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Cover Story: *The Apartments at Sanatoga Greene offers a fresh solution to today's tight rental market, combining modern amenities, prime Route 422 access, and a true sense of community that's helping residents find not just housing, but a place to call home.*



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credible, buildable results



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to grow your business,
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Print available in office.

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APARTMENTS AT SANATOGA GREENE



Offering Comfort, Convenience, and Community



By Kathy Hunt

Moving can be tough. Sometimes, people move for positive reasons — someone is heading off to college, starting a new job, or involved in a serious relationship. Other times, less positive factors, such as job loss, the end of a relationship, or a family crisis, make the transition from one location and apartment to another a bit more challenging.

Factor in sustained demand and fierce competition and, no matter what the reason for moving is, stress levels rise. According to a September 2025 market report from SVN Imperial Realty, apartment vacancy rates in Montgomery County were 5.2 percent and under five percent in Lehigh County. These rates reflect the rental trend in Southeastern Pennsylvania for high renewals and low vacancy rates.



WHAT'S INSIDE EACH TYPE OF APARTMENT?

Whether looking at a studio or one- or two-bedroom apartment at the Apartments at Sanatoga Greene, you can anticipate having either a balcony or private patio, granite kitchen countertop, stainless steel kitchen appliances, two-tone kitchen cabinets, oversized windows, and wood-style, vinyl planks on the floor. One- and two-bedroom units contain a laundry room with a washer and dryer. All possess a bathroom and kitchen. Two-bedroom apartments feature two bathrooms.

As you might expect, apartment sizes vary. In a studio, expect 685 square feet. For a one-bedroom, sizes go from 835 square feet to 995 square feet. Two-bedroom apartments range from 1,224 square feet up to 1,329 square feet.

Prices likewise vary. One-bedrooms start at \$1,937 per month and go up to \$2,206. Two-bedroom apartments begin at \$2,304 and peak at \$2,838 per month. Pricing was not available for a studio. Note that rents may have increased by the time of publication. Please contact the leasing office for the current rates.

Today, finding an apartment — never mind an apartment in an area that feels safe, convenient, and welcoming — can seem like an impossible task. Fortunately for apartment hunters searching along the Route 422 corridor, the Apartments at Sanatoga Greene offers security, convenience, and a sense of community. Located at 1001 Dylan M. Engel Way in Sanatoga, and adjacent to Route 422, the new complex provides yet another coveted thing, openings for studios and one or two-bedroom apartments.

Groundbreaking for the Lower Pottsgrove Township complex took place on December 16, 2021. Partners from Castle Sanatoga, LLC, H&K Group Inc. of Skippack, and Lincoln Property Company, now known as Willow Bridge Property Company, were in attendance. Willow Bridge, formerly Lincoln Property, is the management company for the Apartments at Sanatoga Greene.

As stated in a December 14, 2021, press release from Lincoln Property, the location “provides easy access to employment, shopping, restaurant, retail, and institutional and recreation centers both within the immediate area and surrounding region. It is also within walking distance to nearby Philadelphia Premium Outlets

(featuring 150 national brands and 550,000 SF of retail), Costco and a 60-acre park featuring a 9-acre lake.”

From the apartment complex, it's only a five-minute walk to SEPTA's 93-line bus stop, 10-minute walk to Sanatoga Memorial Park, and a three-minute drive to the Philadelphia Premium Outlets. Talk about convenience!

The first units opened in the fall of 2022. Today, the Apartments at Sanatoga Greene has a total of 310 units. The complex consists of 15 studio apartments, 55 one-bedroom units with dens, 120 one-bedroom units without dens, 40 two-bedroom apartments with dens, and 80 two-bedroom apartments without dens.

Comfort, convenience, and quality of life

Studies indicate that along with safety and convenience, renters look for apartments that promote a good quality of life. Apartments with laundry facilities and reliable WiFi rank high with renters. So do pet-friendly buildings and ample green space. At the Apartments at Sanatoga Greene, residents receive all of this and more.

Among the additional perks of living at the Apartments are a pet spa, yoga room, fitness center, two pickleball courts, two bocce courts, a basketball court, a heated saltwater pool, and a conference center. There is also a dog park on site. Currently under renovation, the remodeled park will feature dog agility equipment, including a teeter totter.

(Continued on page 8)



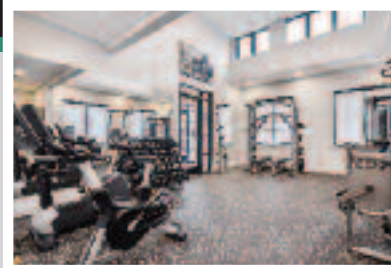
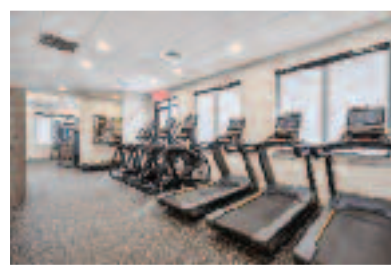
Note that cats and dogs are welcome. However, there is a restriction on certain dog breeds that are known to be large and/or aggressive. Dobermans, bulldogs, American pit bulls, American Staffordshire terriers, Chows, Siberian Huskies, Malamutes, German Shepherds, Akitas, Great Danes, and wolf hybrids are not permitted.

So that residents can meet neighbors and become friends in a casual, fun environment, the Apartments at Sanatoga Greene hosts monthly events. In February, it provided flowers for Valentine's Day so that people could stop by and make their own bouquets. March saw parties devoted to March Madness and St. Patrick's Day while April promises an Easter egg hunt.

"We have a strong sense of community," said Brian Bailey, the Apartments' property manager. "This is a place where neighbors get to know each other. They meet up for daily talks in our clubhouse, grill outside on our outdoor grills, share a meal at one of the picnic tables on the property, or just hang out in the lobby and talk."

Bailey noted that nearby trails lead residents to a nine-acre pond that is stocked with bass and catfish. "I can't wait for it to open. I'm going to take my son, who's only three, down there to go fishing," he said.

Perhaps less exciting than parties, parks, and ponds but no less important is the abundance of outdoor parking as well as garages for rent. Cost of renting a garage is \$225 per month. Note that there is no size restriction on the vehicles. Electric vehicle (EV) charging stations are available at six different locations around the property, with 12 charging ports in all.



A great team means great experiences for renters

THE TEAM

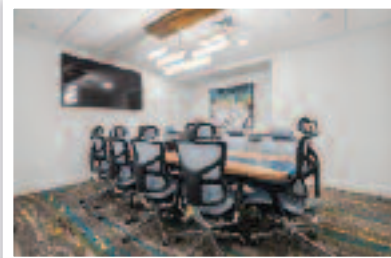


L to R: Lichelbis Rios, Jonathan Green, Anthony Sciarrotta, Mary Punsalan, and Brian Bailey

During his one-year tenure as property manager at the Apartments at Sanatoga Greene, Bailey has worked to implement change and build a true sense of community there. "I have a firm open-door policy. You can come, talk to me or my assistant manager, Jamie Mack, and express your issues. We'll work through them together," he said. "The whole feeling of a community is so important. We're not just another apartment. We're home and somewhere where neighbors get to know each other. We have real community instead of just general apartment living."

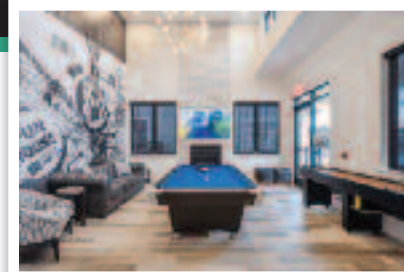
Bailey credited his team for assisting in the community-building efforts. Along with assistant property manager Jamie Mack, Mary Punsalan is the Apartments' leasing agent. Jonathan Green started in June 2025 as the maintenance supervisor. Since then, the Apartments has won a Keystone Award for maintenance and exterior appearance from the Pennsylvania Apartment Association (PAA), Bailey said.

Lichelbis Rios is the maintenance technician who keeps the property running and handles maintenance tickets within a day.



"We don't keep lingering tickets and he's the direct reason for that," Bailey said. Maintenance is available 24-7 to respond to maintenance emergencies, he and Jonathan Green share on-call duty.

Anthony Sciarrotta, the groundskeeper, is the final team member. "Anthony's the reason the property looks beautiful. He's our go-to guy," Bailey said. "My whole team is phenomenal and I'm very proud of them."



Tours, promotional events, and other considerations

For anyone interested in learning more about the Apartments at Sanatoga Greene, Bailey encouraged scheduling a tour. Prior to the tour, there will be a brief meeting with leasing agent Mary Punsalan. Prospective renters can either call 484.946.5300 or email on the Apartments' "Contact Us" website page to set up an appointment.

Bailey stated that those who have toured the Apartments and then filled out an online application within 48 hours of the tour can expect to have half of their \$450 amenity fee waived. Amenities include the aforementioned yoga room, pool, fitness center, dog park, and more. Bailey is currently speaking with a personal training about holding yoga classes on site. He hopes to have something in place by mid-spring of this year, further adding to the list of activities on offer.

