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Cover Story: *Cornerstone Caregiving — Phoenixville provides compassionate, personalized in-home care, respite, and companionship to help seniors, veterans, and others remain safely and comfortably at home.*



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Published by Articled, LLC, 933 Main Street, Bethlehem, PA 18018

Subscribe online! www.422bizmag.com

Managing Editor – Bill Haley; Advertising Manager – Patti Seigel

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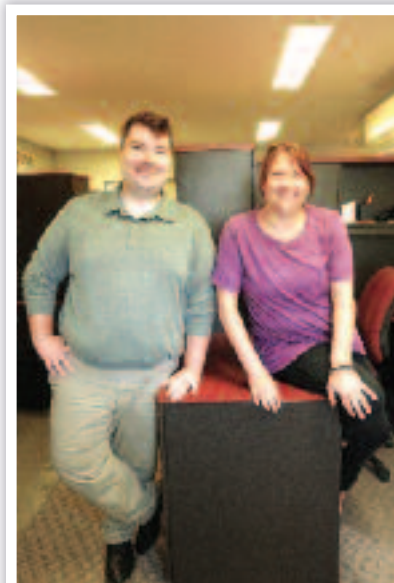
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Zach Burgoyne (1 year) - Personal Lines Agent & Haley Kandrick (31 years), Personal Lines Manager

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Cornerstone

CAREGIVING

Helping People Remain Safely and Comfortably at Home

By Kathy Hunt

At some point, most people need a bit of help with either their own or their loved ones' daily care. Illness, injury, chronic conditions, or just aging in general make housework, errands, and personal care difficult to do. Family members frequently step in to assist with these and other tasks.

In July 2025, the AARP reported that one in four, or roughly 63 million, American adults provide direct care for a family member. Often that family member is a parent, aged 65 or older.

Although caring for a family member can be very rewarding and even bring the family closer together, it can also be quite challenging, made more so by commitments to work, spouses, partners, children, and other key players in the caregiver's life. In a study released by the *Pew Research Foundation* in February 2026, caregivers cited the negative impact that this role had had on their careers, finances, physical and emotional health, and social lives.

When the negatives of caring for a family member at home start to outweigh the positives, many may consider a move to assisted living or a nursing home. For anyone not ready, willing, or in a position to make such a major change, in-home, personal care can work wonders. For those residing in Chester and Montgomery counties, Cornerstone Caregiving of Phoenixville does just this. Part of the Cornerstone Caregiving organization, the newly-opened Phoenixville branch provides the same high level of award-winning, in-home care as the group's other 430-plus, U.S. locations. This year, Cornerstone Caregiving was named the "2026 Most Reliable In-Home Care Service Provider" by ElderCare Review.



Cornerstone Caregiving was founded during the pandemic, in 2020, by Texans Michael Hillman and Ryan Gibson and remains co-owned by the two. Their premise is that every senior should be allowed the choice of where and how they age. If someone wants to remain at home during their final years, Cornerstone Caregiving will make it easier to do so. Today, their mission extends not only to seniors but also to veterans, those with developmental disorders, and anyone else requiring assistance with day-to-day home life.

"A lot of people don't want to move to long-term care or a nursing facility," said Nitish Arora, operating director of Cornerstone Care Phoenixville. "We have a mission of delivering high-quality, compassionate care at home while also allowing for flexibility. If you need care or you are the loved one of someone who needs care, we will work closely with you so that you get the best home care possible."

Cornerstone Caregiving Phoenixville supports clients residing in Chester and Montgomery counties. Arora pointed out that there is a high demand for this type of service in Phoenixville as well as Pottstown, which contributed to the opening of the Phoenixville branch.

Personal Care to Meet Each Person's Well-Being

When the term "in-home care" comes up in conversation, it's easy to assume that skilled care from a medical professional is involved. Although clients of Cornerstone Caregiving may be receiving physical or occupational therapy, visiting nursing, or hospice through an authorized medical provider, what Cornerstone Caregiving offers is aid with unskilled care. This includes bathing, cooking, housekeeping, errands, transportation, mobility and wheelchair aid, fall prevention, among other life essentials. These are activities that become harder with age, illness, and/or disability.

Not every Cornerstone Caregiving client needs this type of personal care. Sometimes, a client may simply want someone to sit, chat, and visit for an hour or so each week. Perhaps the person feels a bit isolated or unable to pursue favorite hobbies without a little assistance. Then again, maybe the client's loved ones have a pressing appointment or crave a short break from caregiving, which necessitates finding someone to cover for them. This is where Cornerstone Caregiving Phoenixville steps in with companion visits and respite care. Nitish Arora pairs clients with compatible caregivers, aiming to match people who share common interests and who can participate in favorite pastimes. He and his staff work with the client, the client's loved one(s), and healthcare team to ensure not only that day-to-day demands are met but also that the client remains happy and comfortable at home.

"Everything is based on what the patient wants," Arora said. "We have no minimum-hour requirements; you can request as little as one hour per week or around the clock, 24-hour care. No minimum doesn't mean no minimum standard of care. We go for the maximum standard of care every time."

He added that ideally, there are two caregivers assigned to each patient. However, for those requiring 24-hour care, the general rule is four to six caregivers.

(Continued on page 8)

Where Home Care Meets Compassion.

Built on the belief that every senior deserves the choice to age where and how they wish, Cornerstone has grown into a leading nationwide home care organization, committed to delivering premier care wherever seniors call home.





(Continued from page 7)

In addition to companion, respite, and 24-hour care, Cornerstone Caregiving Phoenixville provides hospital recovery care, which includes medication pickups and reminders, hot meals, assistance with prescribed exercises, bedside care, and laundry. It also works with hospice teams to make sure that clients who have chosen palliative care remain comfortable and content in their homes.

Additionally, Cornerstone Caregiving ensures its staff members undergo extensive training in dementia and specific neurocognitive diseases such as Alzheimer's. By learning about and understanding dementia and its diseases, the staff can offer an extra level of patience and empathy for clients struggling with these conditions. As its website states, they can also help family caregivers "navigate sundowning, exit seeking, behavioral outbursts, and other symptoms of memory loss."

Making In-Home Care Easier

Unlike when seeking skilled care, those interested in personal, in-home care won't have to track down a doctor's referral. Simply call Cornerstone Caregiving Phoenixville at 484.922.9186 or fill out an online form on its website, <https://cornerstonecaregiving.com>. Arora will then schedule a free home visit where he gets to know the prospective client and any family and friends involved with the person's care. At that time, he will go over the services on offer, determine what the client desires and requires, and discuss the cost of care.



"If a patient is paying out-of-pocket, we go over budgeting, flexibility, and what they specifically need help with," Arora said. "If they're unable to speak for themselves, I speak with the power of attorney or representative who is present and set up a care plan that way. Once I have this plan, I contact my caregivers and we get someone lined up for them."

Depending upon the client, a professional caregiver can start within 24 hours of the home assessment. Arora attends the first visit with the caregiver and makes sure that everything is in place and going smoothly for all involved.

"We want to make sure that patients have a say in their schedules and care," Arora said.

If a client also receives skilled in-home healthcare, social services, or is in hospice care, Cornerstone's caregivers will work closely with those providers, updating and discussing any concerns that arise. If there are any changes observed by Cornerstone Caregiving or by the other providers, that information will be shared in a confidential, professional manner.

How to Pay for Personal Care

For unskilled, personal care, patients generally pay out of pocket, as Arora had mentioned, through long-term care insurance, or through Veterans Affairs (VA) programs. Those enrolled with the VA may have Homemaker and Home Health Aid (HHA) Care benefits, which alleviate some of the cost of aging in place.

Cornerstone Caregiving is credentialed for VA-funded, in-home care for veterans throughout the country. For veterans not currently enrolled with the VA, a member of the Cornerstone Caregiving staff will help them navigate the VA system and sign up for benefits. The organization likewise offers support to veterans' families so that they'll also be informed and empowered.

As with all clients, there is no minimum number of hours that a veteran must receive from Cornerstone Caregiving. This "no-minimum" policy differentiates Cornerstone Caregiving from other personal care services, many of which mandate hourly minimums for their





clients. Arora noted that a large number of people don't require as much help as is stipulated by some personal care services.

To be covered by HHA benefits, veterans must first consult their primary care physician and receive confirmation that they need assistance with at least two activities of daily living—housekeeping, personal hygiene, etc. To comply with VA regulations, their physician must also approve a specific number of hours of care. Note again that self-pay clients do not have to perform these steps.

In July 2025, Cornerstone Caregiving began serving patients enrolled in Medicare's new Guiding an Improved Dementia Experience (GUIDE) model. Patients with a diagnosis of dementia and who have traditional Medicare Parts A and B are eligible to participate in the GUIDE model. Enacted in 2024 and running for eight years, GUIDE will ultimately test the impact of providing comprehensive services and support to dementia patients and their family caregivers. It aims to enable these patients to remain in their homes longer, reduce hospital visits and stays, improve quality of life, and address the needs of unpaid family caregivers.

