most influential chairmanships in the chamber. "That means they were willing to defund our police. That means they were willing to defund our schools. That means they were willing to defund our health care system in Pennsylvania.

"Because here's the thing. Just like you all sitting at home, you have an increase in your gas, your electric, you have an increase in your bills at home. The same way you have an increase, so does the state."

Shapiro, an ally to House Democrats, said divulging his own conversations with leadership doesn't help a deal get signed.

"What is helpful is for the Senate to get its act together, get back to work and pass a budget," he said.

Voters don't see it that way, according to analysis from The Commonwealth Foundation, a nonprofit based in Harrisburg that supports fiscal conservancy. Rather, it's 72% who think Shapiro should be leading the way. Roughly two-thirds reject the four-figure tax hike that would land on families to support the $50 billion spending plan.

"Governor Shapiro and House Democrats remain entrenched in partisanship around their insistence on runaway spending," Erik Telford, a foundation spokesman, told The Center Square in an email. "Their plan calls for billions in deficit spending and would saddle working families with a nearly $2,000 tax hike."

Telford's comments echo their statewide call for the governor to "do your job" and "stop hurting Pennsylvanians," which will air on major networks across the state this weekend.

"Pennsylvanians reject this reckless approach and expect Shapiro to do his job – show leadership, work with the Senate, and deliver a responsible, bipartisan budget," he said. "So far, he's been either unwilling or unable to do that, and Pennsylvanians are paying the price."

FIERCEPRENEURS:

The Day I Closed Hanover Street — and Opened My Life (Deb 3.0)

Subtitle: I tried a revamp once and it didn't stick. Early 2024, I shut the door on my physical space, rebuilt my business from the inside out, and became **Deb 3.0** — calmer, clearer, and wildly more effective. Now I use that same rebuild to help business owners fix what's really broken and grow with ease.

Note from Deb 3.0: It wasn't the Borough of Pottstown. It wasn't the market. It was my infrastructure.

The Honest Beginning

If you know me, you know I don't sugarcoat. I had a storefront on Hanover Street. I also had a list of reasons why things weren't working — policies, politics, and parking. You name it, I could point at it. I even tried a mini "revamp" once with a new vibe. I felt good for a minute… and then the same headaches came back because I hadn't fixed the engine underneath.

Early **2024**, I did the thing most folks won't: I closed the doors. It hurt. It felt like loss. But it was the most honest thing I've ever done for my business.

That shutdown gave me a clean slate, and I used it. I pulled every wire out of the wall — offers, systems, follow-up, delivery, money, team rhythm — and rebuilt the whole thing. And that's when Deb 3.0 showed up.

No anger. No resentment. Just clarity and momentum.

What Changed After the Rebuild

My world expanded. I went from local storefront to **international operator** with clients in **Australia, Norway, China, across Africa, Canada,** and **nationwide**, traveling to 12 U.S. states this year. The old stress? Gone. The new rhythm? Peaceful. The results? Abundant.

Here's the part most owners miss: You don't need to try harder; you need a cleaner machine.

The Fiercepreneur Rebuild

This is the same approach I used on myself and now use with my clients. I keep it human, practical, and accountable.

1) Listen, Map, Diagnose

We talk. I learn your story, your buyers, what you sell, where the money leaks, and how you deliver.

We'll review: your offers, pricing, lead capture, nurture, booking flow, CRM, content, fulfillment steps, team roles, and cash conversion cycle.

You get: a one-page **Problem Map**, a simple **Value Ladder**, and a **90-Day Hypothesis** that says, "do this first, because it moves money the fastest."

2) Rebuild & Rhythm

We implement fixes in the exact order that unlocks growth. Usually that's offer clarity, landing → lead capture → follow-up, and a smoother delivery path.

You get: refreshed offers and pages, automations connected end-to-end, scripts that actually get replies, a KPI (Key Performance Indicator) scorecard, and a **12-week sprint** where we meet, ship, and measure.

3) Scale Without Chaos

We keep what works, scrap what doesn't, and layer scale step by step — paid + partnerships + referrals — without blowing up your calendar or your peace.

You get: a partner/referral plan, upsell path, and a simple quarterly growth roadmap.

Why Deb 3.0 Works (for Me and for You)

- **Clarity over clutter.** One message. One promise. One path to buy.
- **Speed to conversation.** Lead capture and follow-up that books calls.
- **Delivery that feels light.** Standard Operating Procedures (SOPs) + boundaries = repeatable wins without burnout.
- **Founder energy shift.** When you stop being mad at the world, the world opens doors.

My Promise: Give me time to get to know you and your business, and I'll diagnose what's really in the way and hand you a rebuild plan you can act on immediately — whether you hire me or not.

How We'll Work Together

1. **90-Minute Deep Dive** — map your current flow and find the constraints.
2. **7-Day Diagnostic** — I audit assets/tech/messaging and deliver a prioritized fix list.
3. **12-Week Rebuild Sprint** — weekly working sessions; we build, test, and tune.
4. **Momentum Review** — lock the rhythm, document wins, and set the next 90 days.

Typical 30-Day Wins: clearer offer stack, simplified funnel and booking, 2–5x response on nurture, revived pipeline, and a delivery system that feels doable.

A Note from Deb 3.0

I tried to "refresh" once before and it didn't stick because I was decorating problems instead of fixing them. Closing Hanover Street forced me to tell the truth, and telling the truth set my business free. If you're ready to stop fighting your town, your tools, or your timeline — and start building something that loves you back — I'm your guide.

Book a Rebuild Diagnosis

- **Who it's for:** founders, service pros, and real estate business owners who want fewer moving parts and more momentum.
- **What you'll leave with:** a practical, prioritized 90-day plan. No shame. Just what to do next.

Let's build your Version 3.0 — and open your world.

Contact

Website: fiercepreneur.com

Speaking & On-Site:
Available nationwide and internationally

Email: deb@debspence.com

Fiercepreneurs
BUSINESS ACCELERATOR

GEYER AUCTION COMPANIES

MAXIMIZE YOUR RETURNS WITH A REAL ESTATE AUCTION

As the real estate market continues to evolve—auctioning your property is one of the most effective ways to achieve the highest possible return.

Auctions create competitive bidding environments that drive value and accelerate the selling process, eliminating the uncertainty of waiting months for a traditional sale.

FREE CONSULTATION

Contact us:

realestate@geyerauctions.com

215-346-6782

WWW.GEYERAUCTIONS.COM

OPPORTUNITY TO PURCHASE BOTH PROPERTIES FOR A COMBINED 15 ACRES

- Close proximity to Routes 724, 100, and 422
- 27,718 SF Industrial Building
- 1 Exterior Docks
- 3 Drive Ins

Locations: 11 Mennonite Church Rd Spring City, PA 19475 & 17 Mennonite Church Rd Spring City, PA 19475

Open House: Monday, November 3rd from 12:00pm to 2:00pm and Thursday, November 6th from 3:00pm to 5:00pm

Fierce preneurs

BUSINESS ACCELERATOR

You're Losing Hours Every Week

Not because you're lazy — because you're doing everything yourself. Answering the same questions. Following up late. Missing leads while you sleep.

The AI Sprint changes that. In 45 minutes, you'll walk away with:

- A map of where your time is leaking
- A live assistant that handles repeat questions
- 3 custom AI prompts built for your business
- A 7-day plan to get your hours - and your peace - back

Deb Spence
deb@debspence.com
fiercepreneur.com/application

If this session doesn't free your time or sharpen your process, you still keep the plan and tools!

LUDGATE ENGINEERING CORPORATION

Established 1975

ENGINEERS • SURVEYORS • LAND PLANNERS

Call 610-404-7330

www.ludgate-eng.com

10 Vanguard Drive, Suite 100, Reading, PA 19606

THREE FIERCE AI TIPS TO BE GRATEFUL FOR THIS NOVEMBER

By Deborah Ann Spence, Fiercepreneur

November always slows me down a little — not because business stops, but because I stop and look around.

I think about how many times this year I thought I couldn't do it… and somehow, I did.

That's the part people don't talk about — the quiet gratitude that comes from surviving the chaos, keeping your vision alive, and still showing up.

So, this month, let's make "thankful" more than a word on a mug. Let's use it as fuel.

1. Be Grateful for the Hard Stuff — It Built You

Every hard moment this year taught you something. You learned who you can count on, what doesn't serve you, and how much you can actually handle. Don't just move past it — document it.

Use AI to keep a "lessons learned" journal. Let it sort your wins, your failures, and your follow-ups. Ask it to show you patterns — like where you waste the most time or which clients bring the most stress.

Then promise yourself: no more repeating what broke you.

Fierce Truth: Gratitude isn't pretending everything was easy. It's saying, *I'm still standing — and smarter now.*

2. Be Grateful for Your Time — It's Priceless

You can earn more money, but you can't earn back the time you gave away to chaos.

This month, draw a hard line: no more busy work.

Use AI to answer your repeat questions, send your follow-ups, post your weekly content — automatically. That's not laziness, it's leadership.

You didn't start a business to work 24/7. You started it for freedom. So start acting like your time matters.

Fierce Truth: Every "yes" to distraction is a "no" to your dreams. Automate what drains you, and protect what matters.

3. Be Grateful for People — They're the Real ROI

Let's stop chasing likes and start nurturing loyalty. AI can help you track who supports you, who buys from you, and who you've forgotten to thank.

Use it to create a short video message or a personalized note that simply says, *"I see you. Thank you for riding with me."* When people feel seen, they stick. And when they stick, your business grows without begging or chasing.

Fierce Truth: Relationships are the real algorithm. Show love. Mean it. Automate the rest.

Final Thought

November is about remembering how far you've come and preparing for what's next.

Be thankful for every lesson, every late night, every client, every no that led to your yes.

Because you're not just building a business — you're building a legacy. And gratitude… that's the fuel that keeps you fierce.

EXCUSING MYSELF FROM THE TABLE

The Leadership Discipline of Saying No

By Lana Potgieter, Lighthouse Leadership Coaching & Development

Over the past 18 months of building my business in the U.S., I've said yes to many things — people, networks, projects, opportunities. I said yes because I was curious. I said yes because I wanted to learn, connect, and grow roots in new soil. And truthfully, many of those "yeses" were exactly what I needed at the time. Each table I sat at offered something valuable — a lesson, a collaboration, or a new way of seeing.

But lately, something has shifted. It started when I was asked to switch chairs at one of the tables and I started to re-evaluate the value alignment. That led to re-evaluating every table I was at. And I've since begun quietly excusing myself from a few more tables.

Not because they're bad tables — many are wonderful. It's simply that I've realized I can no longer be my best at all of them. And if I can't bring my best self, I can't truly serve those around me either.

When Every Yes Becomes a Slowdown

There's a phase in every leader's journey when growth comes from saying yes — exploring widely and discovering what fits. But there comes another phase where progress depends on subtraction.

Every yes has a cost: energy, time, focus. When you're at too many tables, your attention scatters and your impact thins. Saying no isn't rejection — it's refinement. It's the art of keeping your energy aligned with your purpose.

The Myth of Missing Out

We live in a culture that glorifies opportunity — that whispers "You never know who you'll meet." But mature leadership is knowing that not every good thing is a good thing for you, or for now.

I've learned that clarity accelerates. The clearer you are about who you are, what you bring, and where you're heading, the easier it becomes to recognize which tables deserve your presence — and which ones require your polite exit.

(Continued on page 18)

YOUR TRI-COUNTY
HANDYMAN

Renovations, Repairs & Handywork...
Done Right.

- Basement & Bathroom Renovations
- Deck Installation & Replacement
- Small Commercial Office Fit-Outs
- Ceiling Fan Installation & Light Repairs
- General Handyman Jobs

Joe Scotese, Owner
23+ Years of Experience,
Fully Licensed & Insured in PA

SVS CONTRACTING
Built on Experience. Backed by Trust.

PHONE: (610) 207-9841
SVScontracting.com

AI is Already Changing Business!
Is Yours Ready?

Join 16,000+ Local Leaders Learning How to Leverage AI
one hour at a time...

- Attract more customers
- Automate repetitive tasks
- Cut marketing costs
- Stand out from competitors

Our "AI Power Hour" Workshops break down the latest AI trends for real-world business results – no tech skills required.

AI POWER HOUR

https://AiPowerHour.events

Excusing Myself from the Table

(Continued from page 17)

Leaving a table doesn't mean cutting ties. It means choosing the settings where your light makes the most difference. The Lighthouse doesn't chase every ship on the horizon; it stands firm, guiding only those traveling its stretch of coast.

The Courage to Excuse Yourself

Excusing yourself gracefully takes courage. It requires self-trust — the confidence to release something good to create space for something right.

The first time I declined an invitation I would have accepted six months earlier, I felt almost guilty. But later, I realized I didn't feel loss — I felt lightness. That lightness became fuel for projects and relationships that truly matter.

When we say yes out of obligation or habit, we dilute our capacity for excellence. When we say no from clarity, we create room for excellence to breathe.

Saying No is a Service

It took me a while to understand that saying no is not only a service to myself — it's a service to others.

When I stay at a table where my energy is divided, I'm not serving anyone well. Excusing myself allows someone else to take that seat — perhaps someone who needs that opportunity more than I do. Saying no with integrity honors both sides.

Focus Creates Speed

Leaders often confuse busyness with progress. We fill calendars, attend meetings, join groups, hoping more activity means more results. But in reality, focus is the greatest accelerator.