Recognizing the positive impact of local businesses, the Apartments at Sanatoga Greene has a Preferred Employer Program for employees of local companies such as the pharmaceutical company GSK (Glaxo-SmithKline) and the State Correctional Institution at Graterford. If prospective renters work for these specific employers, at local factories, or in law enforcement

or medical fields, they will not pay the \$75 application fee. Also, the usual security deposit of \$750 will be reduced to \$99.

In terms of the population, the community is diverse and comprised of folks at all stages of life, including single people, couples, families, and empty nesters. Renters must be 18 years or older.

Rental applications are available online at www.apartmentsatsanatogagreene.com. On the homepage, click on "Applicants" on the right top corner. This will lead you to an online leasing page, which then prompts users to register for free.

Those interested in renting at the Apartments at Sanatoga Greene will need to meet specific financial requirements. These include income verification and a minimum credit score, which is usually 650. Applicants must also pass a background security screening and have a positive rental history. Depending on the results from the background check, the normal security deposit of \$750 may be higher. Additionally, prospective renters must hold a valid form of identification, such as a driver's license or passport, and a social security card or individual tax payer identification number (ITIN).

For additional information, please visit the Apartments at Sanatoga Greene's website, www.apartmentsatsanatogagreene.com/ or call 484.946.5300. The office is open Monday through Friday from 8:30 a.m. to 5:30 p.m. and on Saturdays from 10 a.m. until 4 p.m.



PAED Receives Funding Through Peoples Security Bank & Trust to Support Public Safety and Diversity Initiative in Pottstown

The funding allows PAED to partner with the Pottstown Police Department for the installation of a new security camera at the corner of High and Evans Streets and the installation of up to six storefront LED streetlights along the 300 block of East High Street. The project covers a portion of Pottstown's downtown corridor which will improve safety, visibility, and community confidence.

"Anytime we get the opportunity to partner with PAED to help improve the downtown you can count Pottstown PD in!" said Chief Markovich, Pottstown Police Department. "We are very thankful to PAED and Peoples Security Bank & Trust for this funding which will be used for cameras at High and Evans St. We will now have cameras at all the main intersections on High St from Hanover to Madison."

The new security camera will connect directly to the Pottstown Police Department's existing system, addressing the only remaining gap in surveillance coverage within a five-block radius of High Street. In addition, decorative LED canopy lighting will be installed across residences and storefronts on the 300 block to improve nighttime visibility and create a safer, more welcoming environment for residents, visitors, and business owners.

This initiative aligns with the NAP to support neighborhoods with diverse populations that have historically experienced disparities in public safety and access to resources.

Project coordination will include outreach to building owners along the 300 block of East High Street and collaboration to implement the lighting installation in a manner consistent with other downtown improvements. The Pottstown Police Department will lead the effort in securing and installation of the security camera.

"Peoples Security Bank & Trust is committed to supporting safe, welcoming business districts that help communities thrive," said Ian Matlack, Greater Delaware Valley Market President. "This project enhances infrastructure in a meaningful way and reinforces our commitment to supporting economic development across Montgomery County."

"Projects like this send a clear message that Pottstown is investing in its future," said Eric Miller, VP, Commercial Loan Officer at Peoples Security Bank & Trust and PAED



Left to Right: Peggy Lee-Clark, Executive Director of Pottstown Area Economic Development, Chief Michael Markovich, Pottstown Chief of Police, and Eric Miller, Vice President, Commercial Loan Officer III, Peoples Security Bank & Trust.

Board Member. "This initiative supports business development while reinforcing the progress already underway in the borough."

About Peoples Security Bank and Trust

Founded in 1905, Peoples Security Bank and Trust Company has 40 full-service branches across 15 counties in Pennsylvania, New York, and New Jersey, including offices in Doylestown and King of Prussia. Peoples Security Bank and Trust Company offers a comprehensive range of financial services, including personal and business banking, home financing, insurance, and wealth management solutions. PSBT is dedicated to becoming the premier financial services provider in its markets, with a focus on quality, growth, and earnings. For more information, visit psbt.com.

About PAED

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



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Sanatoga Animal Hospital, LLC

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

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

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

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

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North End Florist

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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.

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O'Donnell, Weiss & Mattei, P.C. Relocates Pottstown Office to Sunset Drive

O'Donnell, Weiss & Mattei, P.C. has relocated its Pottstown office to **1503 Sunset Drive, Suite 201**, continuing the firm's long-standing presence in the Pottstown area.

Founded in 1954, O'Donnell, Weiss & Mattei, P.C. has built a reputation for providing practical, client-focused counsel to individuals, families, and businesses. With deep roots in the region, the firm is committed to long-term relationships and responsive service, guiding clients through both routine legal needs and complex matters with an emphasis on clear communication and thoughtful planning.

The law firm's new office is located in a professional office building on Sunset Drive and houses attorneys and staff serving clients throughout the Tri-County and surrounding region. The relocation allows the firm to continue operating from Pottstown while offering its services in an updated office setting.

The new Sunset Drive location offers convenient access for clients and room for continued growth while keeping the firm's Pottstown operations local. Amenities include free on-site parking, elevator access to Suite 201, comfortable client meeting space, and complimentary WiFi in the recep-

tion area. Client matters and scheduling will continue without interruption, and meetings are available by appointment. The firm's phone numbers, email contacts, and website remain the same.

"This move allows us to continue serving our clients from a location that better supports our practice and day-to-day operations," said John A. Koury, Jr., Principal. "We are pleased to remain in Pottstown and look forward to welcoming clients to the new office."

The firm also maintains an office in Phoenixville at **347 Bridge Street, Suite 200**, serving clients in Chester County and neighboring areas.

O'Donnell, Weiss & Mattei, P.C. is a Pennsylvania law firm serving individuals, families, and businesses in Montgomery, Chester, and surrounding counties. The firm's attorneys counsel clients on estate planning and estate and trust administration, elder law, real estate, business matters, and litigation, with a focus on practical guidance and responsive service.

Clients are encouraged to update their records with the firm's new Pottstown address. Additional information is available at www.owmlaw.com.



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



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FOCUS ON POTTSTOWN BUSINESSES

Steve's North End Mower Shop

In 1953, Steve's North End Mower Shop began its quest to provide quality service on outdoor power equipment. Owner Steve Binczak quickly brought in the product lines of Toro, Gravely and Snapper. Through the early years the business had slowly grown with more homeowners having gas powered lawn and garden equipment.

In 1965, current owner Carl Hessler started working for Steve's North End Mower Shop while still attending Pottsgrove High School.

In 1969, Steve's North End Mower Shop moved to its current location on Maugers Mill Road. Building on continued growth, picked up the handheld product line called McCulloch.

In 1984, Carl had purchased the business from Steve. Deciding to leave the name as to not confuse current and new customers.

In 1999, the snowblower line up by Ariens was added.

In 2017, Echo handheld products were added to the lineup offered at Steve's North End Mower Shop.

Still to this day, 41 years later Steve's North End Mower Shop is still owned by Carl and is coordinated with his son Gary.



They provide sales and services to homeowners, landscapers and municipalities. Their major brands today include Toro, Gravely, Ariens and Echo. Service is provided on most other brands they do not sell.

Next time you're in need of repair or replacement of your current outdoor lawn and garden equipment. Give Steve's North End Mower Shop a call or email.

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

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



Ye Old Coventry Pub

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

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

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

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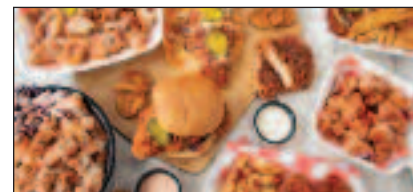
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es, while setting the standard for hot chicken restaurant dining across the region.

Fire Birdz Hot Chicken is located at 149 E. High Street, Pottstown, PA 19464. We are open weekdays from 10:00 AM to 12:00 AM; weekends 10:00 AM to 2:00 AM. For additional information, please call 484.300.4524. Check out our full menu at www.firebirdzhotchicken.com.

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Q: How does Drug Guard LLC help?

A: Drug Guard LLC delivers complete testing solutions for DOT and non-DOT employers, including on-site testing, program management (C/TPA) services, and ongoing compliance support to keep programs audit-ready.

Q: What should employers do if they're unsure about their program?

A: Start with a professional review to identify gaps before they become costly problems.

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We also offer routine maintenance services to keep your roof in top condition and extend its life. At Spring Valley Roofing, we understand that your roof is an important part of your home. Contact us today for more information on how we can help!

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Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is available at no charge. You are welcome to bring your own food or outside catering for your event.



You are invited to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, please call Arrowhead at **610.582.4258**. And visit Arrowhead online at **www.arrowheadgolf.net**.

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WHY YOUR VIDEO CALLS KEEP FREEZING



TECHNOLOGY By Marc Umstead, Plus One Technology

It's 2:00 PM on a Tuesday, and you're finally meeting with that prospect you've been chasing for three months. Five minutes in, your video freezes mid-sentence. Your audio cuts out. You reconnect, apologize, and try to regain momentum, but the damage is done. "Sorry, my internet's been acting up," you say, forcing a laugh.

But here's the thing: it's probably not your internet at all.