To accomplish these goals, GUIDE supplies monthly payments to support a patient's in-home care. The model funds an additional \$2,575 to cover respite care, which gives family caregivers a break and helps stave off burnout. Respite is set up through a care coordinator. As one of the few participating in-home, personal care agencies, Cornerstone Caregiving supported 1,622 additional clients in its first year with GUIDE.

Additional information about GUIDE can be found on the Centers for Medicare and Medicaid Services website, <https://www.cms.gov/>, and by contacting Cornerstone Caregiving Phoenixville 484.922.9186.

High-Quality Home Care Starts at the Top

When founders Hillman and Gibson created Cornerstone Caregiving, they had four fundamental principles, or pillars in mind: compassion in home care; clients having a choice and having their preferences honored; recognizing the calling for caregiving; and embracing challenges and striving for excellence. In other words, they built the company upon four C's — compassion, choice, calling, and challenge. This was something that appealed greatly to Arora. Prior to joining Cornerstone Caregiving as Phoenixville's operational director, Arora had worked in the home care industry for roughly six years.

"I've gone into many homes and seen patients not being treated the greatest and seen horror stories firsthand. I assure you that when we serve Chester and Montgomery counties, we give the highest quality standard of care," he said. "I do this work because I care."

This year, Arora received his master's degree in health administration (MHA) from Temple University, which he'd earned while working full-time in home care. A native of India who lived in South Africa for seven years before immigrating to New Jersey at the age of nine, Arora is "an example of someone who moves to America and wants to make a difference, to make things better."

He added, "I've lived here over 20 years and been treated very well here. The least I can do is have a line of work where I treat others as well and give them the help they need to succeed and also to remain in their homes."

During his career, he has noticed that many people do not want to move into long-term care facilities and prefer to remain in the comfort of their own homes and receive high-quality care. "That's where companies like Cornerstone Caregiving come in. I want to make sure that every patient is treated with the dignity and respect that they deserve."

To learn more about Cornerstone Caregiving Phoenixville's high-quality, personal care services, please contact Nitish Arora at 484.922.9186.

TEASING OUT THE DIFFERENCES BETWEEN TERMS

With the multitude of similar sounding terms used to describe healthcare needs and facilities, it can be tricky to tease out which word applies to which scenario. Below is a brief, alphabetical rundown of common terms and their definitions from Merriam-Webster, the World Health Organization, and the Cambridge Dictionary.

- **Assisted living:** system of housing and limited care designed for aging adults who need some assistance with daily activities but do not require care in a nursing home.
- **Caregiver:** a person who provides direct care for a person.
- **Home care:** non-medical or medical care provided in a patient's home.
- **Home healthcare:** medical care and therapeutic services provided in a patient's home by licensed healthcare workers.
- **Hospice:** a program or facility that provides palliative care and emotional support to terminally ill people in a home or homelike setting so that quality of life is maintained and family members may participate in their care.
- **In-home care:** See definition for home care.
- **Long-term care:** broad range of personal, social, and medical services and supports provided over extended periods of time by family members, friends, or informal or professional caregivers.
- **Long-term care facility:** residential facility that provides care for those who are chronically ill, disabled, or aging and cannot care for themselves. Nursing homes and assisted living facilities are two examples.
- **Nursing home:** public or private residential facility providing a high level of long-term personal or nursing care for aging or chronically ill people who are unable to care for themselves properly.
- **Palliative care:** medical and related care provided to a patient with a serious, life-threatening, or terminal illness that isn't intended to cure but rather to manage symptoms, relieve pain, improve quality of life, and meet the patient's emotional, social, and spiritual needs.
- **Personal care:** day-to-day tasks such as bathing, eating, getting dressed, and taking medicines with which people may need help due to aging, illness, or other conditions.
- **Skilled care:** medical or rehabilitative services that can only be provided by skilled, licensed medical workers.
- **Unskilled care:** nonmedical/personal care provided by caregivers.



POTTSTOWN BID PRESENTS FIVE-YEAR VISION FOR NORTH CHARLOTTE STREET ARTS DISTRICT

Proposal aims to activate vacant storefronts, support creative businesses, and strengthen downtown community connections

The Pottstown Business Improvement District Management Association presented a proposed Arts District during Borough Council's September 9 Committee of the Whole meeting, outlining a five-year vision to bring new activity to North Charlotte Street through creative businesses, public art, and community programming.

The proposed district would focus on North Charlotte Street between High and Beech streets. The presentation identified approximately 10 vacant storefronts along

the corridor, including spaces described as having been empty for 20 years or longer. The proposal envisions working with property owners to explore galleries, artist studios, artisan retail, and other complementary uses.

Regular Art Walks, pop-up markets, and community events would help connect these spaces and encourage visitors to explore nearby shops, restaurants, and services. Occasional street closures for special events were also discussed as a



The Pottstown BID presents its proposed Arts District during Borough Council's September 9, 2026, Committee of the Whole meeting.

possibility, subject to coordination and approvals.

The presentation highlighted creative activity already taking shape along the corridor. Charlotte Street Coffee was recognized as a gathering place for artists and residents, while the YWCA was identified as a supportive community anchor. Nexus Gallery and Mud Slingers Ceramics School & Creative Studio were highlighted as emerging businesses bringing additional opportunities to experience, create, and purchase art downtown.

The proposal also builds on Pottstown's established arts community, including Steel River Playhouse, The High Street Music Company, ArtFusion 19464, and the Pottstown Area Artists Guild. Connecting these longstanding organizations with newer creative businesses would help

strengthen the visibility and reach of arts programming throughout Pottstown.

Youth involvement is another priority. The presentation explored opportunities to engage students and educational partners, including potential collaboration with The Hill School, in projects that connect young people with local artists and their community.

The proposed first year would focus on forming an advisory committee under the BID, confirming the district's name, engaging property owners, and recruiting businesses. The second year would emphasize Art Walks, pop-up shops, signage and façade improvements, and coordinated digital marketing. Goals for years three through five include additional storefront activations, public art installations, regional promotion, and a signature annual event.

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Rendering of what the Arts District could look like.



Attendees fill Council chambers during the September 9 meeting, where the BID presented its proposed Arts District.

Potential government, foundation, and corporate funding sources were identified for further exploration. The timeline would depend on funding, partnerships, property-owner participation, and applicable approvals.

Through this coordinated effort, the BID aims to support local talent, create opportunities for small businesses, strengthen community pride, and give res-

idents and visitors more reasons to spend time downtown.

The BID is seeking letters of support and prospective grant application partners as planning continues. Property owners, artists, businesses, and community organizations interested in participating are encouraged to contact Danielle Kangas at dkangas@discoverpottstown.org.

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FOCUS ON POTTSTOWN REVITALIZATION

Gary's Carpet & Flooring Depot – Serving the Pottstown Area Since 1994

Gary's Flooring Depot is a locally owned flooring business located at 237 West High Street in Pottstown, Pennsylvania. The company has been serving the Pottstown area since 1994, giving it more than 30 years of local history.

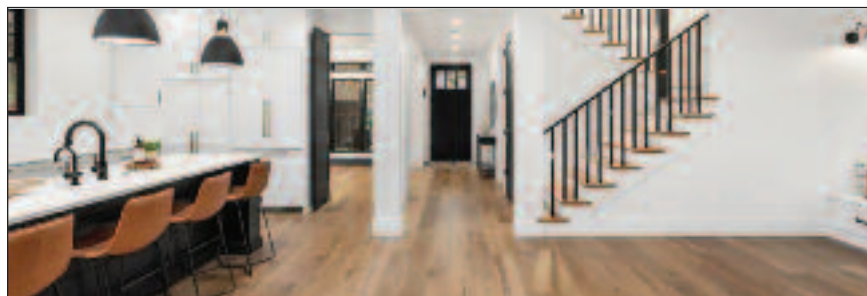
1994 — The Beginning

The company was founded as a local flooring business by Gary Stepler and has remained deeply rooted in the Pottstown community, maintaining its local ownership and connection rather than becoming part of a national chain or big-box retailer.

Growing into a Full-Service Flooring Company

Over the years, Gary's expanded beyond simply selling carpet. Today, the company offers a broad range of flooring products, including:

- Carpet
- Hardwood
- Luxury vinyl/LVP
- Laminate
- Tile
- Vinyl flooring
- Area rugs and related flooring products



A Long-Standing Pottstown Presence

Gary's currently operates from 237 West High Street in Pottstown, where its showroom serves homeowners throughout Pottstown and surrounding communities, including Royersford, Collegeville, Limerick, Gilbertsville, and beyond.

The company's history emphasizes its relationship with local customers, describing them as friends and neighbors. Gary's has been a part of the community for approximately 30 years.

Experience and Installation

Another important part of Gary's history is its emphasis on experienced installers. The

company employs installation professionals with at least 10 years of experience in their respective fields.