Imagine a boat with too many sails open — catching wind from every direction. It doesn't glide faster; it drifts. Trimming the sails gives direction and speed.

The Light You Bring

At Lighthouse Leadership, I often remind clients that leadership is intentional influence — shining light where it matters most. When your light is scattered, it dims. When it's focused, it becomes powerful.

Excusing yourself from a table is not stepping away from people; it's stepping toward purpose. It's choosing to invest your energy where you can bring your best — and where that best creates ripple effects of growth, clarity, and empowerment.

So today, I'm choosing fewer tables. Selecting where I can add the most value, and because I finally know where my light shines brightest.

Hampton Inn Limerick – Philadelphia Area

At the Hampton Inn Limerick, we make business travel easy and comfortable. Enjoy a complimentary hot breakfast and stay connected with Free Wi-Fi. Relax after a productive in our year-round pool or keep your routine in our Fitness center. Our dedicated staff is committed to making every stay seamless and stress-free.

Conveniently located right off RT.422 Limerick on/off ramps, we are just minutes from local businesses, corporate parks and restaurants.

Hampton Inn by Hilton- Making You Happy Makes Us Happy

430 W. Linfield-Trappe Rd, Limerick PA 19468 610-495-6999

MAKE A STRONG FIRST IMPRESSION

Social Media Tips

By Theresa Mintzer

Your social media bio is often the very first introduction new customers have to your business. In just a few lines, your bio should tell people w*ho you are, what you do,* and *how you can help them.*

Start with Platform + Audience

A LinkedIn bio should sound more professional and results-focused, while Instagram or Facebook can feel conversational and friendly. Think about your ideal customer and the keywords they might be searching for. By reading your bio, they should instantly understand how your business provides solutions.

Stay Consistent with Your Brand

Your profile photo, logo, and colors should align across every platform, so your brand is instantly recognizable. Keep all your branding elements, tone, and key phrases documented in a simple style guide. This makes it easy for anyone on your team to update content.

Include a Clear Call to Action

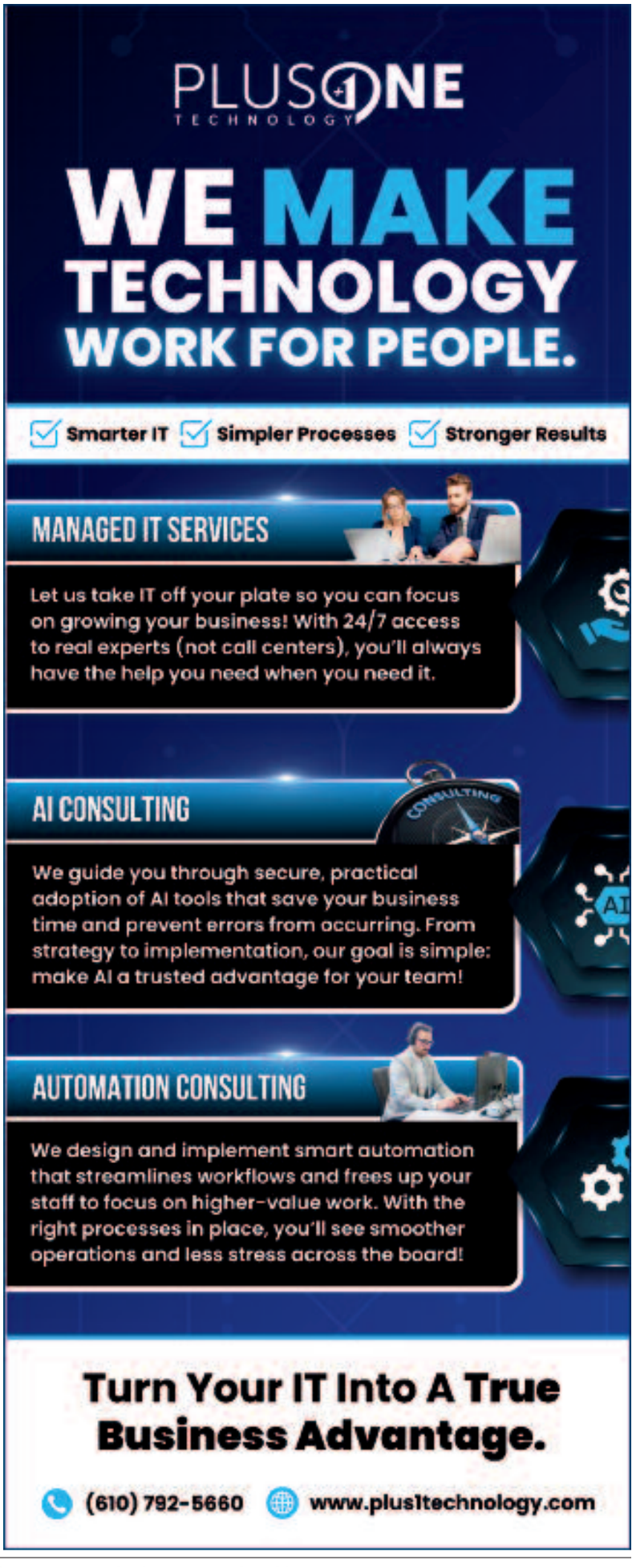
Whether it's *"Join my email list"* or *"Shop the latest collection"* tell them exactly where to go next. Use a link in bio or landing page that holds all your key links and keep it updated as promotions or seasons change.

Review Regularly

Make sure your links still work, your offers are current, and your message reflects your brand's latest direction.

Pro Tip: Think of your bio as your digital elevator pitch. A few thoughtful updates can make all the difference in attracting your ideal audience.

I offer social media and Facebook ad coaching to help businesses create a **goal-driven plan** that works. Visit mintzersolutions.com to learn more and schedule a session.



BEYOND KEYWORDS:
HOW AI IS CHANGING SEARCH

MARKETING TIPS
By Julie Huff, Copywriter, beMarketing

Search isn't what it used to be.

AI isn't just tweaking keyword strategy anymore. It's completely changing the way people search for and discover content. Over 13 percent of Google searches now trigger AI-generated overviews, and that number is steadily climbing. For businesses exploring AI marketing tools, this shift changes everything.

AI-Powered Search & Intent

Search engines are becoming increasingly intelligent. They no longer just match words; they interpret meaning. The same question can deliver different results for different users, which means brands must now create *intent-driven* content, not keyword-optimized pages.

SEO Has Changed

Traditional SEO is evolving into Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO). AEO focuses on concise, structured answers that AI can display directly in results. GEO takes it even further, aiming to have your content *cited* by AI tools rather than ranked. The best strategies combine both.

The "Fan-Out" Effect

When AI generates an overview, it doesn't pull from one page. It fans out across multiple trusted sources to form the best composite answer.

- You don't need to rank #1 to appear.
- Explicit, authoritative, intent-rich content earns citations.
- The goal isn't traffic. It's trust.

Brands are adapting by writing deeper, broader content that answers related questions and gives AI more to pull from.

Be the Answer

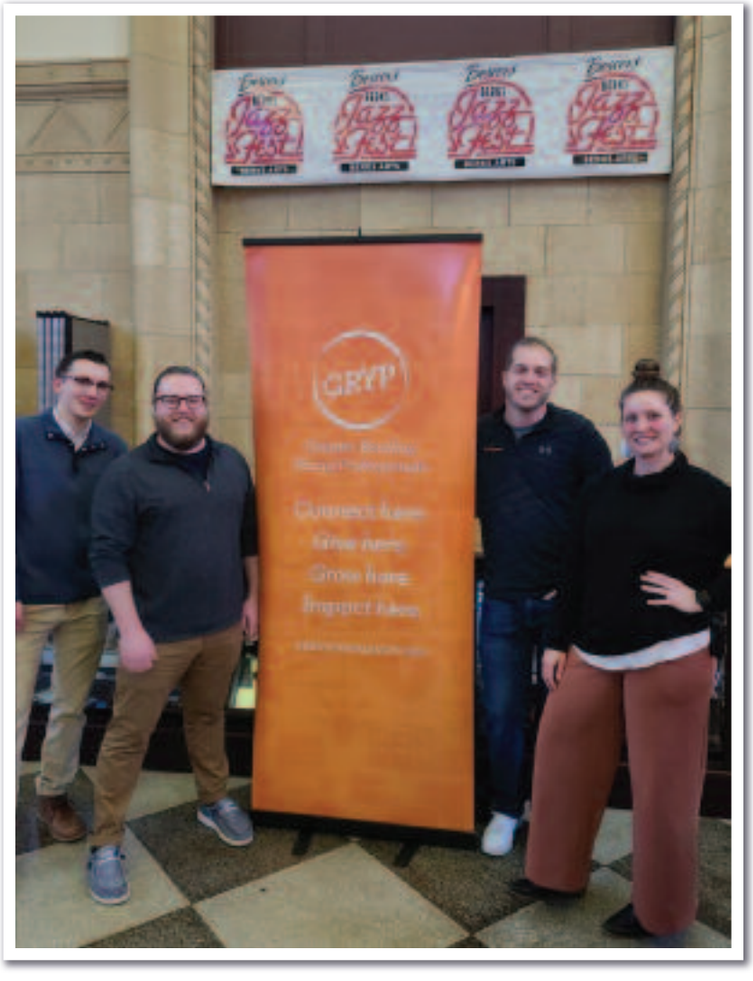
AI has shifted search from keyword-centric to meaning-centric. Visibility now comes from clarity, authority, and adaptability. Professional digital marketing services and tools give you the edge, helping your brand become the *answer* people are looking for, not just a result.

Partner with beMarketing to build an AI-ready strategy that keeps you visible and relevant.

GREATER READING *Young Professionals*

The Reading area offers exceptional opportunities for young professionals at the start of their careers — from its prime location and diverse industries to its vibrant and welcoming business community. One of the most effective ways to tap into these opportunities is by getting involved with the Greater Reading Young Professionals (GRYP).

GRYP unites professionals between the ages of 21 and 35 to foster meaningful connections, sharpen professional skills, and give back to the community. Members enjoy a dynamic blend of networking events, professional development programs, and volunteer initiatives — all designed to support both personal and professional growth. Whether it's connecting with potential mentors, building leadership experience, or finding peers who understand the early career journey, GRYP creates a space where young professionals can thrive.



A great way to make a lasting impact on the organization's future is by joining the 2026–2028 Board of Directors. Nominations for all board positions are now open, and GRYP encourages applicants from all backgrounds to contribute their unique perspectives to shape the organization's vision. To submit your nomination, simply scan this QR code.

We also invite you to join us for our annual holiday party on December 4, 2025. In the spirit of giving, we will be collecting donations of new winter accessories — including hats, scarves, and gloves — to support individuals in need within our community.

Becoming a GRYP member is simple and affordable. For just $35 per year, members receive free or heavily discounted access to all GRYP programming and events. But membership goes beyond attendance — it's about joining a community that values leadership, collaboration, and meaningful professional growth. To learn more or to sign up, scan this QR code and take the next step in growing your network and career.

GRYP Alumni Advisory Board

GRYP is excited to announce plans to establish an Alumni Advisory Board in the coming year. This initiative will be open to former GRYP members and professionals who have aged out of the organization but still want to play an active role in shaping its future. If you or someone you know is interested, please email greaterreadingyp@gmail.com with your contact information. GRYP will follow up with more details in the coming months.

STCNtech
CERTIFIED TECHNOLOGY EXPERTS
Let the TechSperts get yourTech DONE!
Visit our Website, Call, or Email today to ask how one of our Security as a Service plans can help you BEAT RANSOMWARE and SECURE YOUR DATA!
Today's Technology Service providers are no longer just about supporting your tech..
Our TechSperts keep your doors open and keep you in business with our advanced tools and expertise!
Call us now to learn how!
www.stcntech.com -- online@stcnetch.com
610-910-9347

HEALTH INSURANCE RENEWAL TIPS

By Brad Palmer, President, The Conestoga Group, Inc.

Under the "New Norm", 2026 is a good time to make upgrades to your open enrollment. In addition to reviewing proposals from all carriers as well as fully insured versus riskier self or level funded plans, employers may want to modify their open enrollment process and content.

Open Enrollment Process: Using an online benefits administration system such as Employee Navigator, which we provide all clients without charge, provides many new advantages. Enrollments can be done remotely, family members can also view the content, video explanations of benefits can be available 24/7, instructions and explanations of benefit tools are available 24/7, and links to multiple benefit portals are all available in a single location.

Claim Denials or Delays?: Many claims are denied but if the Explanation of Benefits (EOB) is reviewed, we frequently find it is a temporary denial due to the care provider not filing the claim correctly. Employees should know how to pull an EOB from their carrier portal if they don't receive paper versions and then provide it to their service agent or an advocacy service, such as Personify, which we provide without charge to all of our clients. They will then work with the provider to complete the claim process.

Portal Tools: Most carriers provide online portals with tools that help employees better utilize their coverage. Cost estimators provide price estimates from multiple providers for potentially expensive services such as MRIs. Formulary lists allow prescriptions to be reviewed to see if alternatives may be available to present to one's provider for approval. Specialty Pharmacy representatives may be available to help with this process. Health Risk Assessments may be available to help identify ways to improve one's health. EOBs can be downloaded.

Videos Instead of PDFs: Given the increased use of mobile phones for online services, PDFs are no longer easily viewed to understand benefits. Videos can be much more effective to provide knowledge and understanding to those who prefer to use their phones.

Alternative Care Sources: Given the waiting period to see physicians today, employees should be aware of alternatives such as virtual care, retail clinics, urgent care centers, and telemedicine. However, it is important to understand these options prior to the need for care.