For small businesses across the country, frozen video calls have become as common as coffee breaks. Most assume it's just part of doing business in the digital age; a minor inconvenience everyone deals with. But persistent video quality problems aren't just annoying. They're a symptom of a deeper infrastructure issue that's quietly undermining your professionalism, wasting your team's time, and costing you opportunities you'll never even know you lost.

The Real Cost of "Just Reconnect"

When your video freezes during a client call, you lose more than a few seconds. You lose credibility. Research shows that technical difficulties during virtual meetings significantly impact how others perceive your competence and reliability. That prospect judging your frozen face? They're unconsciously questioning whether you can deliver on your promises.

Beyond first impressions, there's the productivity drain. Your team spends an average of five-ten minutes per call troubleshooting connection issues: apologizing, reconnecting, repeating themselves. Multiply that across a week of virtual meetings, and you're looking at hours of lost productivity. For a 20-person team, that could easily translate to 40+ hours monthly, or roughly \$2,000 in wasted labor.

Then there's the opportunity cost. How many deals have stalled because your video cut out during the crucial moment?

(Continued on page 18)

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TECHNOLOGY

(Continued from page 17)

How many talented candidates chose another offer after a glitchy interview? How many client relationships have slowly eroded because every video check-in feels unprofessional? You'll never get exact numbers, but the impact is real.

Why "It's Just My WiFi" Rarely Tells the Whole Story

Most business owners blame their internet service provider when video calls fail. Sometimes that's accurate, but more often, the problem lives inside your building.

Your network is like the plumbing in your office. When water pressure drops, you don't automatically blame the city's water supply; sometimes it's a clog in your pipes. The same logic applies to bandwidth.

Here's what's typically happening: your business might have a 500 Mbps internet connection (which sounds impressive), but that bandwidth gets shared across every device in your office. When your sales rep joins a Zoom call while your accountant downloads client files, your operations manager streams training videos, and your receptionist runs a Teams meeting, that 500 Mbps gets carved into smaller and smaller slices.

Video calls are bandwidth-hungry. A standard Zoom call requires 1-4 Mbps, but HD video can demand 3-8 Mbps per participant. If five team members are on calls simultaneously, that's 15-40 Mbps just for video — leaving little room for everything else your business needs to do online.

The Infrastructure Issues Hiding in Plain Sight

Beyond raw bandwidth, several infrastructure problems commonly sabotage video quality:

Outdated networking equipment: That router you installed when you opened your office five years ago? It wasn't designed for today's bandwidth demands. Older equipment lacks Quality of Service (QoS) features that prioritize video traffic over less time-sensitive activities like file syncing.

WiFi blind spots: Your office might have areas where WiFi signal strength drops significantly. Employees working from these zones experience constant connection instability, but they might not realize location is the culprit.

Network congestion patterns: Most businesses experience peak usage during specific hours — often mid-morning and early afternoon when everyone's actively working. Your network might handle video calls fine at 8:00 AM but struggle at 2:00 PM.

Incorrect network configuration: Even quality equipment underperforms when

improperly configured. Without proper settings, your network treats your CEO's investor call the same as someone downloading cat videos — giving both equal priority.

VPN bottlenecks: If your team connects through a VPN for security, that additional layer can create latency issues that manifest as frozen video and choppy audio.

What Good Video Quality Reveals About Your IT Infrastructure

Here's the interesting part: businesses with consistently smooth video calls usually have something in common: they've invested in proper network infrastructure.

When your video works flawlessly, it typically means:

You have adequate bandwidth for your actual usage patterns, not just what sounded good when you signed the contract.

Your networking equipment includes QoS features that prioritize real-time communication over background tasks.

Your WiFi coverage reaches every corner of your workspace with strong, consistent signal.

Someone has configured your network to handle your specific business needs.

You're monitoring network performance to identify issues before they impact operations.

Good video quality is rarely an accident. It's the result of intentional infrastructure planning.

The Business Case for Fixing the Problem

Upgrading your network infrastructure isn't about keeping up with technology trends. It's about protecting your business relationships and your team's productivity.

Consider what reliable video communications enable:

Stronger client relationships: When your video calls work smoothly, meetings feel more natural and productive. Clients stop making allowances for your technical difficulties and start focusing on the value you provide.

Competitive advantage: In industries where competitors struggle with the same issues, consistently professional video presence sets you apart. You become the firm that "has their act together."

Better talent retention: Your team notices when they can work efficiently without fighting their tools. Reliable technology is a workplace quality-of-life issue that affects job satisfaction.

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Hybrid work viability: If you're supporting remote or hybrid work arrangements, solid video infrastructure isn't optional—it's the foundation that makes distributed teams possible.

Where to Start

If video quality issues are undermining your business, here's how to approach the problem:

First, gather data. Track when problems occur, who experiences them, and what else was happening on your network at the time. Patterns will emerge that point toward specific issues.

Second, assess your current infrastructure honestly. When was your networking equipment last updated? Does it include modern features like QoS? Are you actually monitoring network performance, or just hoping everything works?

Third, consider whether your internet service plan matches your actual needs. Just because you have "business class" internet doesn't mean you have sufficient bandwidth for your current operations.

Finally, recognize that network infrastructure deserves the same strategic attention as any other business asset. Your network infrastructure directly impacts your ability to serve clients, manage operations, and support your team.

Your Network Reflects Your Business

Your video quality isn't a technological problem; it's a business problem with technical roots. Every frozen call, every audio dropout, every "can you hear me now?" moment chips away at your professional image and your team's effectiveness.

The businesses that thrive in today's digital environment aren't necessarily the ones spending the most on technology. They're the ones treating their IT infrastructure as what it actually is: the foundation their operations depend on.

Your next video call is coming. The question is whether you'll spend it apologizing for technical difficulties or actually conducting business.

Want to stop apologizing for frozen video calls? Plus 1 Technology helps small businesses build network infrastructure that actually works. Let's talk about what reliable communication looks like for your business. For additional information, please call us at 610.792.5660 and visit www.plus1technology.com.

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YOUR DIGITAL PRESENCE MATTERS MORE THAN EVER



MARKETING TIPS By Brandon Rost, CEO, beMarketing

Homeowners are no longer calling the first roofer they find. They are searching online, reading reviews, watching videos, and asking AI tools for recommendations before they ever reach out. For roofing companies, that makes digital presence a pivotal part of growth.

AI Is Reshaping Search

AI-powered search is changing how people find contractors. Tools like Google's AI Overviews, ChatGPT, and Gemini are giving homeowners direct answers instead of a simple list of links. Roofing companies need clear, authoritative website content that answers common questions and reinforces local expertise.

Hyperlocal SEO Is a Must

Roofing remains a local business, and visibility in specific towns and neighborhoods matters. Companies that invest in location-based pages, strong Google Business Profiles, and consistent reviews

are better positioned to show up when homeowners search for nearby help.

Video Builds Credibility

Video continues to gain ground because roofing is such a visual service. Before-and-after project footage, customer testimonials, and short educational videos help homeowners see the quality of the work and get a feel for the company behind it. In most cases, authentic content outperforms over-produced content.

Reviews Drive Decisions

Online reviews are now a major factor in both search rankings and consumer trust. Homeowners often use reviews to evaluate reliability, responsiveness, and professionalism before making contact. A steady stream of positive feedback, paired with thoughtful responses, can strengthen both visibility and conversion.

Smarter Paid Advertising Wins

Paid advertising still plays an integral role, but success is not just about spending more. It is about targeting the right audience at the right time. Local Service Ads, retargeting, and seasonal campaigns can all

help generate stronger leads when backed by the right strategy.

Your Website Still Does the Heavy Lifting

A roofing website should do more than look good. It should load quickly, work well on mobile, and make it easy for homeowners to take the next step. Clear calls to action, service-specific pages, and trust signals all help turn traffic into leads.

The Bottom Line

In 2026, roofing marketing is about more than simply showing up online. It is about building a digital presence that helps homeowners find you, trust you, and contact you. Companies that invest strategically in that foundation will be better positioned for long-term growth.