Customer testimonials also provide a picture of the company's long-term reputation. Reviews describe projects ranging from carpet and vinyl installations to tile and remodeling work, with customers specifically mentioning craftsmanship, communication, and attention to detail.

Gary's Today

Today, Gary's has evolved into a full-service flooring and remodeling business while retaining the local, family-oriented identity it has promoted since its early years.

As of August 2021, Christopher Wanner

was the owner and has taken steps to expand the business, including recently adding a Business Development Sales Representative to the team.

Getting to Know Kellie Tully

Kellie Tully is an experienced real estate agent based in Pennsylvania, known for her client-first approach and unique background in the performing arts.

Kellie has more than 11 years of experience as a licensed Realtor. Her primary real estate specialties include serving as a Buyer's Agent, Listing Agent, and coordinating relocations.

Her reviews cite her deep local knowledge, process expertise, strong negotiation skills, and responsiveness. Clients frequently mention her patience and honest insight throughout the home-buying process. Kellie brings these same qualities to Gary's Flooring Depot, where she works to build strong relationships with everyone she encounters.

Beyond real estate, Kellie is a professional singer, dancer, and actor. She has a background in theatrical performance, having performed throughout the country, in Philadelphia, Canada, with bands, and in movies and television.



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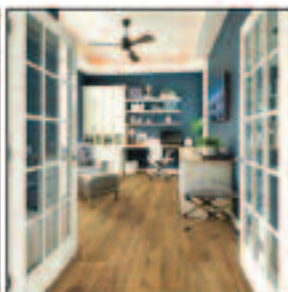
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Leighann — Inside Sales Representative and “Measure Queen”

We would be remiss not to mention our Inside Sales Representative and “Measure Queen,” Leighann. She is vital to the company, handling the majority of inside sales, taking measurements for clients, and converting those measurements into quotes.

The company’s current approach includes: **Local Ownership • Flooring Sales • Professional Installation • Design Assistance • Remodeling Services • In-Home Consultations**

Gary’s currently offers a shop-at-home service, allowing customers to have flooring samples brought directly to their homes rather than requiring them to visit the showroom exclusively.

Gary’s Triple Guarantee

Gary’s Flooring Depot currently promotes a Triple Guarantee:

1. Zero Regrets Guarantee

If you aren’t in love with your new floor, we will replace the material with one of equal or lesser value one time at no charge.

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2. Lifetime Installation Guarantee

This goes far above and beyond the manufacturer’s warranty. We are so confident in our installation that we guarantee it, so you can be worry-free. If your flooring becomes damaged as a result of improper installation, we will repair or replace it at no charge.

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Our installers are neat, clean, well-groomed, well-spoken, and professional. Each installer has a minimum of 10 years of experience in their respective field.

For additional information, please call 610.323.8881 and visit www.garysflooringdepot.com.



Cole Tobacco

Cole Tobacco, located at 215 E. High Street in downtown Pottstown, has everything you need to get started rolling your own carton of cigarettes for \$10. The friendly staff at Cole Tobacco are more than happy to show you how, just ask. Cole Tobacco has a walk-in humidor, with a wide range of high-grade cigars.

Join Cole’s Tobacco Cigar Club to earn an additional ten percent off the purchase of high-grade cigars. Cole Tobacco also carries lots of old-time candy, penny candy, smoke odor candles, incense, cigarette cases, flasks, and a wide variety of vape products. For additional information, please call 610.323.4991.

Hope Capital Investments

Hope Capital Investments is a full-service real estate investment company dedicated to revitalizing communities and creating long-term value for property owners. As a “one-stop shop” our company helps investors purchase, renovate, and manage investment property. With an in-house construction crew, we can build homes from the ground up, also

servicing homeowners with exceptional renovation work including roofing, siding, plumbing, HVAC, kitchens, bathrooms, paint, flooring and more. Our mission is to transform properties into homes while delivering exceptional service. Text or call Vincent Hope at 267.966.7421 and visit www.Hopecillc.com for more information!

Coventry Parlor at Laurel Locks

Coventry Parlor at Laurel Locks, located at 653 Laurelwood Road, Pottstown, PA 19465 is open for breakfast, lunch six days a week, Tuesday through Sunday. They are open Monday for ice cream and baked goods from 4:00 PM - 8:00 PM, and now open for dinner Tuesday through Sunday from 7:00 PM to 8:00 PM. “Our soups are something that we take great pride in, especially during the fall and winter,” said owner Austin Dunhour. “Come get warmed up with a cup of soup and a sandwich. Nothing pretentious. We use quality ingredients and take the time to create all of our offerings.”

Austin and Mary Catherine Dunhour are also continuing the Coventry Parlor tradition of offering a wide selection of fresh baked goods. “We have this robust baked food program that we’re only trying

to increase especially around the holiday season,” Austin Dunhour said. “Leave the baking to us. Everybody is so busy during the holiday season so we offer all of your classic holiday favorites at reasonable prices for holiday parties, corporate events and family gatherings,” he said, adding, “As we continue to grow, we want to offer our space to encourage more get togethers and community, group-based activities, church groups, youth groups and after-school gatherings. We want people to use this space as much as possible. It’s a beautiful piece of real estate that we want to encourage people to use and visit.”

You can now get your Coventry Parlor favorites delivered to your door on GRUBHUB. For additional information, please call 484.300.4911 and visit www.coventryparloratlaurellocks.com.



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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 home-made 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, 7-9 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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North End Florist

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

North End Florist is well known for their ability to create custom designed arrangements. Although their work is

always on display in the glass cooler cases, the pieces that usually are not seen are for funerals. Our designers have been asked to incorporate quite a variety of items and mementos into these pieces. Some of our best remembered pieces included a Firestone tire; a pair of Harley Davidson boots; and a pair of fireman’s boots.

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

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Embody’s Sunoco Service Center

Embody’s Sunoco, located at 1435 East High Street in Pottstown, has been serving the surrounding area for 55 years! Embody’s is a family-owned and operated establishment. Hours are Monday through Friday, 6 AM to 9 PM, Saturday and Sunday 7 AM to 7 PM. They accept all major credit cards. Terry Embody’s expert technicians service all makes and models of vehicles.

Some of Embody’s services include: Pick up and delivery of vehicle; PA State Safety and Emissions Inspections; Factory-scheduled maintenance, Sales

and service of many major brands of tires; Computerized wheel balancing; Brake service; Exhaust repair and replacement; Air conditioning & cooling system maintenance and repair; Tune-ups and computerized engine diagnostics; Fuel injection service; Engine repair; Transmission service; Steering and suspension repairs; Replacement of shocks and struts; and Road Services such as emergency jump and tire repair.

Please stop in or call 610.326.2250 to inquire about fleet service, or to reach Terry.



Pottstown Dance Theatre

New Classes Formed and New Students Welcome

The Pottstown Dance Theatre recently started its 2026-2027 season and is still accepting new students for most classes! Styles include Ballet and Pointe, Tap, Jazz, Musical Theater, Creative Movement, Modern/Contemporary, Hip-Hop, Breakdance, Acro Dance Arts, African Dance, Irish Dance, and now: *Popping, Locking, and Tutting!* This genre is often thought of as a sub-genre of Hip-Hop and really helps a dancer get a "GROOVE"! It's a fun way to get funky, really get a great workout, and is taught by Dr. David Heller. You'll love the music and rhythmic vibe!

The studio also has an established Pilates program which includes Mat classes, Reformer Classes, and private lessons on the Trapeze Table (also known as the "Cadillac") given by certified and long-term instructor, Michelle Jones Wurtz. Pilates is great for maintaining core strength, flexibility, and can ease back pain, arthritis, and various other joint issues. Many orthopedic specialists recommend Pilates to alleviate pain and



strengthen areas of concern. You get a great workout without stressing the joints!

Preliminary dance levels are a great way to introduce young students to the joy of movement and the benefits that transfer into daily life. They learn to work in different rhythms, in group settings, stretching techniques, age-appropriate choreography, and often make new friends. These classes include

First Steps (for age three), Creative Movement (for ages four and five), Intro to Tap and Jazz (for ages 6-8), and PreBallet (for ages 6-8). You'll love how your little one twirls and feels the music! Call the studio at 610.323.2569 or visit the website at www.pottstowndance.com to get registered. Don't wait as some classes have filled up!



New Students Still Welcome at Pottstown Dance Theatre

Space is available in most classes including: Ballet & Pointe, Tap, Jazz, Musical Theater, Contemporary/Modern, Acro, Hip-Hop, Popping/Locking, Breakdance, African Dance, Irish Dance, Creative Classes, and Pilates.

Call 610-323-2569 or visit www.pottstowndance.com
72 W. Main St., Pottstown PA 19465



Pottstown Dance Theatre
Michelle Jones Wurtz, Director
610-323-2569
72 W. Main St., Pottstown PA 19465
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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 Mangers 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 so as to not confuse current and new customers.