In addition to the online benefits administration process described above, new content should be included during open enrollment such as the four topics mentioned. We welcome any inquiries you might have. Our website is www.cgiadvisors.com and I can be reached at bpalmer@cgiadvisors.com or 610.854.1420.

The New Norm
in
OPEN ENROLLMENTS
There are many new issues health insurance plan participants need to have explained at open enrollment to understand the New Norm in health care. The Conestoga Group has added these topics to their open enrollment presentation for our clients. This education enhances the employee appreciation of the benefits provided. We welcome the opportunity to explain more about these issues to companies with 2 to 250 employees.
The CONESTOGA GROUP, Inc.
Investment Advisors & Insurance Brokers
www.cgiadvisors.com
(610) 889-9500
601 Swedesford Road
Frazer, PA 19355
info@cgiadvisors.com

Delayed vs Denied Claims
- Many denied claims are only temporarily denied, awaiting more information from the physician or other provider
- EOBs (Explanation of Benefits) will explain

Access to EOBs
- Seldom sent by mail anymore
- Participants must know how to find in their personal online carrier portal

Health Care Coaches
- Carriers may offer service providers to help deal with the health care provider
- Understand the recommended care or alternatives

Specialty Pharmacies
- Specific coaches to explain how to best use prescribed medications
- Present alternatives for the provider to approve

High Deductible Health Plan Utilization
- Cross check provider bills with EOB calculation of amount due
- If possible, don't pay a provider bill until EOB is processed

Wellness Programs
- Provide beginning education & training
- Explain various assessment tools such as those available in the personal carrier online portal

Fixed Insurance Products and Services Offered Through The Conestoga Group, Inc., its Agents and Employees
401k & Other Qualified Plan Advisory Services Offered Through CGI Plan Advisors, Inc., a Registered Investment Advisor
Wealth Advisory Services Provided by CGI Wealth Advisors, Inc., a Registered Investment Advisor

We Work For You...

Call Toll Free 1-866-948-2255

FOR LEASE

Approximately 1500 sq ft of office space available along a well traveled road. Receptionist area, conference room, 3 regular size offices and 2 large offices. Kitchenette. Large Powder room. Also a smaller workstation or storage area. Unfinished basement. Closet space for storage. Ornamental fireplace in reception area. Enclosed unheated rear porch area great for storage. Gas heat with central air. Furnished or unfurnished - your choice! Shed storage. Owner will maintain yard and shrubs at his expense.
Tenant will pay heat, sewer, trash, electric, phone, internet, hot water. Plenty of parking. ***$2,000/month***

FOR SALE
1177 Route 100, Bechtelsville

1645 sq ft 3+ BAY POLE BARN w/electric. New propane gas heaters & PR w/electric BB 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.

Reduced $450,000

or LEASE the Pole Barn for $1,700/month + heat and elec.

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.

Reduced $535,000

LAND FOR SALE
Commercial Zoning - Right off Route 100

2 parcels being sold together totaling approx. 51 ACRES Hoffmansville Rd - Bechtelsville

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

Reduced $1,800,000

FOR LEASE
623 Manatawny Road

Large 7,540 sq ft building divided into one 5,360 sq ft area that has four 10'Hx12'W overhead drive in doors and three 14'Hx20'W. Another 1,820 sq. ft area with one 7'Hx8'W overhead drive in door and one 6'H x 9'W overhead drive in door. There is another 360 sq ft area which contains a Powder Room, Heated (electric) and air conditioned office, a lunchroom and a power room. Previous use was a lumber yard. The property has 3 phase electric. Large parking area. ***$4,950/month***

LAND FOR SALE
Washington Twp - Berks County

Approximately 61 acres with road frontage on Rt 100, Limekiln Road, and Passmore Road.

Print available in office.

Various Zoning with various possibilities. Only 38 acres of parcel #69-5396-10-35-7796 is being sold of the 42 acres. Seller will subdivide corner of Rt 100 and Passmore after an offer is received.Taxes TBD after subdivision. ***$1,995,000***

FOR SALE

1310 W High STreet, Pottstown, PA 19464
(Stowe Auto & Truck Repair Building

Above Ground, Sewer Available, Water Available; Window Unit(s); Cooling Fuel: Electric; Electric Service: 200+ Amp Service, 220 Volts; Heating: Baseboard - Electric, Hot Water; Heating Fuel: Electric, Oil; Hot Water: Electric; Water Source: Well; Sewer: Holding Tank ***$550,000.***

.52 acre LOT FOR SALE
2038 E High Street, Pottstown,

FOR LEASE-
48 S. Reading Ave., Boyertown

$1200/month

Office space in the heart of Boyertown! Two large rooms, a bathroom, and plenty of storage space. Join the vibrant main street community of Boyertown today! Trash included and all other utilities are percentage of total building usage.

LOOKING FOR SPACE TO LEASE IN ROYERSFORD

(1001359872)

301 N Lewis Rd, Royersford

Call for more information and showings

HOLLENBACH CONSTRUCTION, INC.
"ONE STEP BEYOND"

Celebrating
57 Years of Consistent
Quality & Excellence

Main Street Financial Partners

Before Construction (left)

After Construction (right)

Hollenbach Construction, Inc. can provide your business with Professional Construction Management Services and Design Build Services for your New Construction and Renovation projects. Let us take your projects from start to finish in the areas of:
Senior Living - Healthcare • Religious - Educational • Commercial - Industrial

ABC Member

166 Holly Rd., P.O. Box 507
Boyertown, PA 19512
Phone: 610-367-4200 Fax: 610-367-1020
email: tlittle@hollenbach.com
www.hollenbach.com

VARCO PRUDEN AUTHORIZED BUILDER

EMBRACE THE UNKNOWN

By Peter Cisick, CLU, Chartered Financial Consultant, Cisick Planning

Finance is often portrayed as a matter of perfect prediction — spreadsheets, models, and forecasts that promise clarity amid uncertainty. Yet the truth is far gentler and, paradoxically, more powerful: the strongest approaches accept mystery rather than fight it.

Often, the quest for optimization leads to paralysis rather than confidence.

The reality is that one mystery governs all our planning: the future is unknowable. Economic trends, market shifts, personal circumstances — they all defy complete prediction. Once we accept that mystery, our focus can shift from trying to control the uncontrollable to building resilient paths forward.

With that spirit in mind, here are three guiding practices for navigating your financial life.

First, set up robust systems — but accept their limits. Remember, no system anticipates every outcome, but a sound one bends rather than breaks.

Second, focus on what you can control — your savings rate, spending habits, and self-discipline — letting go of what you can't: the markets or timing of economic cycles.

Third, hold your plans lightly. The point of planning isn't prediction; it's preparation to help us stay oriented when the landscape changes.

Embracing the unknown doesn't mean abandoning strategy; it means trading the illusion of certainty for a deeper, steadier confidence. In doing so, we become better decision-makers and calmer investors — ready not for what we think will happen, but for whatever actually does.

For additional information, please call 610.247.6842 or email: petercisick@petercisick.com, and visit www.cisickplanning.com.

Peter Cisick, CLU®, ChFC®*

CISICK PLANNING

Connecting You with **Financial Freedom**

www.CisickPlanning.com

Larry Vukovic

Medical Insurance for Businesses: We assist businesses in selecting and implementing tailored medical insurance plans that provide comprehensive coverage for employees, promoting health and well-being in the workplace.

Dental Insurance for Businesses: Our team helps businesses offer dental insurance plans to employees, covering routine dental care and procedures to support oral health and reduce out-of-pocket costs.

Vision Insurance for Businesses: We provide businesses with vision insurance options that cover eye exams, prescription eyewear, and vision correction services for employees, promoting visual health and wellness.

Simple IRAs for Businesses: We help businesses establish Simple IRAs (Savings Incentive Match Plan for Employees) as an accessible and cost-effective retirement savings option for employees.

• **401(k)s for Businesses:** We assist businesses in setting up and managing 401(k) retirement plans to help employees save for retirement and provide a valuable employee benefit that attracts and retains top talent.

John "Jack" Cisick

Luken Cisick

Securities offered through The O.N. Equity Sales Company, Member FINRA/SIPC, One Financial Way, Cincinnati, Ohio 45242. (513) 794-6764.
* Investment Advisory Services offered through O.N. Investment Management Company.

Larry Vukovic is an independent Insurance Agent and is not affiliated with The O.N. Equity Sales Company or O.N. Investment Management Company.

503 Reginald Lane, Collegeville, PA 19426 • 610.247.6842 • petercisick@petercisick.com

We Mean Business at

MEMBERS 1st
FEDERAL CREDIT UNION

Every business starts with a spark—and at Members 1st Federal Credit Union, we support businesses across Pennsylvania with smart financial tools and local, personalized guidance to keep your legacy growing strong.

What sets Members 1st apart when it comes to supporting local businesses?

We're more than a financial institution—we're your partner. We take the time to learn about your goals, challenges and plans for the future. Then, we work alongside you to create real solutions tailored to your business.

What tools does Members 1st offer to help businesses succeed?

In today's fast-paced world, managing cash flow efficiently—and securely—is more important than ever. That's why we offer a full suite of business services designed to keep things running smoothly, so you can stay focused on what you do best.

Payments and Deposits

From ACH and wire origination to scanner-based and mobile check deposits—we make it simple to send, receive and manage money.

Cash Flow Optimization

Put your money to work with automatic sweep services that move excess funds between accounts so you can earn interest, reduce debt or maintain liquidity.

Fraud protection and account security

"Your invoice #29241 is past due. Click this link to pay now"

Sound familiar? Scammers are growing sneakier—but we're getting smarter. Tools like Positive Pay, ACH filters and real-time alerts help detect fraud before it steals your time—and your funds.

Free resources for financial well-being

Access everything from personalized counseling, credit score reporting and webinars to gain the knowledge and guidance you need to make confident financial decisions.

What other services are available to business owners?

Whether you're handling the day-to-day or planning for long-term growth, we've got the support you need:

- **Flexible business accounts** to manage cash flow and earn interest
- **Business credit and debit cards** for secure, convenient spending
- **Commercial lending options** for real estate, equipment and more
- **Online and mobile tools** to keep you connected and in control
- **A dedicated personal concierge** who knows your name—and your goals

Ready to grow your business with Members 1st?

Becoming a business member is easy. Visit members1st.org/business, stop by your local branch or connect with our team to get started.* With the right partner, your big business dreams really can come true.

Federally insured by NCUA.

*Prospective members must meet current eligibility requirements.

Your Local Relationship Manager

Jonathan Leyden
(717) 257-0919
LeydenJ@members1st.org

Lucky Squirrel PRINTWORKS

Screen Printing • Embroidery • Signs & Banners • Vehicle Graphics

Lucky Squirrel Printworks is a local, family-owned business conveniently located on 422 in Douglassville. We specialize in screen printing, embroidery, banners, signage, vehicle graphics, and promotional items.

WELCOME!

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

From small businesses to larger fleets to police vehicles, we can install vehicle vinyl for almost anyone!

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

(610) 385-7053 LUCKYPW.COM 907 Ben Franklin Hwy W. Douglassville, PA 19518

MEET OUR TEAM

The team here at Lucky Squirrel loves working together to go above and beyond for all of our customers!

When you first walk in or call us, you are greeted by Rachel or Kaity in the front who help put your order together and guide you through the whole process from start to finish.

In the back production area, we have our screen printer Justin accompanied by his assistant screen printer Tim. These guys are the ones doing all of our screen printing in-house every day! Day to day we have Melissa who keeps us organized and production moving, and our intern-turned-employee Cambria who has quickly become our heat press and vinyl installation pro!

The owner Tom provides a fun work environment for the team, and jumps in on multiple projects for signage and vinyl applications.

Everyone in the Squirrel family strives to do their best to take care of our customers and provide excellent end products!