At beMarketing, we help roofing companies stay up to date with the latest trends and help them build strategies that make a genuine difference. To schedule a meeting please use this link: https://go.bemarketing.com/scheduleacallwithbrandonrost?utm_source=QR&utm_medium=print_ad&utm_campaign=422_business_advisor

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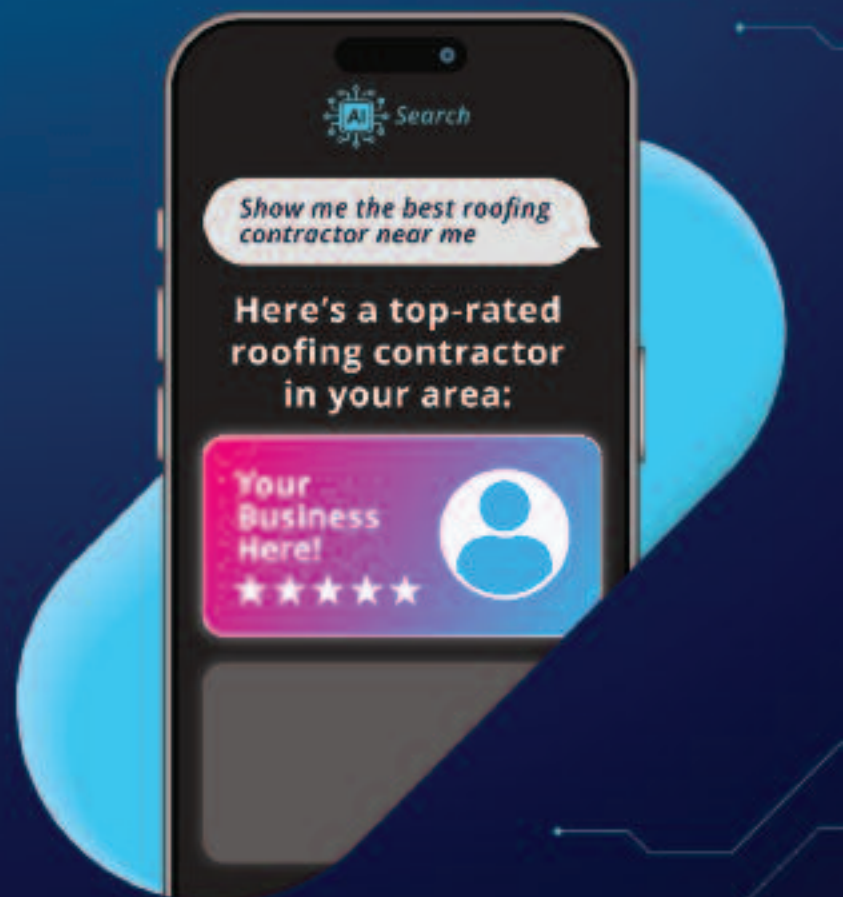


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3 FIERCE AI TIPS TO BLOOM WHERE YOU'RE PLANTED THIS APRIL



By Deborah Ann Spence,
Fiercepreneur

April is that in-between month — not quite the start, not quite the finish. It's the stretch where you water what you planted and trust something good is happening under the surface.

It's a month that reminds entrepreneurs like us: growth isn't instant, but it's always moving. You just have to stay rooted, stay consistent, and let the tools work in your favor.

Here's how to use AI this month to grow your business with less hustle and more heart.

1. Plant Systems, Not Stress

You don't need more chaos—you need rhythm. AI can help you create repeatable systems that bring peace to your workflow. Start by automating what already drains you: your appointment reminders, your social scheduling, your lead follow-ups.

Let AI build consistency while you focus on connection. Because when your systems run smoothly, your creativity blooms again.

Fierce Truth: You can't grow if you're constantly putting out fires.

2. Nurture Your Network

Your clients, collaborators, and audience are your garden. Feed it. Use AI to keep

track of your relationships — remind you who to check in with, who's due for a thank-you, and who might need a follow-up. Send small personalized notes using AI tools that reflect your voice and gratitude. It doesn't take long, but it leaves a lasting impression.

Fierce Truth: Relationships die when they're neglected — water yours with intention.

3. Prune What's Not Growing

Not every idea, partnership, or offer is meant to go the distance — and that's okay. Use AI to analyze what's actually producing results: where your traffic comes from, which campaigns convert, and which systems just burn time.

Then, cut the dead weight. Simplify. Your next breakthrough might be waiting for the space you've been too busy to clear.

Fierce Truth: You can't make room for blessings while you're hoarding distractions.

Final Thought

Your season is now. Use AI to handle the noise, so you can finally listen to what your vision has been whispering all along. Because blooming isn't about luck — it's about staying rooted long enough for the light to find you.

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Bloom unstoppable.*

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SPRING CLEAN YOUR SOCIAL MEDIA FOR 2026



SOCIAL MEDIA TIPS

By Theresa Mintzer

Spring is a great time to refresh your social media and make sure your profiles are up to date. Many potential customers will check your social accounts before visiting your website or contacting you, so it is important to make a good first impression.

Branding: Your branding should be consistent across every platform. Use the same logo, colors, and tone so visitors can easily recognize your business.

Information: Make sure all your information is accurate and complete. Check your hours, contact details, and any seasonal services or updates.

Content: Posting regularly helps your business stay visible. Take time to plan your content for the next month so you are not scrambling for ideas. Most platforms allow you to schedule posts in advance.

Images and Video: Strong visuals help your posts stand out. Use clear images and include short videos, when possible, since video content continues to perform well on most platforms.



Engagement: Respond to comments, tags, and messages. Social media is a conversation, and engagement helps build trust while increasing your reach.

Keeping your profiles updated helps create a professional, welcoming presence online. Need help putting this into practice? I offer social media coaching to guide you through the process. Visit mintzersolutions.com to learn more and schedule a session.



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We want our customers to feel confident in their choice of plants to make sure they meet their goals for their home. We offer several options for landscaping services, from DIY project appointments to full-scale landscape design and installations by our professionals. Trees and shrubs also come with a one-year warranty to give you peace of mind with your purchase.

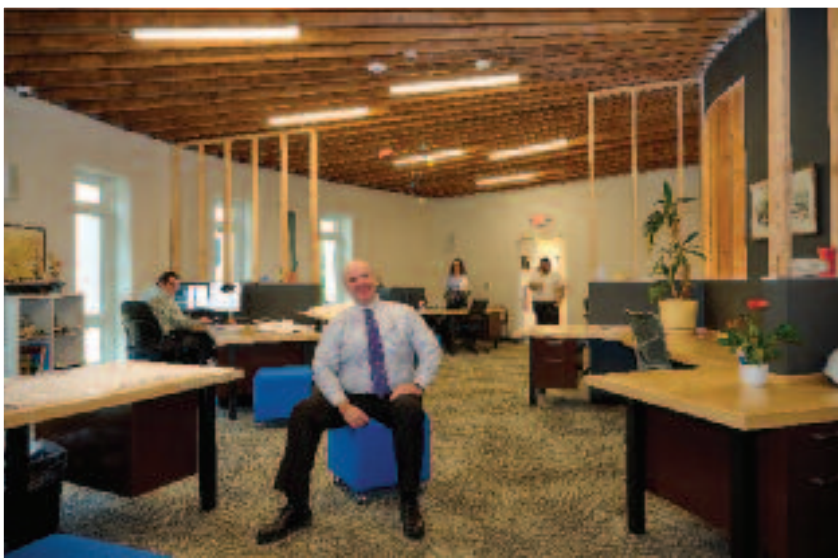
In addition to our extensive plant selection, we keep busy throughout the year with family-friendly events and a full-service florist. Join us in the fall for hayrides and family activities, and again in December for Christmas trees and our Christmas light show. Need a gift? Check out our gift shop for garden gifts and Christmas decor or call our florist for custom arrangements.

You can learn more about Colonial Gardens by visiting our website at ColonialGardensPA.com or by calling 610-948-9755. You can schedule a pick-up or delivery of fresh flowers, houseplants, or gifts by visiting ShopColonialGardensPA.com.





Robert Conklin, AIA, NCARB, Principal



Jim Sarro, AIA, LEED AP, BD+C, Principal



Scott O. Graham, AIA, LEED AP, BD+C, Principal



In today's development climate, commercial property owners and facility managers need more than a set of drawings, they need a trusted advisor who understands how to move a project from vision to reality with clarity and confidence. **Muhlenberg Greene Architects** is positioned in the market as a principal-led firm known for credible, creative problem-solving and the ability to translate architectural skills into dependable, buildable results.

Developers, commercial property owners, and facility managers are under pressure to make smart investments. Projects need to make financial sense, move efficiently through approvals, and perform well long after construction is complete. **Our hands-on leadership ensures that every project benefits from senior-level insight, practical experience, and a clear understanding of what it takes to get built.**

We start by helping you make informed decisions. Through feasibility studies, project planning, programming, and code analysis, we identify opportunities, flag potential risks, and clarify costs early. Our goal is simple: reduce surprises, protect your budget, and give you a clear path forward before you commit significant capital.

As a principal-led practice, we're able to offer a level of accessibility and accountability that truly benefits our clients – and we believe that commitment sets us apart. Our clients value being able to pick up the phone and speak directly with **firm leaders like Jim, Bob, or Scott**, knowing that the people guiding the vision are the same ones overseeing the details. That level of personal involvement leads to faster decisions, clearer communication, and projects that stay aligned with both expectations and budgets.

We proudly serve clients across the commercial, municipal, industrial, healthcare, and worship sectors and our work continues to earn regional recognition. This year, we received five Building Berks Awards from the Greater Reading Chamber Alliance (GRCA), including honors for the Berks County Agricultural Center Phase 1 adaptive reuse renovations and the Reading Aviation FBO Hangar refresh project, both in the commercial and industrial markets. These projects reflect our ability to reposition existing facilities, extend asset life, and deliver practical, high-performing spaces that support long-term operational goals.

For developers and property owners seeking a partner who combines strategic insight, creative design, and dependable delivery, Muhlenberg Greene Architects stands ready to lead with experience and build with purpose.





Reading Aviation Lounge



Berks County Agricultural Center Facade



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Contact Principal Jim Sarro, AIA, LEED AP, BD+C at 610-376-4927 or email JimS@MG-Architects.com to discuss your upcoming project.