In 1999, the snowblower lineup 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.stevesmowership.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 Mangers Mill Road, Pottstown, PA 19464. For additional information please call 610.323.7003.

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Succession Planning: What To Consider

By Jeffrey L. Shelly,
Senior Business Analyst,
Once Source Business Solutions LLC

Small to medium-sized, family-owned businesses are good not only for the families involved, but also benefit both the local and global economies. For any business, a large part of future success will come down to manufacturing quality products or providing consistent services. However, in family-run businesses there is another vital consideration to make: ensuring that the next-generation talent is there, and that it knows what to do and how to do it to continue growth.

At some point the owner steps down and turns the mantle over to someone else. A smooth transition of leadership does not come without planning and preparation. Succession planning prepares the company's workforce for inevitable departures and retirements and provides a process through which an employer can identify and develop internal staff/family members to fill key leadership roles.

By engaging in succession planning, an employer ensures continuity of the business, as well as providing advancement opportunities for family members and current employees.

The constant changing landscape of the workplace, particularly since the COVID-19 pandemic and the increased focus on social issues, has brought greater emphasis to succession planning. Future leaders must be skilled in crisis management, inclusive leadership, and oftentimes the ability to align a mobile

and remote workforce. Putting forth the effort to plan for a transition in ownership will yield a significant competitive advantage.

Here are our key areas of focus when creating a plan. They are called the "Successive Seven."

1. **Determine Goals and Metrics** – we help specify why the succession planning process is being initiated and how the success and effectiveness will be measured.

2. **Determine the Scope** – we help you identify which positions the process will affect.

3. **Clarify Roles and Responsibilities** – we evaluate the various levels of leadership and create opportunities for each to bring their expertise to the forefront in the planning process.

4. **Create Documents, Instructions, and Workflows** – we educate those individuals whose input is sought for the succession plan why they are being asked to participate.

5. **Develop a Communication Strategy** – we assess the risks and benefits of communicating key decisions.

6. **Implement the Plan** – we create a timeline to ensure completion occurs when you want it with the appropriate individuals and materials in place.

7. **Monitor the Results** – we compare actual data against previously established goals and outcomes.

Considering Succession Planning? To schedule a free consultation contact: Jeffrey Shelly - Jeff@Onesbs.com



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Zone Heating — How We Learned to Stop Worrying and Love the Fireplace

Fireplaces and stoves heat where you spend the most time. Zone heating is the main reason you are able to save money with a fireplace or stove. Are you paying to heat rooms you aren't using with central heating? Stop pumping expensive hot air into empty bedrooms and hallways. Heat where you live!

You can't have an energy-efficient home while ignoring a massive hole in the wall. If you have an older, open wood-burning fireplace, it is a vacuum for your home's heat. Many homes in Southeastern Pennsylvania have an outdated, inefficient fireplace that pulls warm air right up the chimney.

The Stove Shop Fireplace Experts Mission: Help Our Customers Stay Warm & Save Money



Ted Ryan and his son Bill Ryan.

The Stove Shop helps you turn down your thermostat and heat directly where you spend the most time.

Fifty years ago, much like today, homeowners faced this exact same problem. In 1977, the price of oil was high and the future was uncertain. Wood stoves made by Vermont Castings were one of the best ways to get bone-warming comfort at home through the winter. Ted Ryan got a wood stove to save money on oil and loved heating his living room while saving money in the process.

After getting laid off and needing a new career, Ted turned to wood stoves again. The Stove Shop in Phoenixville, PA was born to help our community turn down the thermostat and heat where they live. Fifty years and three generations later, The Stove Shop still serves Phoenixville, PA and beyond.



(left to right) Brandon Chapa (manager), Patrick Ryan (son), Bill Ryan and Cyndy Ryan (husband and wife).

Why Are Fireplace Inserts Our Most Installed Product?

Our most popular installation, a gas fireplace insert, upgrades your drafty wood-burning fireplace, creates efficiency and directly heats your living room. Beyond stopping drafts and creating direct warmth, a new fireplace insert offers fuel choice. You don't want to be stuck with only one way to stay warm, at the whim of electricity or oil prices! Gain peace of mind and keep your family warm through the winter.

Why Homeowners LOVE Fireplaces and Stoves

No one loves their boiler. You can strap a mini-split to your wall to heat a room, but nobody is going to gather around a piece of plastic to make lasting memories. Fireplaces and stoves are a product loved by the folks who use them. According to the NEHPBA, 81% of customers with a new fireplace or stove say, "I love my new fireplace or stove!"

Wood stoves, pellet inserts, and gas fireplaces create direct heat and change how you gather. A warm hearth acts as the heart of the home. Fire brings your family together throughout winter; creating accidental connections and unplanned memories in front of the flames. A new fireplace or stove is a purchase you will love for decades. We know you will love your new fireplace or stove, that is why we have done this for fifty years."

If you would like to love your home more fully today, check out **The Stove Shop Fireplace Experts** at FireplaceExperts.com, call us: 610.935.9334 or visit our showroom at 20 E. Pothouse Road Phoenixville, PA 19460.





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YOUR SALES CALLS ARE DISAPPEARING FOREVER (HERE'S HOW TO FIX THAT)



TECHNOLOGY

By Marc Umstead,
Plus One Technology

Every day, your team picks up the phone, has conversations with clients and prospects, and then... those conversations vanish. No record. No context. No accountability. Just a faint memory that fades a little more with every new call that comes in.

If your business runs on relationships, and most small businesses do, this is a serious problem. The good news is that there is a straightforward fix: automatically saving your call recordings directly into HubSpot so every conversation becomes a permanent, searchable, actionable business asset.

Here is what that actually means for your bottom line.

The Real Cost of Losing Your Call History

Most business owners think about missed calls. But they rarely think about lost calls, meaning conversations that happened, but left no record behind.

Think about what gets said on a typical sales or client call. A prospect mentions their budget. A client clarifies exactly what they need. Someone confirms a deadline verbally. Your team member nods and says, "Got it." And then three days later, nobody can remember who said what.

This is how disputes start. This is how deals fall apart. This is how clients feel unheard and start shopping around. For accounting firms, law practices, dental offices, and manufacturers, the stakes are even higher because your client relationships depend on precision and trust.

What Automatic Call Recording to HubSpot Actually Does

When your business phone system is connected to HubSpot and configured to record and log calls automatically, every conversation gets saved as a record tied directly to the contact or deal in your CRM. You do not have to rely on your team to remember to take notes. You do not have to chase down what was discussed. The recording, along with key details like the time, date, and duration, lives right inside the contact record where anyone on your team can find it.

This is not complicated technology. It is a straightforward integration that sits quietly in the background and works every single time someone picks up the phone. The setup gives your team a complete picture of every client interaction without adding a single extra step to their day.

5 Business Outcomes You Can Expect Right Away

1. Faster, More Accurate Client Handoffs: When someone on your team is out sick, takes a vacation, or leaves the company entirely, the knowledge about each client relationship does not leave with them. The next person picks up the phone already knowing what was discussed, what was promised, and where things stand. This protects your client relationships and your revenue.

2. Fewer "He Said, She Said" Disputes: When a client insists your team promised them a specific price or timeline, you no longer have to go on memory alone. You pull up the recording, confirm what was actually said, and resolve the issue in minutes instead of days.

(Continued on page 20)



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TECHNOLOGY

(Continued from page 18)

For law firms and CPA practices especially, this kind of documentation is not just convenient; it can be genuinely protective.

3. Better Coaching and Staff Development: Owners and managers can review actual calls to understand where conversations go sideways. You can hear exactly how your team handles objections, whether they are communicating your value clearly, and where deals are getting stuck. This is far more valuable than a performance review based on gut feelings.

4. A Cleaner, More Complete CRM: A CRM full of gaps and guesswork is not actually useful. When calls log automatically, your HubSpot data reflects reality. Your pipeline becomes trustworthy. Your follow-up sequences become smarter. And your business starts making decisions based on facts instead of impressions.

5. Serious Time Savings Across Your Team: Manual note-taking after every call eats time. Searching through email threads to remember what a client said wastes even more. Automatic call recording eliminates both problems. Your team stays focused on the work that actually moves your business forward.

Why Small Businesses Overlook This

Many small businesses with 5 to 50 employees do not have a formal process for capturing what happens on the phone. They rely on memory, sticky notes, or informal Slack messages. This works fine when the team is small and everyone knows everyone's deals. It completely breaks down as the business grows.

The irony is that setting this up is not expensive or complicated when you have the right VoIP and business phone setup paired with a properly configured CRM. The technology exists. The business case is obvious. The only barrier is not having someone walk you through the integration.

This is also where AI-powered tools are beginning to add even more value. Some platforms can now transcribe calls, summarize key points, and flag action items automatically. If your call recordings are already living in HubSpot, you are already positioned to take advantage of those tools as they mature.

What Success Looks Like

When this is working, your team starts every client interaction with full context.