Advertised Services Directory

ACCOUNTANTS / BUSINESS ADVISORS
HERBEIN + CPAS AND ADVISORS 12

ACCOUNTING / BOOKKEEPING
BRESLOW'S BOOKKEEPING 36

ARCHITECTS
MUHLENBERG GREENE ARCHITECTS 48

ATTORNEYS
WOLF BALDWIN & ASSOC. PC 42

AUCTIONEERS
GEYER AUCTION COMPANIES 16

AUTO GRAPHICS / SIGNAGE / APPAREL
GRABER LETTERIN' INC. SIGN COMPANY 36

AUTO TAGS, TITLE TRANSFERS
THE AUTO TAG PLACE 46

AUTOMOTIVE
MOBILE CHASSIS RESCUE 46

AUTOMOTIVE / SERVICE
BILL'S PERFORMANCE & RESTORATION 47
RED KIEFFER'S AUTO REPAIR 47

AUTOMOTIVE / TIRE SALES & SERVICE
CJ'S TIRE & AUTO 47
H & F TIRE SERVICE 47
KANTNER'S TIRE SERVICE 46

AUTOMOTIVE SALES
MCGINTY MOTOR CARS 47

AUTOMOTIVE SALES & SERVICE
PATRIOT BUICK GMC 41

BANKING / FINANCES
DIAMOND CREDIT UNION 3
JBT BANK 13
MEMBERS FIRST FEDERAL CREDIT UNION 25

BUILDING MATERIALS CENTER
LEZZER LUMBER COMPANY 14

BUSINESS COACHING AND DEVELOPMENT
LIGHTHOUSE LEADERSHIP 18

BUSINESS CONSULTANT
FIERCEPRENEUR 16

BUSINESS COUNSELING
SCORE 36

COMMERCIAL FLOOR CLEANING SERVICES
ZEROREZ DELAWARE VALLEY 38

CONSTRUCTION SERVICES
ONDRA-HUYETT ASSOCIATES, INC. 28

CONSTRUCTION SERVICES/BUILDING & REMODELING
HOLLENBACH CONSTRUCTION, INC. 24

CONTRACTOR / HANDYMAN SERVICES
SVS CONTRACTING 17

DIGITAL PRINTING / MARKETING / ADVERTISING
BERKS DIGITAL, INC. 36, 39

EDUCATION / EARLY CHILDHOOD DEVELOPMENT
MAGIC MEMORIES EARLY LEARNING SCHOOLS 19

EDUCATION / TECHNICAL SCHOOL
NORTH MONTCO TECHNICAL CAREER CENTER 18

EDUCATION / WORKFORCE DEVELOPMENT
READING AREA COMMUNITY COLLEGE WORKFORCE DEVELOPMENT 12

ENGINEERING SERVICES
EARTH ENGINEERING 45
LUDGATE ENGINEERING 16

FLORIST
NORTH END FLORIST 11

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES
FASTSIGNS 36
LUCKY SQUIRREL PRINTWORKS 36, 38

HEALTH / HEALTHCARE
COMMUNITY HEALTH & DENTAL CARE 45
SUBURBAN COMMUNITY HOSPITAL 39

HEALTH & FITNESS / PERSONAL TRAINING
GYMGUYZ KING OF PRUSSIA & MONTGOMERY COUNTY 49

HEALTHCARE / AUDIOLOGIST
HEARING HEALTH CONNECTIONS AUDIONOVA 48

HEALTHCARE / COUNSELING
BERKS COUNSELING CENTER 37

HEALTHCARE / OCCUPATIONAL HEALTH
OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL – TOWER HEALTH 2

HUMAN RESOURCES CONSULTING
WORKPLACE HARMONY 44

INDUSTRIAL SUPPLY
CLARK INDUSTRIAL SUPPLY, INC. 44

INSURANCE & FINANCIAL SERVICES
CISICK PLANNING 24

INSURANCE SERVICES
BONNIE HEATH SENIOR INSURANCE BROKER 28
JAB INSURANCE BROKERS 38
THE CONESTOGA GROUP 22
VLAHOS DUNN INSURANCE 49

LODGING
HAMPTON INN LIMERICK 19

MANUFACTURING / CONFECTIONARY
REPPERT'S CANDY 11

MANUFACTURING / EMPLOYMENT OPPORTUNITY
BALLY RIBBON MILLS 51

MARKETING SERVICES
BEMARKETING 20

MEDICAL SPA
YOUNG MEDICAL SPA 46

ORGANIZATION
GREATER READING YOUNG PROFESSIONALS 21
POLKA DOT POWERHOUSE POTTSTOWN CHAPTER 37
POTTSTOWN ROTARY CLUB 50
SMALL BUSINESS RESOURCE ASSOCIATION 39

ORGANIZATION / CHAMBER OF COMMERCE
GREATER READING CHAMBER ALLIANCE 50

ORGANIZATION NON-PROFIT
BOYERTOWN AREA MULTI-SERVICE 11

PAYROLL SERVICES / BOOKKEEPING SERVICES
EXPRESS DATA SYSTEMS, INC. 40

PAYROLL SERVICES / HR SUPPORT
PREMIERNOW PAYROLL & HR 52

PHOTOGRAPHY PROFESSIONAL
STEVE LADNER PHOTOGRAPHY 42

PLUMBING CONTRACTOR
A. JACKSON ECKER, INC. 37

PRINTING SERVICES
EVERYTHING PRINTING 36

REAL ESTATE
HOPE CAPITAL INVESTMENTS 13
KELLER WILLIAMS JOSEPH SCOTT MCARDLE 48

REAL ESTATE / COMMERCIAL & INDUSTRIAL
ZUBER COMMERCIAL REALTORS 23

REAL ESTATE / SPACE FOR LEASE
SUITE LIFE STUDIOS / RAZRBAR 14

RESTAURANT / FOOD TRUCK
LITTLE BAY CARIBBEAN KITCHEN 43

RESTAURANTS
GRACIE'S 21ST CENTURY CAFÉ 43
LIMERICK DINER / FLYING PIG TAVERN 43
RED TOP PIZZA BY PENNY'S 43
SPECK'S DRIVE-IN 43
YE OLD COVENTRY PUB 43

RETAIL / JEWELRY
VAN SCOY JEWELERS 10

RETAIL / TOBACCO & RELATED PRODUCTS
COLE TOBACCO 37

SENIOR LIVING COMMUNITIES
APARTMENTS AT SANATOGA GREENE 5

TAX PREPARATION SERVICES
H & R BLOCK 20

TECHNOLOGY / IT
ASKSPOT.AI 17
PLUS ONE TECHNOLOGY 19
STCNTECH & EDTECH SPORTS 22

VIDEO PRODUCTION/TELEVISION
PCTV NETWORK 40

Route 422 Business Advisor
PROMOTE YOUR BUSINESS! CALL (610) 323-6253

Bonnie Heath
Senior Insurance Broker
610-428-9901
Bonnie@thefreedomportal.com

Serving the Tri-County Area for over 10 years!

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

ONDRA-HUYETT
ASSOCIATES, INC.
Managers & Builders

Commercial | Data Centers & Mission Critical Facilities
Industrial & Manufacturing | Mixed-Use
Healthcare | Hospitality & Resorts | Educational | Religious

Medical Facilities
Restaurants

Delivering Construction Services since 1995

ohainc.com 610-366-1709

3504 Main's Court, Suite 210 | Allentown, PA 18103

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com.

Copyright © 2025 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the *Route 422 Business Advisor* are the views of authors and individual contributors and are not to be attributed to the *Route 422 Business Advisor,* its editorial advisors, or its advertisers, unless expressly stated. *The Route 422 Business Advisor* does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. **All ads are non-cancellable.** ERRORS — It is the *Route 422 Business Advisor's* policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the *Route 422 Business Advisor,* and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, *Route 422 Business Advisor's* liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the *Route 422 Business Advisor* is notified PRIOR to the next edition's deadline. Placing an advertisement in the *Route 422 Business Advisor* constitutes acknowledgment and acceptance of these terms.

GRCA ROUNDUP

Greater Reading Chamber Alliance

GRCA
GREATER READING
Chamber Alliance

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

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

Upcoming Events

Go Taste Berks
Nov. 1-Nov. 30
Berks County
$25/per person
Register at Greaterreading.org/GTB25

Advanced Excel*
Nov. 3, 10, 17 and 24
8 a.m. – 10:30 a.m.
Shearer Technical Computer Consultants
727 Penn Ave., West Reading
$400/person- GRCA Members;
$495/person- Future GRCA Members
Register at Greaterreading.org/advancedexcel

Intermediate Excel*
Nov. 4, 11, 18 and 25
8 a.m. – 10:30 a.m.
Shearer Technical Computer Consultants
727 Penn Ave., West Reading
$400/person- GRCA Members;
$495/person- Future GRCA Members
Register at Greaterreading.org/intermediate

De Mujer a Mujer: Salud Mental para las Familias
Nov. 4
5:30 p.m. – 7 p.m.
Centro Hispano - Casa de la Amistad Senior Center
201 Penn St., Reading
$20/person- GRCA Members;
$25/person -Future GRCA Members
Register at Greaterreading.org/mentalhealth

Ultimate Excel*
Nov. 5, 12, 19 and 26
8 a.m. – 10:30 a.m.
Shearer Technical Computer Consultants
727 Penn Ave., West Reading
$400/person- GRCA Members;
$495/person- Future GRCA Members
Register at Greaterreading.org/ultimateexcel2025

GRCA Executive Leadership Academy
Dynamic Strategic Planning for Competitive Advantage
Nov. 5, 12, 19, Dec. 3 and 10
1 p.m. – 4 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
$1,495/person- GRCA Members;
$1,895/person- Future GRCA Members
Register at Greaterreading.org/strategic

Lunch&Learn: Employee Handbook Workshop
(This Lunch&Learn is worth 1.5 HRCI and SHRM credits.)
Nov. 6
Noon – 1:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
$75/Member exclusive event
Register at Greaterreading.org/handbook

Women2Women: Creating Your Beehive & Working it
Nov. 6
11:30 a.m. – 1 p.m.
Yocum Institute for Arts Education
3000 Penn Ave., West Lawn
$35/person- GRCA Members;
$45/person- Future GRCA Members
Register at Greaterreading.org/beehive

Lunch&Learn: Employee Handbook Workshop
Nov. 19
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 at Greaterreading.org/projectmanagement

Leadership Without Fear:
Building Confidence and Emotional Maturity in Business*
Nov. 20
Noon – 1:30 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
$50/person- GRCA Members;
$75/person- Future GRCA Members
Register at Greaterreading.org/confidence

Networking@Night: South Mountain YMCA Camp
Nov. 20
5:30 p.m.– 7 p.m.
201 Cushion Peak Road, Reinholds
FREE -GRCA member exclusive
Register at Greaterreading.org/ymcacamp

*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

TriCounty Area Chamber of Commerce

Resources. Relationships. Recognition.

18 W. Lightcap Road, Suite 613, 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

A Message From Your President:

THE TRICOUNTY MULTIPLIER:

Turning Holiday Purchases into Local Economic Power

By Harrison Santangelo, President
The TriCounty Chamber of Commerce

As the year closes, the TriCounty Area Chamber of Commerce would like to urge you to recognize the direct economic impact of your holiday spending decisions. Choosing local for holiday shopping, dining, and services is not just a seasonal tradition, it is an investment in the health and stability of Pottstown, Boyertown, and the surrounding areas.

The foundation of a thriving community is the cumulative impact of its resident's financial choices. Our goal is to curate an environment where local businesses, the primary job creators in our region, can flourish. This commitment is supported by clear data. Economic studies confirm the profound multiplier effect of buying local. Data often replicated across various communities, consistently demonstrates that for every $100 spent at local independent businesses, approximately $68 remains in the local economy, while the same $100 spent at a national chain typically retains only $43 locally.

This 60% higher retention rate translates directly into tangible benefits for TriCounty:

- Job Creation: Higher local revenue supports increased staffing and wages at our independent establishments.
- Tax Base Growth: Local profits generate greater sales tax and property tax revenue, funding essential community services like schools and infrastructure.
- Local Interdependence: Local businesses are significantly more likely to utilize other local services (e.g., local accounting, printing, and maintenance firms), creating a robust, interconnected ecosystem of trade)

Local businesses, including our members like Dani Bee Funky and Carmelo's Pizza and Italian Iace, are more than retailers; they are community stakeholders. These often family-owned establishments are the primary sponsors of local sports leagues, the first to donate to school fundraisers, and the key financial participants in community events,a level of local contribution larger corporations often do not match.

This holiday season, the Chamber asks every resident to treat their purchases as an economic vote. Whether you are finding gifts at a TriCounty Chamber member store, booking a reservation at one of our independent restaurants, or contracting the services of a local professional, your choice directly amplifies our regional economic strength.

You are not just making a purchase; you are maximizing the local dollar's velocity, strengthening our tax base, and ensuring the continued resilience of the TriCounty economy. By choosing local, you are making the most impactful investment possible in the long-term prosperity of our community.

Welcome New Members

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

Animal Rescue League of Berks County
(610) 780-0644
Nonprofit Organizations
https://berksarl.org/

G Hager Plumbing Heating and Cooling
(215) 234-0315
HVAC Contractors
http://ghager.com/

Ahl Forward Coaching and Consulting, LLC/ Inspire Results Executive & Business Coaching
(484) 340-0362
Coaching - Business / Life
https://inspireresults.com/coach/diana-ahl/

Precision Services LLC
(267) 905-0375
Excavation Contractors
http://pdrdemo.com/

Resilient Students Network
(610) 724-5062
Nonprofit Organizations
https://www.resilientstudents.org/

Member Anniversaries

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

47+ Years
Sawchuk's Garage, Inc.

38 Years
Boyertown Area School District
Orlando Law Offices, P.C.
TriCounty Active Adult Center

35 Years
James M. Capinski and Associates

10 Years
Nester Insurance, Inc.

6 Years
Sheila Nester & Associates P.C.
Edward Jones - Jennifer Staudenmayer
Styer Real Estate
Effectv

TriCounty Area Chamber of Commerce
Resources. Relationships. Recognition.

UPCOMING EVENTS.

NOV 12

Wednesday, 6:00 PM - 8:00 PM

Leadership TriCounty Alumni Non-Profit Event

You'll have the opportunity to network with Leadership TriCounty Alumni and current class members, share about your organization, and connect with leaders who seek to positively impact our local communities. Nonprofits will each have a table you can utilize to present and share information about your organization.

NOV 14

Friday, 8:30 AM - 10:00 AM

Refresh Friday: Formula for Success in Life and Work

In a world that often equates success with hustle, metrics, and external achievement, it's easy to lose sight of what it truly means to flourish. This session invites us to explore a richer, more sustainable view of well-being—one that goes beyond just "winning" and embraces a life of purpose, connection, and resilience. Chamber Members will benefit by attending this class which will help you redefine the success in your life and work featuring Lana Potgieter of Lighthouse Leadership Coaching & Development LLC. Gain clarity on what success truly looks like for you—both personally and professionally.