Berks County Agricultural Center Interior



Suzanne Cody and Alec Rivera conduct Lunch & Learn for the OVBA

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GRCA ROUNDUP

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Chamber Alliance

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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

Essentials of Effective Leadership Part 1*

April 8, 15, 22, 29 and May 6
8:30 a.m. – 10:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person- GRCA Members;
\$895/person- Future GRCA Members
Register at Greaterreading.org/leadership1

Are You Ready for the Transformation Economy? Embedding Visioning as an Institutional Practice

April 8
Noon – 1 p.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$25/person- GRCA Members;
\$50/person- Future GRCA Members
Lunch included.
Register at Greaterreading.org/economy

De Mujer a Mujer – Encuentra Tu Voz: Habla con Seguridad y Propósito

March 9
5:30 p.m. – 7 p.m.
Centro Hispano -
Casa de la Amistad Senior Center
201 Penn St., Reading
\$25/person- GRCA Members;
\$30/person- Future GRCA Members
Register at Greaterreading.org/habla

GRCA Executive Leadership Academy

Effective Executive Leadership:
The Key to Success in an
Ever-Changing World
April 15, 22, 29, May 6 and 13
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/springELA

GRCA Executive Leadership Academy – CAPSTONE: Developing Professional Executive Presence & Personal Communications

April 16, 23, 30, May 7 and 14
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/capstone

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

April 21, 28, May 5, 12, 19 and 26
8:30 a.m. – 10:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person- GRCA Members;
\$860/person- Future GRCA Members
Register at Greaterreading.org/supermod3

Berks Women2Women – Hired or Hiring: How AI is Changing the Resume Game

April 22
5 p.m. – 7 p.m.
The Rookery at Berks Nature
575 St. Bernardine St., Reading
\$35/person- GRCA Members;
\$45/person- Future GRCA Members
Register at Greaterreading.org/resume

Networking@Night: LedgeRock Golf Club

April 23
5:30 p.m. – 7 p.m.
LedgeRock Golf Club
1 Greenbriar Dr., Mohnton
Free, member-exclusive event
Register at Greaterreading.org/ledgerock

Coffee&Convos – AI for the Rest of Us: Practical Tools to Streamline Your Small Business

April 28
7:30 a.m. – 9 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
Free, member-exclusive event
Register at Greaterreading.org/streamline

REGIONAL CHAMBER ROUNDUP



MONTGOMERY COUNTY CHAMBER OF COMMERCE

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

ADVOCACY: At the Montgomery County Chamber of Commerce, we champion the interest of businesses big and small. We work with lawmakers at every level to create a thriving environment where companies can grow and succeed.

NETWORKING & CONNECTIONS: Our events aren't just meetings, they're opportunities to build meaningful connections. Whether you're a Chamber member or just Chamber-curious, join us for a welcoming atmosphere with good food, great conversation, and authentic networking. No hard sells just real people making real connections! Bring your business cards, curiosity and your elevator pitch.

WHY JOIN THE CHAMBER?: Advocacy | Connections | Networking | Exposure | Referrals | Member Benefits | Visibility | Weekly E-News | Community Recognition | Learning Opportunities | Access to Local Leaders

The Power of Connections



Nearly 80 business leaders packed a recent **Chamber** event, sharing ideas, laughs, and connections that last well beyond the night. The Chamber's programs bring professionals together to collaborate, learn, and strengthen Montgomery County's business community.

Looking Ahead:

Montco Magnified – April 28 | Cedarbrook Country Club

An evening of networking, awards, live entertainment by Matt Goerke, gourmet food, and cocktails.

Unstoppable Women Summit – May 7 | John James Audubon Center

Inspiration and insights from speakers Erika Rothenberger, Ashley Ridolfi, and Megan Tomlinson. First 100 registrants receive Audacious Expansion.

State Representative Luncheon – May 14 | Sold out last year!

Hear directly from Montgomery County's delegation on legislative priorities and local business initiatives.

Annual Golf Outing – June 8 | 1912 Club

More info: MontcoChamberPA.org | 610.265.1776 | MontgomeryCountyChamber@gmail.com

www.MontcoChamberPA.org



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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

BOYERTOWN AREA PROGRESS DINNER CELEBRATED COMMUNITY GROWTH AND HONORED LOCAL LEADERSHIP

BOYERTOWN, PA — The TriCounty Area Chamber of Commerce (TCACC) proudly hosted the 2026 Boyertown Area Progress Dinner on Thursday, March 26, 2026, at La Massaria at Bella Vista. The evening brought together business leaders, community members, and local organizations to celebrate the continued growth and success of the Boyertown area.

Guests enjoyed an evening of networking and connection beginning with a cocktail hour and cash bar, followed by dinner and a program highlighting the progress taking place throughout the community.

A highlight of the evening was the presentation of the **James K. Boyer Quality of Life Award**, which recognized individuals who have made a meaningful and lasting impact on the Boyertown community. This year's award was presented to Ellen Martignetti, Main Street Manager for Building a Better Boyertown, in recognition of her dedication, leadership, and commitment to strengthening and revitalizing the Boyertown area.

The program also featured the annual telecommunications showcase video produced by students from Boyertown Area Senior High School. The video highlighted inspiring local stories of growth and progress, including exciting updates from the Boyertown Community Library, continued investment and expansion at the Boyertown Museum of Historic Vehicles



Ellen Martignetti

with its new carriage barn, and the rise of Nae Nae's Cakery — a business owned by a Boyertown Area Senior High School alum that has quickly gained popularity while making a meaningful impact in the community.

The Boyertown Area Progress Dinner continues to be a special opportunity to celebrate the people, organizations, and businesses that are shaping the future of our community. It was inspiring to gather together and recognize the individuals and initiatives that make the Boyertown area such a vibrant place to live, work, and do business.

TCACC extends its sincere appreciation to the event sponsors whose support helped make the evening possible.



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The TriCounty Area Chamber of Commerce remains committed to supporting economic growth, fostering connections, and strengthening the communities it serves throughout the region.

WELCOME NEW MEMBERS

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

Amity Place

139 Old Swede Rd, Douglassville, PA 19518
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<https://inspiritseniorliving.com/amityplace/>
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<http://www.contourwealth.com/>
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<http://www.freshmonkee.com/>
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<http://macelree.com/>
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<http://www.miracleauto.com/>
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MEMBER ANNIVERSARIES

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

48+ Years

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Economic Development

A.D. Moyer Lumber &
Hardware, Inc.

40 Years

Boyertown Museum of
Historic Vehicles

25 Years

Herb Real Estate, Inc.

15 Years

Comcast Business
Graber Letterin' Sign Co.

10 Years

Greater Pottstown
Tennis & Learning
Santander Arena &
Performing Arts Center



UPCOMING EVENTS.

APR
14

Tuesday, 11:30 AM - 1:30 PM

REACH Luncheon: Women at Work, Minds at Ease

Join us at this special REACH Luncheon in honor of Stress Awareness Month, focusing on stress management and mental health for busy professionals. This engaging event will feature a panel discussion facilitated by Annalisa Smithson of Unleashed Counseling, designed to provide practical strategies and meaningful insights for managing stress and maintaining overall wellness. Guests will enjoy a family-style meal at Bally Spring Inn, with an opportunity to continue the experience by taking a refreshing walk on the beautiful grounds after the luncheon concludes.

Friday, 11:30 AM - 1:00 PM

Lunch & Learn: People Strategy as a Growth Lever

Presented by Nic Thomas, SHRM-CP, Gage Talent & Business Solutions - Does your team only hire when it's urgent? Are you constantly scrambling to backfill roles instead of intentionally building a strong, high-performing team? Whether your organization is small or large, this interactive session will explore why people strategy is a critical driver of sustainable growth. Attendees will take part in a collaborative workshop-style discussion, gain practical and actionable tips, and walk away with fresh insights they can immediately apply within their teams. This session is ideal for business owners, managers, and leaders who want to be more proactive, strategic, and effective in attracting, developing, and retaining talent.

APR
17

APR
23

Thursday, 5:00 PM - 8:00 PM

Young Professionals: Mega Mixer

Four Chambers. One Room. Endless Connections. The TriCounty Area Chamber Young Professionals are proud to partner with the Upper Perkiomen Valley, Greater Reading, and Greater Lehigh Valley Chambers to host a regional Mega Mixer at Bear Creek Mountain Resort in The Grille - 101 Doe Mountain Ln, Macungie, PA 18062. Join us for a high-energy evening designed to connect the next generation of business leaders from across multiple counties. This dynamic event brings together ambitious professionals for one powerful night of collaboration, opportunity, and community building. Step outside your usual circle, build meaningful relationships, and grow your influence across the region.

APR
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Thursday, 5:00 PM - 8:30 PM

2026 TACC Annual Dinner

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• 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."



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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

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

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

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



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

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

Visit us online at www.springfordchamber.com to explore the new features and opportunities available to you. Join us in our mission to drive progress and prosperity in our community.

Reach out to sfchamberofcommerce@gmail.com for more information on membership benefits and how to join. Let's grow together!