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\$150 REGULAR
\$200 SPECIALS
\$2000 JACKPOT



Deals close faster because nothing falls through the cracks. Disputes get resolved quickly because the record is right there. New hires ramp up in weeks instead of months because they can listen to real calls. And your CRM actually reflects what is happening in your business.

What failure looks like is the alternative you are probably already living: promises made and forgotten, clients who feel like they have to repeat themselves every time they call, and a sales pipeline you cannot fully trust.

Frequently Asked Questions

Do I need to notify callers that their calls are being recorded?

Yes, in most cases you are legally required to inform callers that the conversation may be recorded. Pennsylvania is a two-party consent state, meaning both parties must consent to recording. Your VoIP or phone system can handle this with an automatic disclosure message. This is something to discuss with your legal counsel and your IT provider when setting up the integration.

Does this work with any phone system, or do I need a specific VoIP setup?

HubSpot's native call recording works through its built-in calling tool. If you use a third-party VoIP system, an integration

or middleware may be required. A managed IT provider can assess your current phone setup and identify the cleanest path to connecting your calls with HubSpot.

What if we do not use HubSpot yet? Is this still worth setting up?

If you are already managing client relationships and sales conversations at any meaningful volume, a CRM like HubSpot is worth the investment on its own. Adding call recording as part of that setup just makes the whole system dramatically more useful from day one.

Your Calls Are Worth Keeping

Every call your team makes or receives is a piece of your business. It contains relationships, commitments, opportunities, and risks. Letting those calls disappear is like deleting client files at the end of every week. You would never do that intentionally, but without a system in place, that is effectively what is happening.

If you are ready to stop losing valuable conversations and start turning every call into a competitive advantage, the team at Plus 1 Technology can help you connect the right tools, configure the integration properly, and make sure your team is set up for success from day one. Call 610.792.5660 to schedule a free IT consultation with Plus 1 Technology.



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THE DENTAL INSURANCE MYTH: "WE TAKE YOUR INSURANCE" DOES NOT MEAN "WE'RE IN-NETWORK"

That routine cleaning you thought was covered at 100% could still leave you with a bill.



HEALTH INSURANCE

By Bryan Nester,
President,
Nester Insurance Inc.

"We take your insurance" is not the same as
"We are in-network

with your insurance."

It sounds like a simple question:

"Do you take my dental insurance?"

The dental office responds:

"Yes, we take your insurance."

You schedule your appointment, have your cleaning completed and assume everything is covered. Then, a few weeks later, you receive a bill.

At Nester Insurance, our team fields calls from employees of our employer clients every day. One situation we occasionally encounter is an employee who believed a dentist was in-network because the office said it "takes" or "accepts" their insurance.

Unfortunately, those two statements can mean very different things.

"We Take Your Insurance" vs. "We Are In-Network"

A dental office may be willing to accept and submit your insurance without actually participating in your insurance company's network.

When a dental office says it "takes" your insurance, it may simply mean the office is willing to submit a claim to your insurance company so you can receive whatever out-of-network benefits may be available under your plan.

Being in-network means something different. An in-network dentist has a contractual relationship with a dental carrier or

network. Under a typical dental PPO arrangement, participating dentists agree to provide specified services according to the terms of their contract, including applicable negotiated or maximum allowable fees.[1]

An out-of-network dentist does not have that same contractual relationship. And that distinction can directly affect your wallet.

How a "100% Covered" Cleaning Could Still Cost You Money

Let's use a simplified hypothetical example. Suppose your dental benefits summary says: Preventive Services — 100%. That may include services such as routine exams and cleanings, subject to the specific terms and limitations of your plan.

It's easy to look at "100%" and think: "Great. My cleaning is free." But 100% coverage does not necessarily mean the insurance company will pay 100% of whatever amount any dentist chooses to charge.

Simplified Cleaning Example:

Item	In-Network Dentist	Out-of-Network Dentist
Dentist charge	\$180	\$180
Plan/network recognized amount	\$120	\$120
Plan benefit for eligible preventive care	100% of allowed/network amount	100% of recognized amount
Insurance pays	\$120	\$120
Contractual adjustment / potential remaining balance	\$60 contractual adjustment	\$60 potential balance
Your potential cost	\$0	\$60

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The American Dental Association's guidance illustrates this important distinction. For covered services, the in-network calculation is generally limited by the plan's maximum allowable fee, while an out-of-network calculation can include an additional balance toward the dentist's full fee.[2]

That additional amount can become the patient's responsibility depending on the plan, provider and applicable law. This is commonly referred to as balance billing — when a provider bills a patient for the difference between the provider's charge and the amount recognized or allowed by the plan.[3]

Same insurance plan. Same cleaning. Same "100%" preventive benefit. Potentially two very different outcomes.

The Question You Should Be Asking

Instead of simply asking the dental office: "Do you take my insurance?" ask: "Are you currently an IN-NETWORK participating provider with my specific dental plan and network?"

Those few extra words can make a significant difference. Provider participation can vary by carrier, network and specific plan. Do not rely exclusively on someone at the dental office saying, "Yes, we take that."

Before Your Next Appointment

1. **Check your insurance company's website.** Use the carrier's online provider directory and search using the specific dental network associated with your plan.

2. **Call the insurance carrier.** Use the number on your insurance ID card and ask the carrier to confirm that the dentist is currently participating in your specific network.

3. **Ask the dental office specifically about network participation.** Do not just ask if they "accept" or "take" the insurance. Ask whether the dentist is an in-network participating provider for your exact plan.

4. **Be especially careful before expensive dental work.** For crowns, root canals, oral surgery, bridges, dentures or other significant procedures, consider asking the dental office to submit a pre-treatment estimate to the carrier when available.

5. **If Nester Insurance manages your employer's benefits, call us.** If you are not sure what you are looking at, ask for help before the service is performed.

Why This Matters Even More With Major Dental Work

A surprise \$50 or \$100 bill after a cleaning is frustrating. A misunderstanding involving a \$1,500 or \$3,000 dental procedure can be much more painful.

(Continued on page 24)



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HEALTH INSURANCE

(Continued from page 23)

For example, suppose an out-of-network dentist charges \$1,500 for a procedure and the dental plan calculates benefits using a lower amount. Your plan may still provide an out-of-network benefit. However, depending on the plan and circumstances, you could potentially be responsible for your normal deductible and coinsurance plus an additional amount associated with the dentist's charge exceeding what the plan recognizes.

This is why knowing whether a dentist is actually in-network matters.

"But I Thought Surprise Billing Was Illegal?"

This is another important misconception. Federal protections under the No Surprises Act protect consumers from certain types of unexpected out-of-network medical bills.

However, the Centers for Medicare & Medicaid Services (CMS) states that these federal balance-billing protections generally do not apply to dental-only insurance plans. They may apply when dental benefits are included as part of a health plan.[5]

That makes understanding your particular dental plan and provider network even more important.

A Call We Would Rather Receive BEFORE the Appointment

Unfortunately, sometimes employees call our office after the dental work has already been completed.

At that point, we can help review the claim, Explanation of Benefits and plan provisions. We can help determine whether something was processed incorrectly and, where appropriate, assist in asking questions or pursuing an appeal.

But there is one thing we cannot do: we cannot go back in time and make an out-of-network dentist an in-network dentist.

The Nester Insurance Takeaway

If you remember only one thing from this article, make it this: "We take your

insurance" does NOT necessarily mean "We are in-network with your insurance."

Before scheduling an appointment or having a significant procedure performed: check the carrier's website, verify the network, ask the right question and, when you are unsure, ask for help.

At Nester Insurance, we believe employee benefits should not end with handing someone an insurance card. Our job is to help employers and their employees understand, navigate and actually use their benefits.

Sometimes a five-minute conversation before an appointment can prevent a much more frustrating conversation after it.

About the Author — Bryan Nester, President, Nester Insurance Inc.: Nester Insurance works with employers and their employees to simplify employee benefits, HR, compliance and related business solutions. Our team provides hands-on support to help employees better understand and navigate their benefits.

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Walela Life Coaching

Realigning Success: Shifting from Output to Intention

By Tiffany Sutton,
Certified Professional Coach

From the outside, your career or business looks like a masterclass in momentum and achievement. You're meeting targets, handling high stakes, and making things happen. But internally, you might feel busy, yet stagnant; successful, yet subtly out of alignment with yourself. If this resonates, remember that gap isn't a failure; it's a signal that you are ready to move toward what's been calling you.

Bridging that gap requires space, reflection, and a deliberate choice to shift from where you are to where you truly want to be. A simple place to start is by running a personal alignment audit: ask yourself where your time and energy went this past month, and whether those efforts genuinely align with your values and long-term vision. This is where professional coaching can support your growth. Coaching isn't a one-size-fits-all roadmap; it is a collaborative partnership built on your goals, your pace, and your forward progress. At Walela Life Coaching, my process is grounded in the ICF Code of Ethics and guided by a framework of Clarity, Alignment, and Intentionality. I work side by side with



clients to get honest about what success looks like on your terms, explore where you are today, and unlock the answers you already hold.