SCAN ME

NOV 18

Tuesday, 12:30 PM - 6:30 PM

Young Professionals: Thanksgiving Meal Distribution

Join fellow young professionals for a meaningful afternoon of service at Boyertown Area Multi-Service, helping distribute non-perishable, pre-packaged Thanksgiving meals to local families in need. Volunteers will assist with distributing roughly 225–250 bags of food and can choose from various tasks, including traffic directing, transporting pre-packed bags, checking in clients, disbursing food, or breaking down cardboard. Two-hour volunteer time slots are available—12:30–2:30 PM, 2:30–4:30 PM, or 4:30–6:30 PM—or participants are welcome to stay for the entire event from 12:30 to 6:30 PM. TCACC membership is not required to participate.

NOV 19

Wednesday, 11:30 AM - 1:30 PM

REACH Luncheon: Gratitude in Action

Join us at this REACH Luncheon for a special November luncheon centered around thankfulness, generosity, and community impact. This engaging conversation will feature a panel of local nonprofit leaders who will share their journeys, insights, and inspiration on giving back. Together, we'll explore how to discover a cause that speaks to your heart, the importance of volunteering, and the powerful benefits of community support.

VISIONARY

TriCounty HEALTH PLANS

STAKEHOLDER

ceg · Constellation · DANA · Maillie · Pottstown Hospital · PPP Precision Polymer Products, Inc.

BUILDING COMMUNITIES

CHDC Your Health. Our Community. · Herbein · Philadelphia Premium Outlets

CREATING CONNECTIONS

Comcast Business · Diamond · Lehigh Valley Health Network · The Lewis Group · Montgomery County Community College · OVM · Pottstown Regional Community Foundation · PR Painting · Rhoads Energy · Tompkins · Victory Bank

SUPPORTING COMMERCE

EOS · Gilbert, Ramsaur & Rhoads · Glocker · Moyer-Drabick & Associates, Ltd. · TriCounty Area Federal Credit Union · rkl Advisors for What's Next · Hobbit's Run

Phoenixville Regional Chamber of Commerce

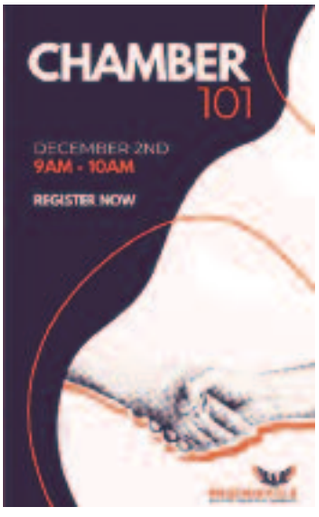
PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

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

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



Perkiomen Valley Chamber of Commerce

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!

Chateau on Main
Hair Salon
Jill Moskal 610-551-9432
https://jillmoskal.glossgenius.com

PV Student Loan Association, Inc.
Financial Aid for PVSD grads
Tom Snyder (484) 401-2522
www.pvsd.org/high-school/counseling/financial/financial-aid

PV NEXT-GEN
Empowering Young Professionals

NEW PROGRAM!

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.

JUST IN TIME FOR THE HOLIDAY SEASON…

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

Events

Celebrate the Season at the PV Chamber Holiday Mixer!

Join us for one of the year's most festive evenings—the PV Chamber Annual Holiday Mixer! Enjoy signature **cocktails, food stations, raffles, a silent auction, a wine pull,** and plenty of **networking** while connecting with **local businesses and nonprofits.**

Thanks to our generous sponsors, **we're honored to host local pastors, municipal leaders, first responders, and state and local officials as our guests**—our way of saying *thank you* for their service all year long.

Sponsorships start at $150. Contact the Chamber office to donate wine (min. value $20 ea) and/or basket raffle/silent auction items. 610-489-6660.

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!

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

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

Event Logistics:

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

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 two exciting networking events designed to foster connections, collaboration, and business growth.

- **October 23, 2025 - Professional Networking**
  Railroad Street Bar & Grill at 36 Railroad, St, Linfield, PA (5:30 PM)
- **November 19, 2025 - Professional Networking Hares Hill Brewing Company** at 1161, Ridge Road, Pottstown, PA 19468 (5:30 PM)
- **December 2, 2025 - Holiday Guest Bartender Networking Event to help local families in need for the Holiday Season at The Copperfield Inn,** 594 W Ridge Pike, Limerick

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

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

BE BETTER.
GROW FASTER!

JOIN THE SBRA
The Ultimate Small Business Community

JOIN TODAY!

www.sbrassociation.com

THE SBRA COMMUNITY

Why Mission, Vision and Core Values?

By Gary Seibert, CEO,
Small Business Resource Association

If someone were to walk up to you, or one of your employees, and asked what is your Mission statement, your Vision statement or your company Core Values, what kind of an answer would they get? I would be pretty safe in saying that they might get a round-about answer to the Mission and maybe the Vision. However, I doubt that, in most cases, they would hear anything about the Core Values other than we try our best to deliver a good product at a good price and be honest with all our customers.

Because of the above, one might think that the Mission, Vision and Core Values are really not that important nor necessary in order to have a successful business. Just sell good stuff and treat the customers right and all will be well. The problem with that train of thought is that not every employee thinks the same about everything and therefore your customers may get mixed messages as they deal with different employees. Every business needs a compass, a well thought out guidelines to steer them and their employees on their journey to success.

Let's take a look at an overview of the purpose of the Mission and Vision. I'll save the Core Values for last.

Businesses need a mission and vision statement to provide strategic direction, align employees, enhance decision-making, and strengthen their brand identity. A strong mission statement defines the companies' purpose and current operations, while a vision statement outlines its future aspirations. Together they serve as a roadmap for growth and a guide for ALL organizational decisions and actions.

A mission statement should state the purpose of what the business does. The statement should be very simple. An easy formula to remember when crafting the mission is the famous 6 w's: who, what, where, when, why and how.

1. The who are you and your team.
2. The what are the goals you want to accomplish.
3. The where is the marketplace or ideal customer.
4. The when is inferred to be ongoing.
5. The why is the purpose for which you are in business.
6. The how are the services you provide and the values by which you operate.

A Vision statement is a written declaration clarifying your business's meaning and purpose for stakeholders, especially employees. It describes a long-term goal for your business. For example, an early Microsoft vision statement was "a computer on every desk and every home."

According to Katie Taylor, owner and CEO of Untold Content, a writing consultant, "A company vision statement reveals, at the highest level, what an organization most hopes to be and achieve in the long term. It serves as a somewhat lofty purpose, to harness all the company's foresight into one impactful statement."

Vision statements should reflect goals that are realistic, attainable and time bound. Well stated vision statements will inspire employees and attract people to your business that may help you in the future. Last but not least, a good vision statement provides a look into the future and provides encouragement and hope for things yet to come.

For a mission and vision to effectively work they must be backed up by a value system. Adopting and stating Core Values lay the foundation and set the tone for how a business will operate. What values should you adopt when formulating a Core Value Statement? My suggestion would be to pick four or five core values that you live by and set the moral parameter that is most important to your company. This becomes your morale compass and should guide every decision you make. Many companies use their Core Values as a tool in their hiring interviews. You want all your employees to be on the same page and believing in the same moral standards that guide your business. Hire people that already have those core values and you will save yourself a lot of future discomfort.

Your mission is what you do, your vision is where you want to be in the future and your Core Values are the compass that guides you and keeps you morally focused on your mission. In my humble opinion, without these three critical components of a business you do not have a strong enough foundation to survive the test of time. Put them on the wall in your lobby, train your employees to keep reviewing what they are doing to make sure they are not drifting away from them. Let your customers know your beliefs using these three very important statements about your business.

WHY Mission, Vision and Core Values???—BECAUSE you really need them to be successful.

SBRA Business Spotlight

LMG Marketing Solutions

Address: 401 Penn Street
Reading Pa 19601 Suite 142 F
Phone: 484-575-1564
Website: www.lmgmarketingsolutions.com

LMG Marketing Solutions is a full-service marketing agency specializing in creative branding, social media, website design, SEO and digital campaigns that drive measurable results. We help businesses elevate their brand presence through impactful storytelling and data-driven marketing solutions.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow

BERKSHIRE INVESTMENT GROUP
www.berkshireinvestmentgroup.com

Brothers Gutters
www.brothersgutters.com/pa

jbt Bank on a Smile: jbt.bank
www.JBT.bank

USHEALTH ADVISORS
www.ushagent.com/evanmarkwood

Business Solutions:

BEWARE OF VENDOR IMPERSONATION FRAUD

By Carolann Westendorp, Business Solutions Officer at Jonestown Bank and Trust Co.

As far too many small and mid-size businesses know the fraud attempts targeting them continue to be prevalent. One of the current scams is Vendor Impersonation Fraud. This occurs when a business receives an unsolicited request from what appears to be a vendor the business uses on a regular or occasional basis. The request is to update the payment information for that vendor. It's common that the "update" is new routing and account information for ACH or wire payments, or a request to change the payment method from check to ACH or wire payments.

How It's Done

Step 1. Fraudster gains access to vendor information

Step 2. The fraudster poses as a legitimate vendor or contractor to request updates or changes to payment information, or change of payment method. This can happen by email, phone, or even by fax or a letter in the mail

Step 3. Then the fraudster follows up with an email, form, or letter to make it easy for the business to transfer funds to an account

Regardless of the communication method, many fraudsters have become skilled at making the communication look and feel legitimate and official. The good news is there are clues and steps you can take to avoid being a victim of this type of scam.

Avoid Being a Victim

One of the best ways to avoid being a victim is to have strong internal controls in your business that increase your chances of falling for this type of scam. Below are some keys from Nacha – an organization that monitors fraud targeting business - to be aware of if your business receives a request from a vendor to update payment information.

- Understand these attacks can come via email, phone calls, faxes or letters in the mail. Don't assume it's a cybersecurity problem.
- Educate and train employees to recognize, question, and independently authenticate changes in payment instructions, payment methods (e.g., ACH to wire), or pressure to act quickly or secretively. **Any pressure to act quickly should be an immediate red flag!**
- Be old-fashioned! Verbally authenticate any changes via the telephone.
- Review accounts frequently.
- Initiate payments using dual controls.
- Never provide password, username, authentication credentials, or account information when contacted.
- Don't provide nonpublic business information on social media.
- Avoid free web-based email accounts for business purposes.
- A company domain should always be used in business emails.
- To make impersonation harder, consider registering domains that closely resemble the company's actual domain.
- Do not use the "reply" option when authenticating emails for payment requests. Instead, use the "forward" option and type in the correct email address or select from a known address book.

As a member of the Treasury Management & Business Solutions team at JBT, I encourage you to reach out to learn how JBT can help your business. We offer a comprehensive array of solutions for small and mid-size businesses, including fraud prevention services. Remember, when it comes to avoiding falling for the fraudsters schemes, be aware, be diligent, and always verify.

SBRA EVENTS

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

- **Breakfast Referral Club – November 7th at B2 Bistro**
- **Tune Up Tuesday – November 18th, presented by Jeffrey Bingham of Holistic Financial Services on Zoom**
- **SBRA Jingle Mingle – December 17th**

Welcome New SBRA Members

Merry Brothers Inc.
Matos Tire Service
Go Fish Seafood
Just B Whole Body and Wellness Coaching
Spartan Capital
WindowHero Northeast Reading
Will Omlor, EOS Implementer
Rivco Lucas Inc.
KDA Tech Solutions
Kyle Riggs - Northwestern Mutual
Lions Pride Salon
Top Knotch Hood Cleaning
Red Patch Roofing

route 422 BUSINESS MARKETPLACE

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

FASTSIGNS

More than fast. More than signs.®

180 Shoemaker Rd., Pottstown, PA 19464
o: 484-624-4874 | e: 566@fastsigns.com | w: fastsigns.com/566

AUTO GRAPHICS / SIGNAGE / APPAREL

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

GRABER Letterin INC. SIGN CO.

- SIGNS & BANNERS
- TRUCK & VEHICLE LETTERING & WRAPS
- DIGITAL PRINTED DECALS
- LOGO DESIGN
- SCREEN PRINTED TEES
- EMBROIDERED APPAREL

Visit Our Showroom! 58 Schoolhouse Rd. Boyertown, Pa

www.graberletterin.com 610-369-1112

BOOKEEPING / ACCOUNTING

Breslow's Bookkeeping Business

Serving Collegeville and the Surrounding Areas

Beth Breslow • 215.272.5217 • bethbreslow@gmail.com

www.breslowbookkeeping.com

Specialized knowledge as a QuickBooks ProAdvisor helping your business with the following:

•Financial Reporting • Budgeting
•Monthly Bank & Credit Card Reconciliations
•Accounts Receivable & Payables
• Client Invoicing • Payroll Processing

Save Time & Money

Utilizing a Bookkeeper vs. a Full Time Office Employee

BUSINESS COUNSELING

Need Help for a Business

For Free, Confidential Assistance from Experienced Business Owners and Executives ...

Call on SCORE TriCounty

SCORE TriCounty, serving Western Montgomery, Northern Chester and Eastern Berks counties.