SPRING-FORD CHAMBER PRESENTS OUR
14TH ANNUAL FASHION SHOW
THURSDAY
APRIL 9, 2026
11:00 AM - 2:00 PM TICKET PRICE: \$50

Registration and Sponsorships
Available at
www.springfordchamber.com

UPCOMING EVENTS

EVERY TUES		BUSINESS CONNECT Every Tuesday at 8am at the Sunshine Cafe! Connect with fellow business owners & enjoy free coffee courtesy of Ken Sauter & the Sunshine Cafe. No registration required!
26 MAR		NETWORKING HAPPY HOUR Where: The Loft at Landing Creek Time: 5:30-7pm Cost: \$10 - includes complimentary appetizers Join us for an evening of connecting with local business owners
9 APR		14TH ANNUAL FASHION SHOW Where: Copperfield Inn at Lakeside Time: 11am-2pm Cost: \$50 (Proceeds benefit the Cancer Survivors Foundation) Join us for an afternoon of lunch, fashion, shopping & raffle!
30 APR		TWO CHAMBER HAPPY HOUR Where: Magerik's Time: 5:30-7pm Cost: \$10 - includes complimentary appetizers Join the SF & PV Chambers for a joint networking event!
11 MAY		GOLF TOURNAMENT Where: Brookside Country Club Time: 10am-7:30pm Cost: \$175 Includes 18 holes, lunch, drink, driver, driver contests & prizes

We would love to see you at these events! If your business is interested in sponsoring one of the events, please reach out for more information!

FOR MORE INFO: 610-489-7200
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14th ANNUAL FASHION SHOW

Join us for our 14th Annual Fashion Show Luncheon — an afternoon of style, sophistication, and community. We are proudly benefiting The Survivors Cancer Foundation. This event will include lunch, entertainment, fashion show, 50/50, gift card pull, basket raffles, local artisans and more!

HOST A SPRING-FORD CHAMBER HAPPY HOUR

Want to spotlight your business and connect with local professionals in a fun, relaxed setting? Now's your chance! The Spring-Ford Chamber is inviting members to host our mOnthly Networking Happy Hour.

Why Host?

- Showcase your business to Chamber members
- Build relationships in a casual, social environment
- Gain extra promotion through Chamber emails, social media, and event listing

Host Investment: \$150.00 Hosting Fee — covers event promotion, location if not at your business and Chamber staffing.

Interested in Hosting? Email: sfchamberofcommerce@gmail.com

Claim your preferred month today!

Host a Women in Networking (WIN) Event!

Showcase your business. Build connections, Support women in business

The Spring-Ford Chamber invited members to **host one of our monthly Women in Networking (WIN) events!**

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- Provide the Venue — Host the event at your business or chosen location
- Offer Light Refreshments — Coffee, pastries, or snacks for guests
- Pay a \$100 Host Fee — This covers Chamber advertising and event promotion across email, social media, and our website
- Enjoy the Spotlight! — You'll have 5-10 minutes to introduce your business and share what you do.

Why Host a WIN Event?

- Gain visibility in the local business community
- Reach new potential customers and partners
- Support women's professional growth and empowerment
- Be featured in Chamber promotions before and after the event

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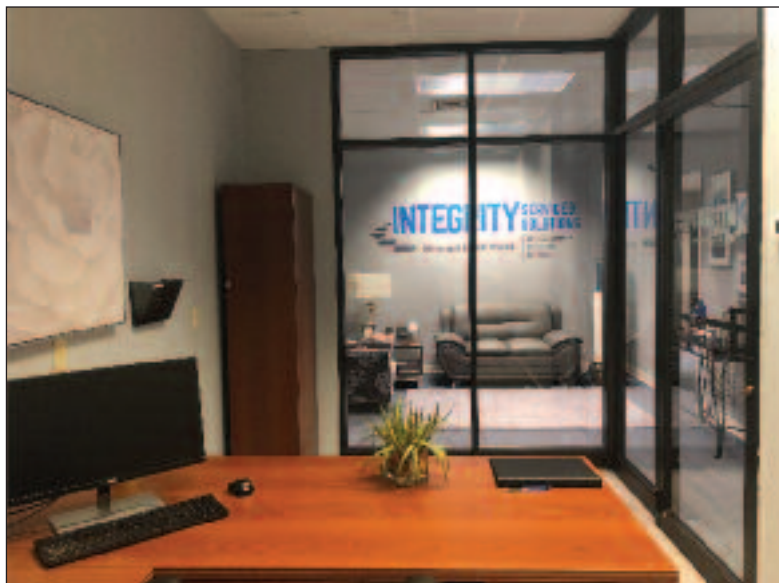
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SBRA EVENTS

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

- Breakfast Referral Club – April 3rd at B2 Bistro
- SBRA Networking Mingle – April 29th

BUILDING THE NEXT GENERATION OF ENTREPRENEURS AND WORKFORCE LEADERS

*Helping young people discover their potential,
develop an entrepreneurial mindset, and become
leaders that impact their communities.*



**By Christine Kreisher,
Executive Director,
Emerging
Entrepreneurs
Leadership Academy
(EELA)**



As a business owner and someone who works closely with students, I see the same challenge from both sides — the widening gap between potential and workforce readiness.

Employers are struggling to find young people who are confident, prepared, and equipped with professional skills and an entrepreneurial mindset. At the same time, many students are graduating unsure of where they fit, how to connect with local employers, or how to translate their strengths into meaningful careers.

The Emerging Entrepreneurs Leadership Academy (EELA) exists to connect those two worlds.

EELA prepares high school students and young adults — many from underserved communities — for real-world success as entrepreneurs, innovators, and workforce leaders. Through a six-week summer intensive hosted at Penn State Berks, students learn directly from more than 100 local business owners, complete hands-on internships, and work in teams to develop and pitch business ideas in a Shark Tank-style format.

But EELA is no longer just a summer program. We are intentionally building a long-term leadership and workforce pipeline that strengthens our regional economy. Here are five key needs where the business community can make a direct impact:

1. Internship Hosts: Students thrive when they gain exposure inside real businesses. We are continually seeking employers willing to host a summer

intern, provide shadowing opportunities, or allow students to experience leadership in action.

2. Mentors and Guest Experts: Our students benefit from hearing directly from local professionals about resilience, financial literacy, sales, marketing, and leadership. A single hour can change a student's trajectory.

3. Strategic Investment: As EELA expands, we are building alumni coaching, incubator programs, and multi-year support systems. Funding ensures that cost is never a barrier for talented students with high potential.

4. School and Community Partnerships: We are actively exploring dual-enrollment credit opportunities and expanded partnerships to ensure EELA integrates with existing workforce and education systems.

5. Long-Term Regional Commitment: When young people see opportunity in their own communities, they are far more likely to build their futures there. EELA is about retaining talent in Berks County and strengthening our business ecosystem.

What makes EELA unique is its long-term alumni ecosystem. Students don't just complete a summer program — they enter a network of mentors, employers, and fellow entrepreneurs who continue supporting their growth. Through alumni leadership opportunities, continued mentorship, and entrepreneurial incubator support, EELA helps young people stay connected to the business community while developing the skills and confidence needed to lead. For employers across Berks County, it represents something powerful: a growing pipeline of motivated young talent committed to building their futures right here in our region.

The business community has always shaped the future of Berks County. Now is the moment to shape its next generation of leaders. Join us in creating a movement that changes the world!

To learn more about partnering with EELA, hosting an intern, or supporting our mission, visit eeainpa.org or reach out to Christine Kreisher at ckreisher@eelausa.org

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WHEN TIME LEAKS AWAY: The Hidden Cost of Clarity Debt™



**By Lana Potgieter,
Lighthouse
Leadership Coaching
& Development**

Battery Park City in New York. Treasure Island in San Francisco. The Netherlands.

At first glance, they have little in common. But each proves the same idea: valuable ground can be reclaimed from the ocean that would otherwise keep swallowing it.

This dry land did not appear by accident. It was reclaimed — deliberately, systematically, and at significant cost. Barriers were built. Water was redirected. Drainage was managed. And the systems had to be maintained, or the water would return. That is a surprisingly accurate picture of how time must be reclaimed in everyday leadership.

Most leaders do not lose time in one dramatic wave. They lose it in slow leaks: a delayed decision, a priority that shifts mid-stream, a meeting that should have created alignment but instead creates more follow-up, an interruption that breaks momentum, a team member waiting for clarity that never quite comes.

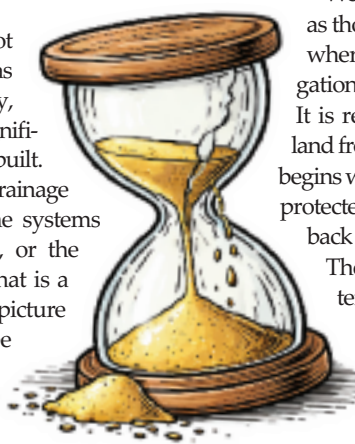
This is how Clarity Debt™ accumulates.

Clarity Debt™ is the hidden cost leaders pay when priorities are vague, communication is inconsistent, ownership is blurred,

and people are left to fill in too many gaps for themselves. It shows up in rework, repeated conversations, stalled execution, unnecessary firefighting, and the exhausting feeling of being busy with too little to show for it.