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VISITING ANGELS OF POTTSTOWN & FLEETWOOD EARNS 2026 BEST OF HOME CARE® – TOP 100 LEADER IN EXPERIENCE AWARD

Visiting Angels of Pottstown & Fleetwood has earned the distinguished 2026 Best of Home Care® – Top 100 Leader in Experience Award from Activated Insights, a leading workforce and experience platform for post-acute care. This award represents the highest level of recognition from Activated Insights and is presented to only 100 home care organizations across North America that demonstrate exceptional performance across 10 or more quality metrics.

As a Top 100 Leader in Experience award recipient, Visiting Angels is recognized among the very best home care providers participating in the Activated Insights Experience Management program. This achievement reflects the organization's ongoing commitment to delivering consistently positive experiences for both clients and caregivers.

"We're proud to recognize Visiting Angels for earning the Best of Home Care® – Top 100 Leader in Experience Award," said Bud Meadows, Chief Executive Officer of Activated Insights. "This distinction is reserved for a select group of home care organizations that consistently perform at the highest level across multiple quality measures. Because this recognition is based on ongoing feedback from both clients and caregivers, it reflects Visiting Angels' sustained commitment to exceptional care, continuous improvement, and a strong experience for everyone they serve."

To qualify for this recognition, at least ten percent of Visiting Angels' clients and caregivers were interviewed each month by Activated Insights. Over a 12-month period, the organization earned outstanding satisfaction scores across key areas including caregiver training, compassion, communication, scheduling, and client-caregiver compatibility. By using this feedback alongside industry benchmarks from Activated Insights, Visiting Angels continuously set and measured goals to achieve the highest level of experience possible.

"Receiving the Top 100 in Experience Award is truly an honor, but this recognition belongs to our incredible team. Every day, our staff brings compassion, dedication, and heart to the work they do for our clients and their families. Their commitment is what makes our organization special, and I couldn't be more grateful to work alongside such an amazing team. Thank you to our staff for making this recognition possible—and thank you to



our clients and families for trusting us to be part of their lives. This award is a reflection of all of you." Alycia & Doris Wertman, Owners

The Best of Home Care® – Top 100 Leader in Experience Award highlights the nation's top-performing home care organizations and helps families identify providers that have been independently recognized for quality, consistency, and trust.

"At Activated Insights, our mission is to help post-acute care organizations create experiences that exceed expectations for both clients and caregivers," said Bud Meadows, Chief Executive Officer of Activated Insights. "When agencies like Visiting Angels consistently listen to feedback and act on it, it leads to stronger teams and better care. We're proud to recognize their achievements and celebrate this exceptional milestone."

To find out more about Visiting Angel's commitment to experience, please visit www.visitingangels.com/pottstown or call 610-906-1924.

About Visiting Angels of Pottstown & Fleetwood: Visiting Angels is owned by a mother/daughter team, Doris & Alycia Wertman and has been operating in the area for the last 18 years. They are one of the top-rated and most established agencies in the area, striving to provide the best support to our local seniors by helping them age in place with dignity and respect.

About Activated Insights: Activated Insights helps long-term and post-acute care providers strengthen workforce performance, regulatory compliance, and care quality. Through recruitment, compliance-focused education and training, retention, and experience management tools, along with the industry's leading benchmarking and recognition programs, Activated Insights enables providers to reduce risk, improve satisfaction, lower turnover, and achieve operational excellence across senior living, post-acute and home-based care. Learn more at activatedinsights.com.



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EXPRESS DATA SYSTEMS

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



Jennifer Scotese

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

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

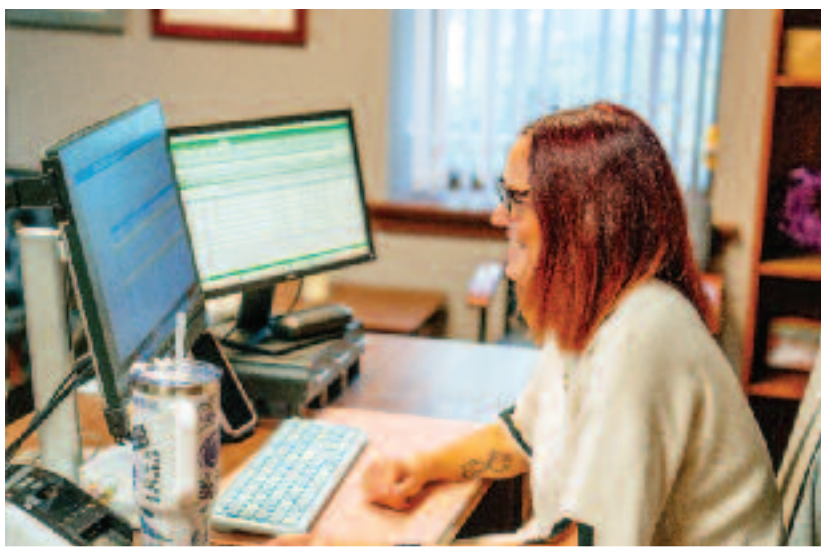
Q: Can you tell us about the company’s unique beginnings?

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

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

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





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

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

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

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



spend stays local and supports our regional economy.”

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

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

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

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

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

Q: What’s next for Express Data Systems?

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

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

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

GRCA ROUNDUP

GREATER READING CHAMBER ALLIANCE

GRCA

GREATER READING
Chamber Alliance

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

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

UPCOMING EVENTS

Berks Family Business Alliance Under Pressure: How Berks Fire Water Built a Business Ready for Anything

Oct. 1 from 8 a.m. to 10 a.m.
Berks Fire Water, 1145 Commons Blvd., Reading
\$35/person- GRCA Members;
\$50/person- Future GRCA Members
Register at Greaterreading.org/BFW

Intro to Excel

Oct. 1, 8, 22 and 29 from 8 a.m. to 10:30 a.m.
Shearer Technical, 727 Penn Ave., West Reading
\$400/person- GRCA Members;
\$495/person- Future GRCA Members
Register at Greaterreading.org/introexcel

AI that Delivers: Insight from Berks Leaders

Oct. 2 from 7:30 a.m. to 10 a.m.
Redner's Event Center, 2024 Centre Ave., Reading
\$45/person- GRCA Members;
\$60/person- Future GRCA Members
Register at Greaterreading.org/AI

Intermediate Excel

Oct. 5, 19, 26 and Nov. 2
from 8 a.m. to 10:30 a.m.
Shearer Technical, 727 Penn Ave., West Reading
\$400/person- GRCA Members;
\$495/person- Future GRCA Members
Register at Greaterreading.org/interexcel

Practical Project Management Workshop*

Oct. 6 from 9 a.m. to Noon
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$250/person- GRCA Members;
\$300/person- Future GRCA Members
Register at Greaterreading.org/projectmanagement

Breakfast4Success Behind the Leadership: The East Penn Story

Oct. 7 from 7:30 a.m. to 9:30 a.m.
DoubleTree Reading, 701 Penn St., Reading
\$50/person-member exclusive
Register at Greaterreading.org/eastpenn

Women2Women Evening of Empowerment: Unscripted Impact

Oct. 14 from 5:30 p.m. to 8 p.m.
Redner's Event Center, 2024 Centre Ave., Reading
\$75/GRCA member
\$95/person- Future GRCA Members
Register at Greaterreading.org/empower26

Meet the Candidates: State Election Mixer

Oct. 15 from 5 p.m. to 6:30 p.m.
Reading Regional Airport - Departure Lounge
24 Liberator Way, Reading
\$20/GRCA member
\$30/person- Future GRCA Members
Register at Greaterreading.org/candidates

Membership Matters Webinar

Oct. 19 from Noon to 1 p.m.
Zoom link will be sent to attendees ahead of event
Free to GRCA Members
Register at Greaterreading.org/membershipmatters

Economic Development Webinar Series

Beyond the Farm: Agriculture as an
Economic Engine
Oct. 21 from Noon to 1 p.m.
Zoom, Free to all
Register at Greaterreading.org/farm

Networking@Night

Oct. 22 from 5:30 p.m. to 7 p.m.
Village Library of Morgantown
207 Walnut St., Morgantown
Free to GRCA Members
Register at Greaterreading.org/library

Supervisor Training Module 1: Principles of Supervision*

Oct. 28, Nov. 4, 11, 18, Dec. 2 and 9
from 8:30 a.m. to 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/GRCA member
\$860/person- Future GRCA Members
Register at Greaterreading.org/supermod1

Essentials of Effective Leadership Part 2*

Oct. 28, Nov. 4, 11, 18 and 25
from 8:30 a.m. to 11:30 a.m.
Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/GRCA member
\$895/person- Future GRCA Members
Register at Greaterreading.org/leadership2

2026 Manufacturing Summit

Oct. 30 from 8 a.m. to Noon
Miller Center for the Arts at Reading Area
Community College, 4 N. 2nd St., Reading
\$40/GRCA member
\$55/person- Future GRCA Members
Complimentary to Students (contact Keith Stamm
kstamm@greaterreading.org)

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 interests 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



BRYNNE TILLMAN

MEGAN SCOTT

TIARA WATERMAN

BEV WEINBERG

WOMEN WHO THRIVE: A WOMEN'S LEADERSHIP SUMMIT

What if one morning could help you grow your network, see your business differently, and leave you feeling more confident about what comes next?