Call 610-237-2673 or visit score.org/tricounty

We are there for you and your business

DIGITAL PRINTING / MARKETING / ADVERTISING

Posters • Mailings • Business Cards • Folders • Booklets
Programs • Large Format • Banners • Vehicle Graphics • Decals
Office Wall and Window • Signs • Small Runs and Bulk Orders

Imagine it. Design it. Print it.

berks digital inc. | 20 YEARS

Creative Custom Graphics berksdigital.com

FLORIST

Family Owned & Operated
Serving Pottstown and Surrounding Communities Since 1985

403 N. Charlotte St.
Pottstown, PA 19464
610-327-4447

NORTH END FLORIST

Proms
Bouquets
Weddings
Funerals
Alter arrangements
Special occasions

Our talented designers are always ready to create a unique and custom arrangement for you.

Cards
Hand-crafted gifts
Sweet Ashley's Chocolates
Cut flower arrangements
Fruit, snack, gourmet, and special request baskets

www.northendflorist.com

Mention this ad and receive a free 4 piece box of Sweet Ashley's chocolates

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Celebrating 20 Years in Business

EVERYTHING PRINTING

YOUR BUSINESS PRINTING PROFESSIONALS

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Lucky Squirrel PRINTWORKS

907 Ben Franklin Hwy. W.
Douglassville PA. 19518
610.385.7053
www.luckypw.com

SCREEN PRINTING • EMBROIDERY • SIGNAGE
BANNERS • VEHICLE GRAPHICS • LOGO DESIGN
PROMOTIONAL ITEMS • BUSINESS CARDS & MORE

route 422 BUSINESS MARKETPLACE

HEALTHCARE / COUNSELING

HVAC / PLUMBING

ORGANIZATION

Be Part of the Bigger Picture!

The Pottstown Rotary Club Wants You!

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

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

Rotary Visit www.pottstownrotary.org

TOBACCO & RELATED PRODUCTS

COLE TOBACCO

215 E. High Street, Pottstown, PA 19464

610-323-4991

Hours: Mon. - Fri. 7:00 - 6:00 • Sat. 8:00 - 5:00

Cole's Tobacco Cigar Club

Club cards earn you an additional 10% off of purchase of high grade cigars!

HANDMADE CIGARS

DISCOUNT PRICES

Humidor Fresh • Distinctive Selection

Wide Variety of Vape Products

Ask SCORE

6 SIMPLE STEPS FOR GETTING THINGS DONE AT YOUR SMALL BUSINESS

Whether you are running a for-profit or nonprofit business, an ability to organize efforts and initiatives is a necessary skill to achieve success. Effectively executing efforts and accomplishing goals requires planning and coordination among team members (which may be a combination of employees, vendors, suppliers, contractors, etc.).

While some small business owners seem to have a natural knack for project management, it is not everyone's strength. Do not feel defeated if it is not yours and you do not have the resources to hire a professional project manager.

With a process in place to guide you, you — or a designated person from your team — will become more adept at moving projects from start to finish.

The following tips will help you create a roadmap that you can follow whenever embarking on any new project.

Your 6-Step Guide to Successful Project Management

1. Define your goal and get buy-in from all project team members. As you do this, you will want to determine each team member's role and responsibilities. In this step, also consider how the project will affect your company and how you will measure the project's impact.

2. Determine the project deliverables. What key tasks do team members need to accomplish to move the project along the path to completion? You will also need to identify which deliverables depend on other deliverables, so you can establish a timeline that puts tasks in a logical order.

3. List the resources you will need. Assess what you will need regarding budget, person-hours and tools to complete the project.

4. Set a timeline and identify milestones to mark your progress. After knowing what needs to be done and by whom, create target completion dates for your project deliverables. In your timeline, identify interim goals ("milestones") that can serve as major landmarks along the way. As the project progresses, your ability to reach milestones will help you know if you'll need to adjust your scope, budget or expectations. Milestones also help boost morale as they help project team members see the progress they have made.

5. Define the collaborative process. Determine how often your team members will meet as a group to report their progress and share any challenges that might prevent them from fulfilling their deadlines. Schedule your meetings well in advance, so everyone on your team can reserve the dates and times on their calendars.

6. Select a tool to help you stay organized and keep all project documentation in a single place accessible to all team members. A variety of online tools exist that can help you manage projects. Some are more intuitive than others, so assess your team members' comfort level with the technology involved before choosing what you will use. A few examples that might be a good fit for your business include Trello, Evernote, Asana, Dropbox, and Google Drive.

Although you might try to save time by skipping some of the initial steps in the process, you should resist that temptation. Successful project management begins with thorough planning. Shortcuts in the beginning could lead to misunderstandings among team members — and missed deadlines.

If you need suggestions on how to manage your projects more efficiently, consider reaching out to SCORE. SCORE mentors have expertise in all aspects of starting and growing a small business, and they can provide you with free guidance as you hone your project management skills.

For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673 or visit the website at www.score.org/tricounty.

Lucky Squirrel
907 Ben Franklin Hwy. W.
Douglassville PA. 19518
PRINTWORKS
SCREEN PRINTING
EMBROIDERY
SIGNAGE • BANNERS
VEHICLE GRAPHICS
LOGO DESIGN
PROMOTIONAL ITEMS
BUSINESS CARDS & MORE
Locally Owned
610.385.7053
www.luckypw.com

(Left to Right): Mike Kelly of Kthree Partners, Inc.; Bobby Strunk of R. Strunk Funeral Home (Co-Founder); Joseph Scott McArdle, C.C.I.M. of Keller Williams Realty (Co-Founder); Mike Howell of Realty One Group Restore; Bruce MacLelland of Applied Video Technology; Lou Beccaria of Phoenixville Community Health Foundation; Mark Glowacki, Sr. of West Pharmaceutical Services (Ret.). Not Pictured: Robb Frees of Frees Insurance; Kurt Kunsch of Phoenixville Federal Bank & Trust.

COMMUNITY TOGETHERNESS CREATES GREAT PLACE TO LIVE

Travel + Leisure Magazine recently named Phoenixville as the #1 Best Small Town to live in the U.S. One of the attributes of Phoenixville is our community. "*100 Men of Phoenixville*" embodies the community spirit by coming together to raise money and awareness for local charities. Money raised locally and given back locally. Each member contributes $100 that is given to three local charities. Phoenixville has two hundred forty recognized non-profits. At the event of "*100 Men of Phoenixville*" on October 15, 2025, at the Phoenixville's VFW, three charities were awarded a portion of the money raised. Each local charity presented their services to the community and the needs of their organization. Afterwards members in attendance voted for one of the three. Typically, the charity with the most votes would receive 70 percent of the money raised at the event, the second most votes would receive 20 percent, and the ten percent balance going to the final charity. There was a tie vote for first place so the top two money awards will be equally split between the two top charities. There was $12,600 raised and thus $5,670 will be going to Phoenixville Senior Center and Health Care Access Phoenixville while Satori Dojo will receive $1,260 of the donations. With this $12,600 raised for the second event and a total of $14,200 of the inaugural event for a total of $26,800 for the initial year of operations. More than just the money, the connections and networking of community minded individuals coming together to share ideas and help each other and the community at large is what "100 Men of Phoenixville" is organized to do. Good Samaritan Services, St. Nick's Handyman Services, and First United Methodist Church of Phoenixville being the three awarded charities from the inaugural event of April 2, 2025,each presented at the second event how they put the gifted funds to work in the community. The "100 Men of Phoenixville" group is organized and run by nine members of the community.

JAB
Insurance Brokers
Stop accepting the status quo of your current insurance plan.
Realize there are other options and possible coverage you need today that you are without!
Our number one priority is YOU and YOUR needs!

Contact us today for a FREE *No Hassle* Coverage Analysis and Comparison Proposal
484-366-1281
info@jabins.com • www.jabins.com

zerorez
Insanely Clean Carpets®
✓ Stays Cleaner, Longer
✓ No Soaps, No Shampoos
✓ No Residue®
✓ Carpets Dry Faster
610-321-4040
www.zerorezdelval.com

CHANGES IN PENNSYLVANIA'S ADVERSE POSSESSION LAW

Legal Perspectives

By Bruce L. Baldwin, Esquire, Wolf, Baldwin & Associates, P.C.

Most of us have at least a vague understanding that if a person (let's call him/her a squatter) occupies the land of another (let's call him/her the original owner) for a certain period of time, the squatter can take ownership of the property from the original owner. In Pennsylvania, that rule is expressed as a statute of limitations.

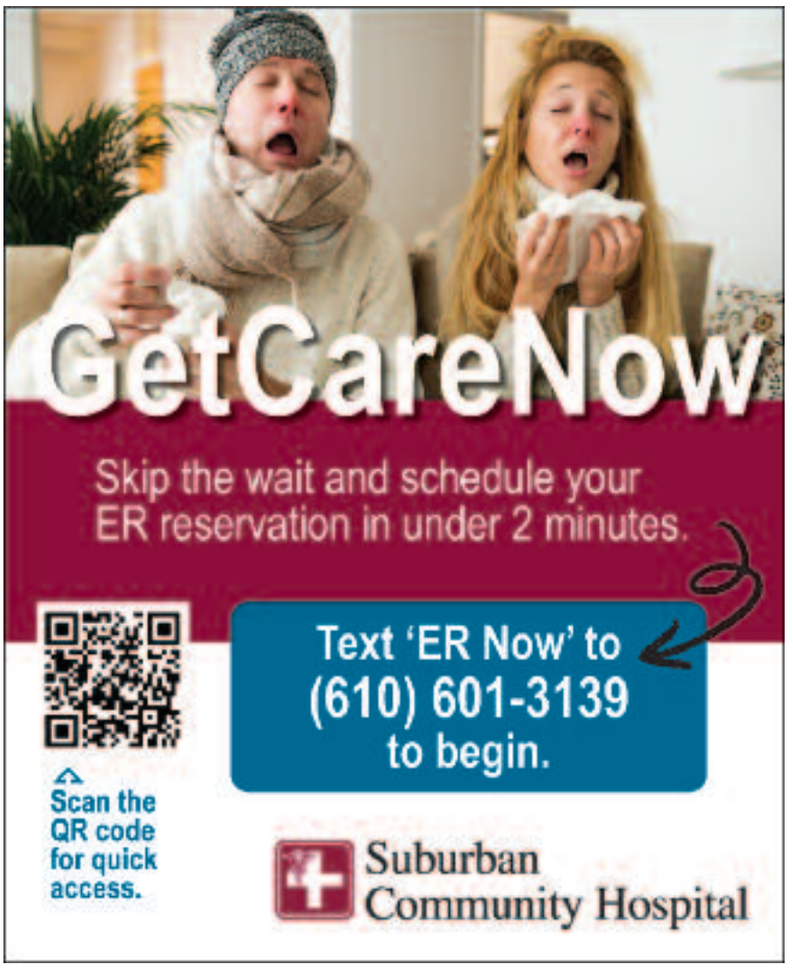
Specifically, the Pennsylvania Judicial Code at ***42 Pa. C.S. § 5530(a)(2)*** provides that the following actions, among others, must be commenced within twenty-one (21) years: "An action for the payment of any ground rent, annuity or other charge upon real property." If this seems to you like an odd and imprecise way of saying that someone loses title to their real estate if they don't sue to claim their title within 21 years after a squatter takes possession, then you are not alone. If the statute were re-written today, it might be worded differently.

Although the law of adverse possession is sufficiently complicated to fill a treatise (and it does fill treatises), it is generally summarized as this: "to acquire title to land in Pennsylvania by adverse possession the possession must be 'actual, continued, visible, notorious, distinct and hostile' and be persisted in for twenty-one years or more." See e.g. ***Burns v. Mitchell***, 381 A.2d 487, 252 Pa. Super. 257 (1977). In other words, in order to take title to a property by adverse possession, a squatter must take possession of that property without permission from the original owner and in a way that would be visible to the original owner, and must continue that possession for at least 21 years. The original owner would then have to sue to oust the squatter before the end of that 21 years in order to protect his/her rights in the property.

The basic reason for the rule has been explained variously. One explanation relies on a pure legal fiction – the presumption that the squatter is occupying the property on the basis of a lost "unqualified grant" (i.e. a lost deed), with the burden of proof to the contrary falling upon the original owner. The more honest explanation, however, is that the law of adverse possession is intended to keep an owner from sleeping on his/her rights in the land.

Consistent with the rationale that owners should not be permitted to sleep on their rights, the law provides that a squatter cannot acquire title by adverse possession against the state or a political subdivision when the land in question is devoted to public use. See, e.g. ***Weible v. Wells***, 156 A.3d 1220 (Pa.Super. 2017). Why?

(Continued on page 40)



Legal Perspectives

(Continued from page 39)

Because it is too much to expect that the government will be able to discover every instance of someone squatting on public lands. In a similar vein, Pennsylvania law provides that no right of way can be acquired by adverse use where the way "passes through uninclosed [sic] woodland…" ***68 Pa. C.S. § 411***. Again, the idea is that a landowner acting with reasonable diligence might not be able to spot that roadway if it is surrounded by trees.

With this background, it is worth noting that in 2019 the Pennsylvania legislature passed a law changing the 21-year adverse possession period, not by lengthening the period or by creating another exception to the operation of adverse possession, but instead by reducing the statutory adverse possession period from twenty-one (21) years to ten (10) years in some instances.

Specifically, in 2019, the legislature enacted a new section of the Judicial Code – ***42 Pa. C.S. § 5527.1*** – which provides at subsection (a) that "title to real property may be acquired after no less than 10 years of actual, continuous, exclusive, visible, notorious, distinct and hostile possession of the real property." However, this 10-year rule is much narrower than it at first appears. That is because at the very end of the statute, at subsection (h), "real property" for purposes of this change in the law is defined as "Real estate not exceeding one-half acre in area that is: (1) improved by a single-family dwelling that is and has been occupied by a possessor seeking title under this section for the full 10 years, and (2) identified as a separate lot in a recorded conveyance, recorded subdivision plan or recorded official map or plan of a municipality."