Many leaders assume they need more time. But we all get the same 24 hours in a day.

What most leaders actually need are fewer leaks.



We talk about "finding time" as though it is misplaced somewhere between emails and obligations. But time is rarely found. It is reclaimed. Like reclaiming land from the sea, reclaiming time begins with deciding what must be protected. Cities did not try to hold back every inch of ocean at once.

They identified what mattered, where the investment was justified, and what systems would be required to make that ground useful. Leaders must do the same.

What in your day is truly worth reclaiming? Time to think before reacting? Time to lead instead of chase? Time to work on the business instead of only in it? Time to solve the right problems before confusion turns into friction?

Until you answer that, your day belongs to whatever waves pound against it hardest.

That is why boundaries matter more than most leaders realize. Reclaimed land



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needs barriers before it can be built on. The same is true of time. If your calendar has no boundaries, your priorities are only good intentions. If every request, ping, and interruption has equal access to you, the urgent will win every time.

This is where leadership gets uncomfortable. Reclaiming time requires more than working faster. It requires deciding what no longer deserves immediate access to your attention. It means reducing unnecessary meetings, tightening decision-making, clarifying ownership, and resisting the urge to become the answer to everything.

Many leaders say they want more strategic time yet leave their shoreline undefended.

And even when boundaries exist, there is still drainage to manage.

Water seeps in. In business, that seepage looks like indecision, poor delegation, vague communication, weak handoffs, repeated follow-up, and conversations that keep circling because no one has created enough clarity to move forward. This is how Clarity Debt™ compounds — not in one dramatic collapse, but in the slow drag of preventable friction.

In many organizations, the real issue is not lack of effort. It is the cost of confusion. That is why good intentions are not enough. No country reclaims land by moti-

vation alone, and no leader reclaims time by determination alone. It requires systems: clear priorities, disciplined meetings, defined decision rights, protected focus time, strong delegation, and regular review.

And one more thing: maintenance. Reclaimed land does not stay reclaimed by accident. It must be defended. The same is true of time, clarity, and leadership capacity. Pressure returns. Demands expand. Teams drift. Old habits creep back in.

Leadership is not only about setting direction. It is about protecting what matters so it stays usable. So rather than asking, "How do I get more time?" ask: What has been flooding my day, my team, or my business — and what am I willing to reclaim? Because when clarity leaks, time goes with it. And when leaders reclaim clarity, they reclaim the ground where better business results are built.

Author Bio: Lana Potgieter is the founder of **Lighthouse Leadership Coaching & Development**, where she partners with business owners and leaders to reduce Clarity Debt™, strengthen leadership effectiveness, and build healthier, more aligned organizations. Drawing on more than two decades of coaching and leadership development experience across the U.S., South Africa, and the U.K., she helps leaders turn fog into focus and strategy into execution.

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THE #1 MISTAKE CONTRACTORS MAKE UNDER HICPA: NOT USING A LEGALLY COMPLIANT CONTRACT



LEGAL PERSPECTIVES

By **Alexis I. Roth, Wolf, Baldwin & Associates, P.C.**

Contractors lose leverage — and payment — every day in Pennsylvania for one avoidable reason: using a home improvement contract that does not comply with the Home Improvement Consumer Protection Act (HICPA). Below is a concise roadmap to (1) mandatory HICPA contract elements, (2) prohibited clauses that void the owner's obligations, and (3) how missing language can derail your right to be paid.

To be valid and enforceable against the owner, a home improvement contract must include all of the following:

Writing, Signatures, and Registration:

The contract must be in writing, legible, and include the contractor's HICPA registration number. It must be signed by the owner (or authorized agent) and the contractor (or salesperson).

Complete Agreement and Key Disclosures:

The contract must contain the entire agreement between the parties, including

attached copies of all required notices; it must state the date of the transaction; it must list the contractor's name, address (not a P.O. Box alone), and telephone number; and it must provide the approximate start date and completion date.

Scope, Specs, and Change Orders:

The contract must describe the work, the materials to be used, and include specifications that cannot be changed without a written change order signed by both the owner and contractor.

Price Structure:

The contract must include the total sales price or, if using time-and-materials, a compliant time/management provision. For time/management, the contractor must give an initial written cost estimate before work starts; the contract must state (a) the dollar value of the initial estimate, (b) that costs may not exceed ten percent above that estimate; (c) the total potential cost including the ten percent; and (d) that any increase beyond that requires a signed written change order.

Down Payments and Special Order Materials:

The contract must itemize the down payment amount and any amount advanced for special order materials, listed separately.

(Continued on page 40)

THE DINNER
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MICHAEL MASSIMINO
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LEGAL PERSPECTIVES

(Continued from page 39)

Known Subcontractors: The contract must include the names, addresses (not a P.O. Box alone), and telephone numbers of all subcontractors known at signing.

Insurance Disclosure: Except as otherwise provided, the contractor must agree to maintain at least \$50,000 in personal injury liability insurance and \$50,000 in property damage insurance, and must identify the current amounts of coverage at signing.

Bureau Toll-Free Number and Right to Cancel: The contract must include the Attorney General Bureau of Consumer Protection's toll-free telephone number. It must include a notice of the owner's three-business-day right of rescission. A completed copy including all required notices must be delivered to the owner at execution without charge.

If your agreement contains any of the following, the owner can void the entire contract — instantly jeopardizing your payment rights:

- Hold harmless clause;
- Waiver of Federal, State, or local code requirements;
- Confession of judgment clause;
- Waiver of the right to a jury trial;
- Assignment or order for payment of wages or other compensation;
- Owner's agreement not to assert any claim or defense arising out of the contract;
- Provision awarding contractor attorney fees and costs;
- Clause relieving the contractor from liability for acts in collecting payments or repossessing goods;
- Waiver of any HICPA rights;
- Automatic or recurring renewal; or
- If included, Arbitration must satisfy strict format and consent requirements or it is voidable.

Why Missing Language Can Invalidate or Undermine Payment Claims:

HICPA states no home improvement contract is valid or enforceable against an owner unless it contains all required items listed in the statute. For time/management

work, exceeding the initial estimate by more than ten percent without a signed written change order violates HICPA's mandatory cap and change-order requirements, undermining recovery above the cap.

Material deviations from plans or specifications without a written, signed, and dated change order with price changes violate HICPA's change-order rule. Inserting any prohibited clause makes the contract voidable by the owner, enabling the owner to unwind obligations and resist payment. Demanding or receiving payment before obtaining a signed contract, or taking deposits over one-third of the contract price (plus special order materials, if applicable) on projects over \$5,000.00, violates HICPA and invites defenses and enforcement exposure.

HICPA also preserves a contractor's right to recover the reasonable value of requested services in equity where the contractor has complied with subsection (a) and a court finds it inequitable to deny recovery. If your contract does not meet subsection (a), you may forfeit even this fallback argument.

Bottom line, under HICPA, the contract is your payment engine — and your Achilles' heel if it is noncompliant. Build and use a HICPA-compliant template for every project, and rigorously manage change orders and deposits. That one discipline protects enforceability, preserves leverage, and keeps your right to payment intact. An experienced attorney can help with drafting and interpreting contracts, among other issues which arise as a contractor. Improve your chances of successfully collecting your receivables with a lawyer on your side.

Alexis Roth, Esquire is an experienced civil litigation attorney with the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, Pennsburg, and West Chester. She concentrates her practice in small business representation, commercial litigation, employment law, and FCRA compliance. Ms. Roth can be reached at 610.323.7436 or by e-mail to aroth@wolfbaldwin.com.

NEW COMMONWEALTH HOUSING PLAN



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

The commonwealth has released a new plan for housing and housing affordability. The *Housing Action Plan* is comprehensive and offers scenarios under several headings.

It creates a system to manage tangled titled properties. Clarifying ownership of inherited properties has always been difficult in neighborhood development. Houses sometimes remain vacant for long periods, systems break down, squatters move in — you name it. It's hard to predict what will happen to a housing unit that could otherwise be rented. The three main points to address this issue are:

- Transfer upon death for the primary residence.
- Reform probate fees for low-income heirs.
- Funding for legal services for low-income heirs.

One part of the plan focuses on first-time homebuyers and aims to better

connect potential buyers with housing counseling services. I have run housing counseling programs in a couple of states, and looking back, it was a different approach. I believe entities like banks probably should not manage housing counseling programs, and that responsibility should be left to community groups.

Hiring someone who communicates directly with residents is more effective in parts of cities where gentrification occurs frequently. Tenant counseling, combined with strong code enforcement, helps ensure rental units meet safety standards and can motivate landlords to sell to current tenants.

The plan also includes supportive home modifications to help people stay in their homes. I believe that the baby boomer demographic is declining, and there is no real need to build more high-rise units, as they will likely need to be reevaluated in a few years when the boom is over. In many cases, they use senior high rises as an attempt to provide affordable housing rather than addressing the needs of young families who are just starting out and need affordable options.

(Continued on page 42)



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 41)

When I see someone approving “affordable housing” that is a senior high-rise, it’s an attempt to whitewash reality and, in the process, keep low-income people out.