Join the Montgomery County Chamber of Commerce for Women Who Thrive on Tuesday, October 13, from 8:00 AM-1:00 PM at Cedarbrook Country Club, an inspiring morning of connection, leadership, visibility, financial confidence, growth and resilience.

Hear from four accomplished women; Brynne Tillman, Megan Scott, Tiara Waterman and Bev Weinberg as they share real stories, practical insights and lessons learned along their journeys.

Come for the inspiration, stay for the connections, and leave with new ideas, new relationships and a renewed sense of what's possible.

Come connect. Come learn. Come THRIVE.

- Tuesday, October 13
8:00 AM - 1:00 PM
- Cedarbrook Country Club
100 Walters Road, Blue Bell, PA 19422
- FREE with registration

*Don't miss this one.
THRIVE TOGETHER.*



www.MontcoChamberPA.org



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

Scan the QR code or visit
<https://members.montcochamberpa.org/events>

*WEDnet eligible



18 W. Lightcap Road, Suite 613, Pottstown, PA 19464 | 610.326.2900 | www.tricountyareachamber.com

Our Mission: Leveraging the power of membership to provide valued membership services and proactive leadership for the tri-county region.

Our Vision: The tri-county area has a strong sense of place – quality of life, economic opportunity, and generations of leaders – to support the region's businesses and communities.

Follow us on:      **#WhyTCACC**
#tcaccbettertogether

WELCOME NEW MEMBER

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

Pennhurst Holdings LLC

(484) 886-6080

<http://www.pennhurstasylum.com/>
Business Consultants

MEMBER ANNIVERSARIES

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

48+ Years

Sawchuk's Garage, Inc.

30 Years

Marion & Black, LLC

10 Years

GreenAllies

TRICOUNTY AREA CHAMBER OF COMMERCE HOSTS RECORD-BREAKING 6TH ANNUAL REACH CONFERENCE

THE AUDACITY THAT BUILDS YOU: A DAY OF CONNECTION, EMPOWERMENT, AND INSPIRATION AT RIVERCREST GOLF CLUB & PRESERVE

Pottstown, PA – September 8, 2026 – The TriCounty Area Chamber of Commerce proudly hosted its 6th Annual REACH Conference on Wednesday, September 2, at RiverCrest Golf Club & Preserve in Phoenixville, Pennsylvania, bringing together a record-breaking 160 attendees for an afternoon focused on connection, leadership, personal growth, and empowerment.

The annual conference, designed to inspire, connect, and empower women across the region, featured a full afternoon of engaging programming, meaningful networking, interactive discussions, awards, and opportunities for attendees to learn and grow alongside fellow professionals.

This year's theme, "The Audacity That Builds You," encouraged attendees to embrace resilience, intentional growth, courage, and the experiences that shape them both personally and professionally.

The REACH Conference is part of REACH Programming under the TCACC Foundation, Inc., a 501(c)(3) charitable organization dedicated to fostering community development and leadership. REACH Programming is designed by an active committee of professional women and focuses on bringing together professionals throughout the tri-county region to network, build relationships, and access professional development and educational opportunities designed to empower and inspire.

A Day Filled with Inspiration and Connection

The conference featured three impactful experiences designed to encourage attendees to reflect, connect, and take action in their personal and professional lives.

The afternoon began with the Panel Discussion: "Real Conversations. Real Impact.", featuring four accomplished women leaders:

- Karen Norheim, CEO, American Crane & Equipment Corp.
- Heather Chandler, President, Sealstrip Corp.
- Kristi Gage-Linderman, CEO, Gage Talent & Business Solutions
- Margo McDonnell, President, 1031 Corp.

The panel was facilitated by Wendy Moyer-Drabick of Moyer-Drabick & Associates, Ltd., and provided attendees with authentic conversations surrounding leadership growth, navigating challenges, and empowering others within their organizations and communities.

Attendees then participated in interactive roundtable discussions led by Michelle Govan, a dynamic speaker, certified life coach, and co-founder of The Govan Group, LLC. The intimate discussions created an organic environment for attendees to share experiences, build relationships, and connect with one another on a deeper level.

The conference concluded with the keynote, "The Audacity That Builds You," presented by Erika Rothenberger, a nationally recognized keynote speaker, bestselling author, media personality, and thought leader on audacity, resilience, and bold leadership. Each attendee received a copy of her new book, *Audacious Expansion*.

Celebrating Women and Organizations Making an Impact

The REACH Conference also celebrated outstanding individuals and organizations throughout the community with its annual **REACH Awards**, recognizing women and businesses that demonstrate influence, leadership, and a commitment to making a difference.

Congratulations to this year's award recipients:

Business of Influence: American Crane & Equipment Corp. – for its outstanding commitment to empowering women, fostering leadership, and creating meaningful opportunities both within its workforce and throughout the community.

Woman of Influence: Kimyetta Lewis, Better Tomorrows – for her dedication to strengthening the Pottstown community and empowering those around her.

Young Professional of Influence: Dr. Stephanie Freed, Golden Years Veterinary Services – for her compassion, innovation, and commitment to serving both animals and their families.

Master of the REACH: Pamela Mann, Help at Home with Pam – for her outstanding dedication to connecting, supporting, and empowering women through meaningful relationships.

These awards recognize the individuals and organizations whose leadership and contributions make a meaningful impact throughout the community.

Giving Back Through the REACH Mission

Giving back remains an important part of the REACH Conference, and this year's attendees once again demonstrated their generosity.

As part of the REACH Mission, attendees were encouraged to bring donations of menstrual and personal care products to support local women and girls experiencing period poverty. Thanks to the generosity of conference attendees and the leadership of REACH Mission Sponsor Ambler Savings Bank, the conference collected a record number of period poverty donations to benefit the YWCA.

The mission reflects the heart of REACH: extending support to others, seeking guidance when needed, sharing talents, and pursuing opportunities for professional and personal development.

A Record-Breaking Year

The 6th Annual REACH Conference marked a significant milestone for the program, achieving record attendance, a record number of sponsors, and a record number of period poverty donations.

The Chamber extends its sincere appreciation to the businesses and organizations whose sponsorship and support helped make the conference possible:

Empowerment Sponsors:

American Crane & Equipment Corp.; Cherry Bekaert; Lehigh Valley Health Network

Award Sponsor:

Diamond Credit Union

Beverage Station Sponsor:

Maillie LLP

Dessert Buffet Sponsor:

Tompkins

NextGEN Sponsor:

Pottstown Hospital – Tower Health

Photobooth Sponsor:

Constellation

REACH Mission Sponsor:

Ambler Savings Bank

Photography Sponsor:

Nihart Photography

Be Authentic Sponsors:

1031 CORP.; Cedarville Engineering Group, LLC; TriCounty Health Plans; Edward Jones – Jennifer Staudenmayer; Gage Talent & Business Solutions; Hobart's Run; O'Donnell, Weiss & Mattei, P.C.; Penn State Berks; RiverCrest Golf Club & Preserve; Valley Forge Tourism & Convention Board

The Chamber also extends its appreciation to the many Table Host Sponsors who helped create the unique and engaging atmosphere throughout the ballroom.

Looking Ahead

With the success of the 6th Annual REACH Conference, the REACH Committee is already looking toward the future. The committee has begun planning for next year's conference and is excited to continue building upon the momentum created by this year's record-breaking event.

The REACH Conference continues to grow as a signature professional development and networking opportunity for women throughout the region, providing a space where women can meet, mingle, grow, empower one another, and be empowered.

The TriCounty Area Chamber of Commerce thanks all 160 attendees, sponsors, speakers, award recipients, committee members, volunteers, and supporters who contributed to making the 6th Annual REACH Conference such a tremendous success.

For more information about REACH Programming, the REACH Conference, or the TCACC Foundation, Inc., please visit www.tricountyareachamber.com.



UPCOMING EVENTS.

OCT
16

Friday, 11:30 AM - 1:00 PM

Lunch & Learn: AI Tools

This will be a hands-on, practical session showing how to use AI tools—ChatGPT, NotebookLM, Gamma, and Lovable—to save time, communicate more clearly, and create content faster. Kareese Foster will do live demos that show how to turn ideas into polished emails, flyers, outlines, and presentations in minutes, and how to summarize documents into clear action steps. \$10 for Members and \$20 for Prospective members.