The same subsection then goes on to define "single-family dwelling" as "a residence designed for occupancy by one household, whether detached from or attached to other structures." In short, the 10-year rule applies only to single-family dwellings situated on a half-acre or less of separately deeded property, and does not apply to single-family dwellings that may be part of a larger property.

Although there are a number of different exceptions and limitations to the operation of this 10-year adverse possession rule, the limitation that is most significant for the limited purpose of this column is that

(Continued on page 42)

SCORE BIG
WITH
PATRIOT
DEALERSHIPS
THE Crown
COMES STANDARD
www.PatriotDealerships.com

STEVE LADNER PHOTOGRAPHY

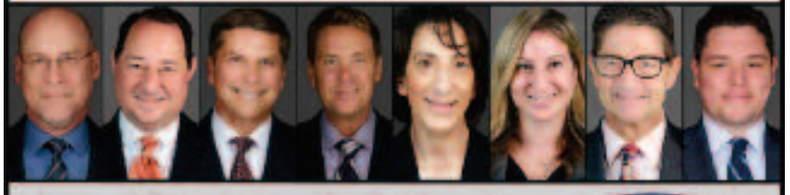
Published in GQ, Harpers Bazaar, French Vogue,
I live and work in the Chester Springs area.

Headshots for business and social media - Family Portraits
Real Estate and Architecture Photography - Drone available

My sessions are fun and relaxed. I will coach you to feel good and look good, for a headshot or portrait that is authentic and engaging. Realtors love the beautiful, high dynamic images for home listings. Architects love the artistic capture of their vision.

contact: 917-584-4503
photo@steveladner.com
www.steveladner.com

We make it EASY to talk with a lawyer



Workers' Compensation Certified Specialists
Commercial & Residential Real Estate
Business & Corporate Representation
Estate Planning & Probate
Land Use & Zoning • Civil Litigation
Landlord Representation

WOLF BALDWIN and Associates
ATTORNEYS-AT-LAW

Pottstown • 610-323-7436 • 800 East High Street, Pottstown, PA 19464
Pennsburg • 215-679-5914 • 570 Main Street, Pennsburg, PA 18073
Reading • 610-374-2400 • 606 Court Street, 4th Floor, Reading, PA 19601
West Chester • 610-436-8300 • 13 West Miner Street, West Chester, PA 19382

www.wolfbaldwin.com • Your Local Lawyers Since 1973

Legal Perspectives

(Continued from page 40)

unlike with other civil lawsuits, the original "owners or their heirs, successors and assigns shall have one year in which to respond by commencing an action in ejectment against the possessor, which action disputes the claim of adverse possession." As a result, it is not possible for a squatter to obtain a quick, snap judgment of ownership by adverse possession. The original owner is given a much longer than usual opportunity to respond.

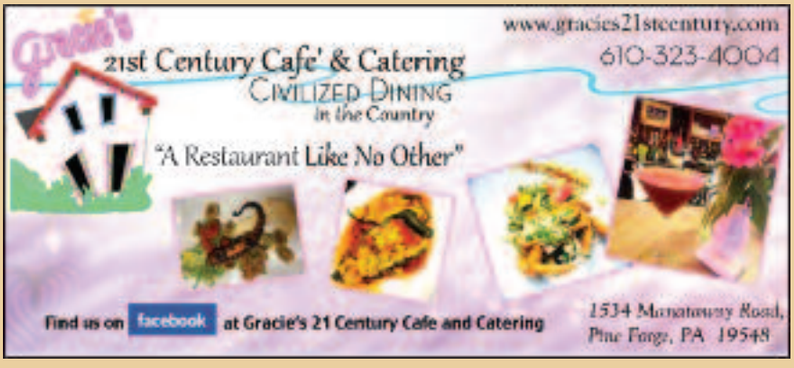
It is worth noting that if the squatter does eventually obtain a judgment of ownership by adverse possession, that judgment would not discharge mortgages, judgments, leases or other liens on the property. The squatter would take title subject to those encumbrances.

The 10-year statute appears to have been motivated by the reality that some municipalities, most notably the City of Philadelphia, scoop up properties via condemnation on a large scale (and not necessarily for public use) and hold title to those properties indefinitely, where chains of title may be unclear and where any public use has long since expired, such that occupants making improvements of the properties in good faith may never acquire ownership of those properties, until now.

The law often moves slowly. So, it is not surprising that the courts have not yet sorted out the details at the edges of this relatively new 10-year adverse possession statute. Until they do, litigants can be expected to test the limits of the law. As just one example, what if a neighboring landowner wishes to claim ownership of a 15-foot strip of land on the original owner's side of the property boundary, but not ownership of the single-family dwelling itself (a very common scenario)? Should the 10-year statute apply even though this boundary dispute is rather plainly beyond the purpose of the statute? This is just one of many examples of how the new-ish law will be tested. When in doubt, contact your lawyer.

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C., with offices in Pottstown, Pennsburg, West Chester, and Reading, and has represented employers and employees in business matters and litigation for over 30 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

ROUTE 422 BUSINESS ADVISOR DINING GUIDE



CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE

The "Art" of Speck's

Culinary art is the creative skill of turning simple ingredients into something special—where chopping, mixing, cooking, and serving come together like a performance. While many restaurants showcase their artistry with elaborate plating, using elegant dishes, sauces, and edible flowers, Speck's offers a different kind of beauty: timeless flavor, fast service, and unbeatable value.

For over 70 years, Speck's has been serving quality food at reasonable prices. Their motto—***Fast, Affordable & Delicious—is the foundation of everything they do. And in keeping with their down-to-earth*** approach and environmental values, most meals are served simply, in paper wraps, boxes, or on classic paper plates.

Though famous for their award-winning fried chicken and coleslaw, Speck's has much more to offer. Customers also rave about their burgers, hot dogs, cheesesteaks, hoagies, salads, daily soups and specials. Whether you dine in or take out, Speck's is a perfect choice for parties, picnics, tailgates, or just a quick bite.

You can order online for pickup or delivery at Specks.dine.online.

Come taste a tradition that's stood the test of time—they'd love to share their "art" with you!

CLARK INDUSTRIAL SUPPLY INC.
301 West High Street • Pottstown, PA 19464
610.705.3333
www.clarkindustrialsupply.com

AEROQUIP
Aeroquip
• Performance Products
• Hydraulic Hose & Fittings
• A/C Hose & Fittings
• Weatherhead/Brass
• Metric & BSP Fittings
• Industrial Rubber Products

ECCO
• Light Bars
• Flashing Loghts
• Back-up Alarms

"WHERE GOOD CONNECTIONS ARE MADE"

Milwaukee Tool

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

DEATH BY COST ALLOCATION

DOWNTOWN MARKETING & DEVELOPMENT
By Barry Cassidy

Much of the federal tax revenue for services is managed by the mission-driven nonprofit sector. In Europe, they are called Non-Governmental Organizations (NGOs). In the United States, they are referred to as Nonprofits or Not-for-profit hospitals and colleges.

Typically, community-based organizations, often branches of larger groups, handle much of the work involved in supporting the less privileged. These organizations receive funding from foundations, but most of their income usually comes from government contracts targeted at completing specific projects.

Often, money from contracts isn't considered administrative but is allocated for program delivery. For example, a low-income mortgage counselor might handle such contracts. Many of these agreements are distributed among several people and bundled with other service contracts that cover part of the salary.

It would be the same in the for-profit sector, but the non-profit sector is much more volatile. Now, think about what is happening with the government shutdown. Although the nonprofit is not part of the government, the people who process the invoices are.

Now, combine the shutdown with what happened with DOGE and the elimination of programs, some of which were already funded. What remains is instability in many NGOs, which are already missing parts of their funding schemes. This makes the survival of the most skilled a primary concern for nonprofit boards across America.

Things have changed dramatically as the number of funding income centers has decreased significantly. What was once a cost shared among three people may now be covered by the salary of just one due to funding cuts from unrelated programs. This has pushed some into the private sector. Their focus is now on moving boxes or selling insurance.

It is a thinning of the ranks. I saw the same kind of thing happen during the Reagan administration. I have previously discussed how funding changes sometimes create new opportunities because some appropriated money is moved to a different department and renamed. This time, it feels a little different, more like a deliberate thinning of the ranks, something that was more coincidental during the dismantling of the "Great Society."

In both cases, there was a disruption in normal social functions: the gas crisis of the late '70s, which limited movement and caused massive inflation, and this time, the COVID-19 pandemic lockdown. This time, the cuts are much more severe, eliminating entire government departments rather than creating new ones, which in turn cancels their contracts. This time, government employees are not being reassigned; they are being eliminated.

Many of the nonprofits, particularly in the cities, function as neighborhood groups delivering services and are political in some manner. Reducing the number of income categories puts these nonprofit workers in jeopardy and may not always create a good fit. People may have worked on outreach and offering a couple of different programs, and some core funding from other sources may handle administration rather than program delivery.

Deciding who is to be laid off and who will continue is often tough, as the number of local neighborhood activist jobs is significantly curtailed. During the Biden administration, these jobs flourished, and local activists were well-positioned to deliver services.

A change in administration has led many local advocates to lose focus on initiatives like solar energy or the rights of minority interests. This change in the funding paradigm shrinks opportunities in those areas and does not counterbalance with another program.

The public sector is truly contracting, and there appears to be a backlash in the form of reduced revenue for foundations and large social service contractors. Just like in the 1980s, there will need to be a new rebirth, but this time, the programs will not be renamed, and business as usual will crash into the new reality.

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

KANTNER'S
Tire Service
230 Franklin Street
Shoemakersville, PA 19555
610-562-2567

www.kantnerstire.com
Check us out on Facebook!

MEDICALLY SUPERVISED WEIGHT LOSS
NOW WITH SHAPESCALE®
Imaging technology to easily track your progress!
LOVE WHAT YOU SEE IN THE MIRROR
SCHEDULE A CONSULTATION
YOUNG
Lansdale 215-362-7546
Center Valley 610-798-7546

MCR
Mobile Chassis Rescue
Auto Restoration Services
Chassis Protection with Wool Wax Coating Rust Protection
Car: $650 Truck: $800
$200 of 2nd vehicle same day treatment)
Jason Chairs
610-425-7044
www.mobilechassisrescue.com

MOBILE CHASSIS RESCUE — JASON CHAIRS

The harshness of winter gets us down for many reasons. When it comes to cars and trucks, the salt treatments to roads causes major damage to the undercarriage/chassis. The development of rust can be prevented and the life of your vehicle extended by years.

Revive your vehicle with a wool wax coating for excellent chassis protection. No more dropping off your vehicle and being inconvenienced with no car. Call Jason Chairs at 610.425.7044 and let him rescue your vehicle right there in your own driveway! Car: $650; Truck: $800 ($200 off second vehicle same day treatment).

For additional information, please call Jason Chairs at 610.425.7044 or email: jac92376@outlook.com, and visit www.mobilechassisrescue.com.

BILL'S PERFORMANCE AND RESTORATION

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

Bill's Performance and Restoration, owned by Bill Hansell, has a solid proven ability that is trusted all over. ASE Certified, using I-Car certified technicians, uses authentic top-quality parts and brand name tools, Services include restorations and rust repair, including Cab Corners and Bed Sides; Install new metal back to original state; Paint match ups; Rocker Panels; Full restorations to all makes and models; and Quality collision repair.

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

THE PENNSYLVANIA AUTO TAG PLACE
Boyertown 610-367-9505
Norristown 484-751-5950
Two convenient locations:
30 S. Reading Ave., Boyertown, PA 19512
1000 E. Main Street, Norristown,PA 19401
theautotagplace@yahoo.com
Kim Stingle, Owner
Hours:
Monday-Friday 9AM - 7PM
Saturday 9AM - 3PM
• Online Services
• Messenger Service
• Title Transfers
• In Transit Plates
• ATV & Snowmobile & Boat Transfers

Red Kieffer's Est. 1961
AUTO REPAIRS INC.
SPECIALIZING IN
MERCEDES-BENZ
610-326-5754 • www.kieffersauto.net
1404 Ben Franklin Highway, Douglassville, PA 19518

McGINTY MOTORCARS
We Buy, Sell, and Consign
Classic, Antique and
Everyday Preowned Vehicles
1041 Washington Street
Reading, PA 19601
www.mcgintymotorcars.com
Pat McGinty- owner
267-446-3594 cell
610-743-3946 office

Bills Performance and Restoration

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

FAMILY OWNED & OPERATED SINCE 1967
HF TIRE SERVICE
Bridgestone – Firestone – Fuzion
Goodyear – Kelly – Dunlop
Michelin – Uniroyal – B F Goodrich
Continental – General – Carlisle
Performance
Touring
All Season Radial Tires
• Computerized Wheel Alignment / Balancing
• Full Brake Service
• Struts/Shocks
• Batteries
• Tire Repair / Wheels
• Emission Inspections
• Front End Specialists
SAME DAY SERVICE
POTTSTOWN
610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465
MON-FRI 8-5 • SAT 8-12
• COMPLETE AUTO & LIGHT TRUCK REPAIR
• Oil & Lube
• Inspection Station
• Exhaust Systems
• Fleet Service
• National Accounts Welcome
Visit Us At www.hftire.com

AudioNova
Your hearing, your way!
EXPERT HEARING EVALUATIONS
PERSONALIZED SOLUTIONS
RISK-FREE TRIALS
One simple visit to an AudioNova hearing clinic can not only help get your hearing back, but part of your life back.
AudioNova | HEARING HEALTH CONNECTION
1800 E. High St., Suite 330 • Pottstown, PA
610-326-3044
LIMITED-TIME OFFER - EXPIRES SOON!
GET UP TO $500 OFF
the purchase of a pair of hearing aids*

CONGRATULATIONS SUZANNE CODY!
AMERICAN FUNDRAISING PROFESSIONALS BERKS COUNTY CHAPTER
2025 VOLUNTEER OF THE YEAR
MG ESTABLISHED 1920 MUHLENBERG GREENE ARCHITECTS
MG-ARCHITECTS.COM
ARCHITECTURE | DESIGN | PLANNING

DESIGNING A BETTER COMMUNITY:

Why Volunteering is Part of Our Brand

By Suzanne Cody, Associate, MG Architects
Recipient, 2025 Volunteer of the Year Award
Berks County Chapter, Association of Fundraising Professionals

In architecture, every design begins with people who will live, work, learn, and gather within the spaces we create. Our mission as architects and designers is not only to design buildings, but to shape environments that enhance life and foster connection. That same philosophy extends beyond the walls we design. It's why volunteering is not just something we do in our spare time — it's a vital part of who we are as professionals and as a firm.