There is a shortage in the housing count; each county reports its own numbers from its county planning office. Housing starts were halted during the pandemic, and then a series of nonsensical governmental decisions at many levels delayed builders.

What was interesting, and what could really make a difference, is that the *Housing Action Plan* discusses making the approval process easier for local jurisdictions. Express approvals ... they opened the door. Some of the aspects are a little concerning. There is an effort to establish shared housing for seniors and people with disabilities, which would expand the SHARE Act.

There will be an effort to avoid restricting the number of unrelated people in a house. This will be welcome news to human traffickers.

Additionally, there is an employee program that businesses could provide to

help document the cost of living near work. This would serve as an employee benefit.

Now, here’s the good part: they want to cut back on regulations at the state and local levels to speed up the process. The money to be made goes to the entity that handles the project through the process — buying land, getting approvals, and then flipping the property. The real value of the deal is the government involvement, along with dealing with people who may or may not be competent.

One of the greatest challenges will be to appease people who feel it is their duty to delay and stop development for one reason or another. That is why the money is in the approval process. Getting a project past some nimrod with an attitude is worth the per-unit selling price.

If the document can help reduce the structural bureaucratic nonsense, that will be a great achievement. I think it is a real plan, like the plan, but I’m worried about the part about unrelated people.

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



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THE IMPORTANCE OF AN ENVIRONMENTAL SITE ASSESSMENT (ESA)

Provided by Earth Engineering, Inc.

Site development or property transactions can be an exciting time in a project. Plans and ideas start to become reality. Nobody wants to see these ideas fade away because an unforeseen problem crops up that can render a whole project nonviable. Often, this is because environmental liabilities were not identified or planned for in the early stages of a project.

To help prevent this catastrophe, every project should start with as much knowledge of the site conditions as possible. An Environmental Site Assessment (ESA) performed by a qualified Environmental Professional will get a lot of that information for a small expense, and it can be completed before committing to the property. The ESA starts with a Phase I which researches the site history and helps to identify issues that could be a big concern later. The Phase II is to quantify any impacts due to issues identified in the Phase I. The complete Phase I and II ESA can provide an estimate of any additional project costs that are expected so these can be planned in advance.

When the project moves from acquisition to development, items such as exporting excess soil or cleaning up an environmental issue identified in the ESA, so they are not surprises or require dreaded change orders. An EEI Environmental Professional can work with you to identify the most efficient process to include these tasks within the project work scope and help you maintain your schedule, whether it be a clean fill investigation, tank removal, or a site remediation.

With the changing environmental regulations and possible liabilities associated with environmental issues, getting a qualified Environmental Professional on your team is a great way to get through a project with a minimum of surprises for the project budget or schedule. If you have environmental questions or concerns, contact a qualified professional such as Earth Engineering Inc. to help you resolve it effectively.

For additional information, please call 610.277.0880 and visit www.earthengineering.com.

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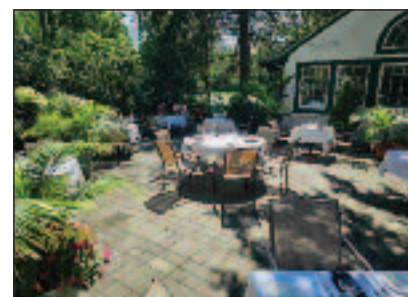
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Fine dining has become rare, especially outside of major cities. "At Dans at Green Hills, we strive to make your evening or event with us a memorable one," says Monir, the owner of Dans at Green Hills. "Our goal is to provide a fine dining experience similar to what you would find in a big city like Philadelphia or New York, with a small town, family feel. We want our guests to feel welcome every time they come through our door. Along with our regular a la carte service, we offer private dining rooms, an outdoor patio with a rustic setting, and a small but charming bar."

Dans at Green Hills specializes in small weddings, birthdays, anniversaries, and business meetings. If you are interested in setting up a party, or if you are just looking for a pleasant night out, please call at 610.777.9611 to make your reservation.




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Fire Birdz Hot Chicken is located at 149 E. High Street, Pottstown, PA 19464. We are open weekdays from 10:00 AM to 12:00 AM; weekends 10:00 AM to 2:00 AM. For additional information, please call 484.300.4524. Check out our full menu at www.firebirdzhotchicken.com.

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MOSQUITO AND TICK PREVENTION

Provided by Patriot Pest Solutions

As winter fades and temperatures rise across Pennsylvania, homeowners begin preparing their yards for outdoor gatherings, gardening, and relaxing evenings outside. Unfortunately, spring also marks the return of two of the most persistent and potentially dangerous pests: **mosquitoes and ticks**.

The most common tick-related health concern in Pennsylvania is Lyme disease, transmitted by the blacklegged tick (deer tick). The bacterium responsible for Lyme disease was first identified in Lyme, which is how the disease got its name. Ticks become active when temperatures rise above freezing, meaning **early spring prevention is critical**.

Homeowners can take several proactive steps to reduce pest pressure before populations spike.

Tick Prevention

- ✓ Keep grass mowed to 3 inches or shorter
- ✓ Remove leaf litter and brush
- ✓ Create a 3-foot barrier of mulch or gravel between wooded areas and lawn
- ✓ Stack firewood neatly and away from the house
- ✓ Discourage deer with fencing or deer-resistant plants

- ✓ Check pets and family members after spending time outdoors

Mosquito Prevention

- ✓ Eliminate standing water weekly
- ✓ Clean and repair gutters
- ✓ Install or repair window and door screens
- ✓ Use outdoor fans on patios (mosquitoes are weak fliers)
- ✓ Plant mosquito-repelling plants like lavender and citronella
- ✓ Use larvicide treatments in areas where standing water cannot be removed

While DIY measures help reduce habitat, they often don't eliminate the root of the problem — especially in properties near wooded areas or water sources. There are times when professional treatment is the safest and most effective option. Consider hiring a professional if:

- You live near woods, creeks, or wetlands
- You've seen increasing mosquito activity year after year
- You or a family member has had Lyme disease
- You want protection for outdoor events (graduations, weddings, BBQs)
- You prefer season-long prevention instead of reactive treatment

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Beyond the Scale: Understanding Bariatric Surgery

Often referred to simply as weight loss surgery, bariatric surgery encompasses a suite of sophisticated surgical procedures meticulously designed to help individuals struggling with severe obesity achieve significant and lasting weight loss. Our program expertly offers a range of these life-changing options, including the widely recognized gastric bypass, the increasingly popular sleeve gastrectomy, the adjustable gastric banding, and the highly effective duodenal switch.

These aren't merely cosmetic interven-

tions. These procedures fundamentally alter how the body processes food, leading to powerful metabolic shifts. Beyond reducing the sheer volume of food one can consume, bariatric surgery actively helps to regulate hormones related to hunger and satiety, profoundly impacting metabolism. This metabolic reset often translates into dramatic improvements in critical health markers such as blood sugar, blood pressure, and cholesterol levels, often far surpassing what can be achieved through diet and exercise alone for those with severe obesity.

Why Choose Bariatric Surgery? A Long-Term Solution for a Complex Challenge

For individuals grappling with Class III obesity (defined as a Body Mass Index of 40 or greater, or 35 with significant co-morbidities), bariatric surgery stands as the most effective, evidence-based long-term solution. The National Institutes of Health (NIH) acknowledges a critical truth: for many with severe obesity, maintaining significant weight loss through conventional diet and exercise alone is often nearly impossible. The body's powerful physiological mechanisms often resist lower set points, driving a relentless urge to regain lost weight.



Bariatric surgery intervenes in this cycle. By changing the physical architecture of the digestive system and recalibrating metabolic signals, these procedures empower patients to adopt and sustain healthier dietary and lifestyle habits. This surgical intervention provides a powerful biological assist, leading to sustained weight loss, significant resolution of obesity-related diseases, and a profound improvement in overall health and well-being. It's about working with your body, not against it, to achieve lasting results.

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(Continued on page 50)

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(Continued from page 48)

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At Roxborough Memorial Hospital's Bariatric Surgery and Wellness Program, we treat each patient as an individual with a complex chronic condition deserving of the utmost compassionate care and

respect. Our comprehensive multidisciplinary team — comprising surgeons, dietitians, psychologists, nurses, and support staff — is committed to enhancing your quality of life through a truly holistic approach that supports you every step of the way, from initial consultation through long-term follow-up.

Are You Ready to Live Your Best Life?

If you've been considering whether weight loss surgery is the right choice to reclaim your health and vitality, now is the perfect time to take that courageous next step. Don't let another day pass without exploring the possibilities. Call us today at 610.277.6131 to schedule a consultation and begin your journey towards comprehensive care from our dedicated multidisciplinary team.

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- ♦ Allentown, PA: 30 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
- ♦ Bocce and Pickleball Courts
- ♦ Heated Saltwater Pool
- ♦ Pet Spa
- ♦ Outdoor Lounge with TV and Fireplace
- ♦ 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
- ♦ Wood-Style Flooring
- ♦ Granite Kitchen Countertops
- ♦ Patios and Balconies with Duxxback® Decking
- ♦ Two-Tone Kitchen Cabinetry with Soft Close Doors
- ♦ 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





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