This year, I was honored to receive the *Volunteer of the Year Award* from the Berks County Chapter of the Association of Fundraising Professionals. While the recognition is humbling, what it truly represents is the collective spirit of our team and the broader Berks community — individuals and organizations who dedicate their time, skills, and compassion to helping others.

At **Muhlenberg Greene Architects,** we believe community service is an extension of design thinking. When we volunteer, we respond to human needs — understanding challenges, envisioning solutions, and contributing creativity to make the world around us better. Whether we're serving on nonprofit boards, helping students discover architecture as a career, or lending our expertise to improve community spaces, each effort strengthens our connection to the people and places we serve.

Volunteering also builds empathy, teamwork, and trust — qualities that are essential to our profession. It connects us with the real experiences of those who inhabit the buildings we design and reminds us that architecture is ultimately about people.

We are deeply grateful for the honor of this award and for the privilege to serve our community. It is a continuation of the legacy set forth by our founder, **Frederick A. Muhlenberg**, who believed that architects have both a professional and moral responsibility to improve the world around them. His vision of service through design continues to guide us — reminding us that the beautification of our world begins with compassion, community, and care for one another.

As business leaders, we each have the opportunity to weave community involvement into our company culture. Encouraging employees to volunteer, support local causes, and partnering with nonprofits aren't just acts of goodwill — they're strategic investments in the health and vitality of the region we all share. When service becomes part of your brand, it strengthens relationships, inspires your team, and builds a legacy of purpose that extends far beyond the workplace. Together, we can design not only better buildings — but better Berks County.

40th year
Certified Commercial Investment Member
B.B.A. – Bachelors: Wharton
A.L.M. – Masters: Harvard
Keller Williams Realty
400 Arcola Road, Suite A5
Collegeville, PA 19426
RS141715A
Office (610) 792-5900
pvilleguy@gmail.com

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

PA HOUSE MEMBERS PLAY CATCH-UP WITH RAPID DATA CENTER DEVELOPMENT

By Christina Lengyel, The Center Square

The era of the data center has arrived, and with it comes a hefty assortment of House bills aimed at regulating the new tech infrastructure.

While many previous bills have focused on the role of artificial intelligence itself, like limiting its use in health care or education, October saw the circulation of five separate memos concerning legislation around data centers.

One bill from Rep. Kyle Mullins, D-Peckville, and Rep. Kyle Donahue, D-Scranton, whose Lackawanna County is a proposed location for several new data center projects, calls for accountability and transparency.

"Without clear reporting, it is difficult for policymakers to fully understand and mitigate impacts on ratepayers, the electric grid, local water supplies, and our environment," write the sponsors, noting that the proliferation of development proposals have left local communities with "more questions than answers."

The legislation would require data center developers and end users to report details about their operations including water and energy consumption to the Department of Natural Resources and Conservation, which would then be responsible for creating an impact report with policy recommendations for the legislature.

"Appropriate guardrails can only be applied to this growing industry if residents and policymakers alike have an unrestricted view into data center development and operation," say the sponsors.

Along those lines, Rep. Joe Webster, D-Collegeville, has proposed reporting requirements for water usage ahead of data center development. As it stands, major developers like Amazon have enacted proactive water policies and even entered a compact with UPenn at the Water-AI Nexus Center of Excellence. Still, water use and availability is a highly localized question.

"This step will ensure that state agencies, in collaboration with local governments and river basin commissions, can assess potential impacts and ensure adequate considerations are in place to protect our water supplies," reads the memo.

(Continued on page 50)

Data Center Development

(Continued from page 49)

Another bill calls for data centers developers to pay prevailing wages for construction in order to be eligible to receive sales and use tax exemptions offered by the state. The legislation is headed up by Rep. Elizabeth Fiedler, D-Philadelphia, Rep. Melissa Cerrato, D-Horsham, and Donahue.

"This reform strikes a balance: developers would still have access to incentives to grow in our state, while workers would be protected with fair wages that reflect the going rate in their trades and regions," reads the memo.

The use of prevailing wages is a thorny issue in the state, with many conservatives saying that the policy drives away business or forces state and local governments to pay more than they should to complete projects. Still others say that by requiring entities to pay prevailing wages, workers are protected from being underbid and exploited.

Rep. Mandy Steele, D-Cheswick, is introducing a bill to help reduce the intense energy demand expected from data centers by incentivizing operators to be efficient. The legislation would be another requiring developers to comply in order to receive the massive tax incentives already offered by the state.

In this case, data centers would need to "obtain recognized energy efficiency certifications, such as LEED, Energy Star, Green Globes, or International Organization for Standardization (ISO)."

"With this proposal, we can incentivize data centers to operate sustainably, reduce electricity demands, and help meet Pennsylvania's future energy needs," writes Steele. "At the end of the day, the cleanest and cheapest energy is the energy we don't use."

A final bill asks what we do when the data goes out and examines the human toll to potential emergencies. Rep. Christina Sappey, D-Kennett Square, has proposed legislation that addresses emergency preparedness for data centers faced with overheating or electrical failures.

"The high-density layout of computing and storage equipment could lead to fast-spreading fires," writes Sappey. "The consequences of a data center fire extend beyond service interruptions, loss of data, and threats to facilities; fires of this type pose special hazards to firefighters and other first responders."

Sappey's legislation would require data centers, fire departments, and local governments to work together on planning and training for rare but dangerous fires occurring within the large and labyrinthine buildings. It would also require centers to meet the National Fire Protection Association's standards for energy storage facilities.

3D ORTHOGONALLY WOVEN 3DMAT QUARTZ MATERIALS DEVELOPED BY BALLY RIBBON MILLS AND NASA AMES RESEARCH CENTER NAMED NASA GOVERNMENT INVENTION OF THE YEAR

Material supports structural and thermal performance needs for Orion mission and more

Bally Ribbon Mills (BRM), an industry leader in the design, development, and manufacture of highly specialized engineered woven fabrics, announces the 3D Orthogonally woven 3DMAT Quartz Material for the Orion Multi-Purpose Crew Vehicle (MPCV) compression pads, developed through their partnership with NASA, has been named the 2023 NASA Government Invention of the Year. The award demonstrates NASA Ames Research Center's commitment to cutting edge leadership and technology development for the nation. BRM and NASA efforts are a great example of NASA partnering with an American small business with a unique specialized technological capability that will further current and future exploration plans.

Compression pads serve as the interface between the crew module and service module of the Orion MPCV and carry the structural loads generated during launch, space operation, pyroshock separation of the two modules. The compression pads also serve as ablative TPS withstanding the high heating of earth reentry. 3DMAT leverages NASA's investment in woven materials for the Orion compression pads that combines the weaving of quartz yarns with resin transfer molding.

The 3DMAT technology has helped BRM introduce 3D orthogonal woven materials to a range of new applications.

BRM Bally Ribbon Mills

About Bally Ribbon Mills: Bally Ribbon Mills (BRM) designs, develops, and manufactures highly specialized engineered woven webbing, tapes, specialty fabrics, woven preforms, and two dimensional and three-dimensional structural fabrics. With more than 100 years of textile manufacturing experience, BRM has earned a reputation for meeting new advanced design challenges. Working in aerospace, defense, medical, safety, automotive, commercial, and industrial applications, BRM offers ingenuity, technical know-how, extensive weaving capabilities, and rigorous quality assurance systems. For more information, visit www.ballyribbon.com or call 610.845.2211.

Be Part of the
Bigger Picture!

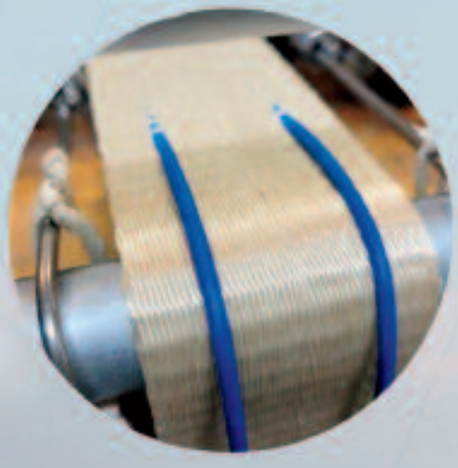
The Pottstown Rotary Club Wants You!

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

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

Rotary Visit www.pottstownrotary.org

Without the best webbing, we will never get to the Moon and Mars.



We're Hiring

- Inside Sales / Account Manager
- Human Resource / Payroll Assistant

Apply now: BRMHR01@ballyribbon.com

Equal Opportunity Employer. All qualified applicants considered without regard to race, color, religion, sexual orientation, gender identity, national origin, veteran, or disability status.

BRM
Bally Ribbon Mills

Engineered, Custom Woven Webbing and Tubular Narrow Fabrics

ballyribbon.com • 610-845-2211 • 23 North 7th Street Bally, PA 19503 • brm@ballyribbon.com • © 2022 Bally Ribbon Mills

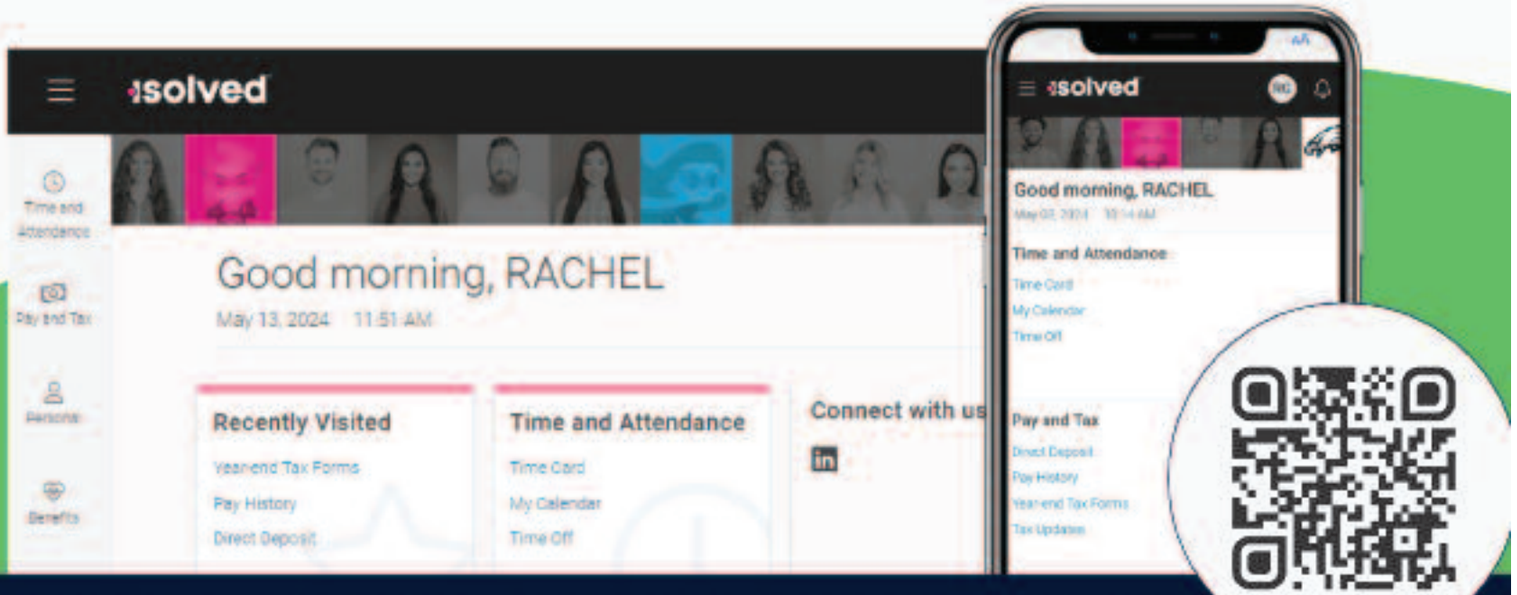
PremierNow
PAYROLL & HR

Don't pay for features you don't need.

We offer flexible, customizable solutions available a-la-carte on one platform. The world-class customer service comes free.

That's better.

Payroll | Time + Attendance | Benefits | HR + Talent Management | Reports + Insight



610-917-2281 290 Main St. Royersford, PA 19468 sales@premiernow.com