OCT
20

Tuesday, 6:00 PM - 8:00 PM

REACH Social: Pickleball

Grab your sneakers and join REACH for an evening of fun, connection, and a little friendly competition! Whether you're a seasoned pickleball player or have never picked up a paddle before, this event is for you. Spend two hours enjoying casual games, meeting other professional women, and learning one of the fastest-growing sports in the country. Beginners are encouraged to join—no experience necessary! Bring your own paddle if you have one, or borrow one from Brookside Country Club. Our goal is simple: have fun, make new connections, and enjoy an active evening together. \$15 per person

OCT
22

Thursday, 6:00 PM - 8:00 PM

Young Professionals: Wine Tasting

Join TriCounty Young Professionals for an evening of wine tasting at Ridgewood Winery on Thursday, October 22nd, from 6:00-8:00 PM. This relaxed social event is the perfect opportunity to meet other young professionals from across the TriCounty region while enjoying a curated wine tasting experience in a beautiful vineyard setting. For \$25 per person, guests will enjoy a wine tasting along with light snacks. Whether you're a wine enthusiast or simply looking for a fun way to expand your network, this event offers the perfect mix of great conversation, new connections, and local flavors.

OCT
28

Wednesday, 5:00 PM - 6:30 PM

Business After Hours: Tompkins - Pottstown

Join the Pottstown Tompkins team as they celebrate their anniversary! Gather with Chamber Members and business professionals for networking, light refreshments, and celebration. Connect with fellow Members, strengthen business relationships, and help us commemorate this special anniversary. We look forward to celebrating with you!



VISIONARY



STAKEHOLDER



BUILDING COMMUNITIES



CREATING CONNECTIONS



SUPPORTING COMMERCE



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE



710 Main St., Phoenixville, PA 19460

• 610.933.3070

• info@phoenixvillechamber.org

• www.phoenixvillechamber.org

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

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



PHOENIXVILLE HAUNTED HISTORY TOUR

HISTORIAN RYAN CONROY

Grounded in true historical research, each stop on the tour connects real people, real events, and real places, some of which may not be as quiet as they seem! Whether you're a history buff, a paranormal curious, or simply love your community's hidden stories, this is an evening you won't forget!

14, 15,
20 & 29
OCT.

6pm Doors
6:30pm Tour Line Up
6:45pm Tour Start
Light refreshments
Kids 12 and under are free

710 S. MAIN ST.
PHOENIXVILLE

Tickets & Info

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

www.phoenixvillechamber.org



REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



521 Main Street, Trappe, PA 19436 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!

For 65 years, the Chamber has been the voice and advocate for the local business community—connecting members with professionals, mentors, and customers while helping businesses grow and strengthening our region. We serve businesses in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Providence, Lower Frederick, Perkiomen, Skippack, and Oaks. Visit www.PVchamber.net to view membership directory. To sign-up

for E-news, email info@PVchamber.net and follow us on Facebook @PerkValleyChamber.net

WELCOME NEW MEMBERS!

The Fleischmann Law Firm

Business & Construction Law

Craig Fleischmann, Esq. 215-234-3344

www.fleischmannlawfirm.com

Pay USA

Payroll & HR Services

Mike Mahoney 337-3000 x118

www.payusa.com

NEW!

PERKIOMEN VALLEY CHAMBER

COMMUNITY RESOURCE GUIDE

The Perkiomen Valley Chamber is launching a new Community Resource Guide to connect residents with trusted local businesses, organizations, and resources. Distributed throughout the region, the guide will showcase the businesses that help our community thrive. Chamber members receive a complimentary listing, with affordable advertising opportunities available for added visibility. Interested in learning more? Contact Renee Blomstrom at 610-489-6660 or renee@pvchamber.net.

UPCOMING EVENTS

Oktoberfest Mixer at Maillie - Oct 1 @ 5PM

Get ready to **prost!** Join us at Maillie for an **Oktoberfest-themed Mixer** filled with great food, beverages, networking and prizes. FREE for members; \$10 guests. No walk-ins, please.

Membership Orientation – October 7 @ 8:30AM

Are you considering membership? New to the Chamber? Already a member and looking to become more active? Join us for Membership Orientation on October 7th to learn how to make the most of Chamber membership. Following the 1-hour program, guests are invited to stay for a bonus session, Networking 101! Email info@pvchamber.net to reserve your spot!

Business Roundtable - Oct 22 @ 11:45AM-1PM

Business owners and key decision makers, join us for an open discussion on preparing your business for the holiday season and the year ahead. We'll share ideas and experiences around **employee and client gift-giving, seasonal hours, holiday celebrations, and planning for 2027.** Members-only event. \$30/pp.

SOMETHING BIG IS COMING... We've been working behind the scenes, and we can't wait to share the news! **Join us this October as we unveil something BIG!** Follow us on Facebook and watch our website for updates, the event announcement and your invitation.

Featured Event

PLUS ONE

LUNCH & LEARN | THURS. NOV. 5

AI Foundations

Get it Right Before You Roll It Out

11:30AM-1PM | Copperfield Inn | Lunch Included

REGISTER

perkiomenvalleychamber.org

Everyone is telling you to adopt AI. Almost nobody is telling you what has to be true first. Join Marc Umstead of Plus 1 Technology over lunch for the part nobody sells you: the groundwork that decides whether your AI spend returns anything at all. Plain English, no technical background required, no product pitch. Every attendee leaves with the AI Foundations Workbook and a customizable AI Use Policy template you can put in front of your team next week. **Limited seating!** \$30 chamber members / \$75 non-members. Register: perkiomenvalleychamber.org

SAVE THE DATE!

Tuesday, December 8 — Annual PV Chamber Holiday Party.

Details & reservations: pvchamber.net

Visit www.PVChamber.net for Fall Workshops, Lunch & Learn and Mixer details.

SPRING-FORD CHAMBER OF COMMERCE

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



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

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



HAPPY HOUR

NETWORK • CONNECT • GROW

Join fellow Chamber members, local professionals, and community leaders for an evening of networking, conversation, and great connections!

*Build relationships.
Grow your business.*

Hosted at
SPRING HOLLOW GOLF CLUB

THURSDAY, OCTOBER 22, 2026 | **5:30 PM – 7:00 PM**

GREAT DRINKS & LIGHT BITES
 NETWORKING OPPORTUNITIES
 GREAT CONVERSATIONS
 LOCAL BUSINESS CONNECTIONS

Pre-Registration Encouraged!

REGISTER TODAY AT SPRINGFORDCHAMBER.COM
\$10.00 TO REGISTER

Build relationships.
Grow your business.
Strangers Together.

WOMEN in NETWORKING

Connect. Empower. Grow.

Hosted by
MICHELLE GOVAN

Join a like-minded community, exchange information and ideas, support each other, and get it!

1ST FRIDAY OF EVERY MONTH

2026 DATES

- October 2, 2026
- November 6, 2026
- December 4, 2026

TIME
8:00 AM

LOCATION
Lincoln Township Building,
645 W. Ridge Pike

REFRESHMENTS
Light refreshments served

WINE & FOOD PAIRING EVENT

WITH ONE HOPE WINE

AT
LUCIANO'S

TUESDAY, NOVEMBER 17, 2026
6:00 PM

FUNDRAISER BENEFITING
SPRING-FORD ADOPT A FAMILY

\$40 PER PERSON

Register at springfordchamber.com

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** at their business location.

WHY HOST?

- Showcase your business to Chamber members and community leaders
- Build relationships in a casual, social environment
- Gain extra promotion through Chamber media, social media, and word of mouth

WHAT'S INVOLVED

YOU PROVIDE:

- Your venue (business, office, or partner location)
- Light refreshments (snacks, appetizers, beverages)
- A cover price (or gratuity, optional)

WE PROVIDE:

- Event promotion (email, website, Facebook, and newsletter)
- Registration management
- On-site support from Chamber staff

HOST INVESTMENT: \$150

HOSTING SITE: —venue, event promotion, logistics, and Chamber staffing.

(This supply the food and drinks, the Chamber takes care of everything else!)

Interested in HOSTING?

Email the Chamber at info@springfordchamber.com to reserve your month!

Spark SESSIONS

IDEAS CONNECTIONS GROWTH

A monthly gathering for business owners, entrepreneurs, and startups to share ideas, solve challenges, and grow—TOGETHER.

CHANGE IDEAS
Find your own ideas

GET FEEDBACK
A listening post for your business

BUILD VISIBLE CONNECTIONS
Network with local business owners

GROW YOUR BUSINESS
Learn, network, and solve

Spark Sessions is a collaborative forum where business owners come together in a supportive environment to share challenges, exchange ideas, and learn from one another. Every voice is heard. Every idea has potential.

Let's grow together!

2026 SESSION DATES

THURSDAY	THURSDAY	THURSDAY
2026	2026	2026
10:00 AM	10:00 AM	10:00 AM
10:00 AM	10:00 AM	10:00 AM
10:00 AM	10:00 AM	10:00 AM

REGISTER AT springfordchamber.com | **\$30.00**

BRING YOUR CHALLENGES. SHARE YOUR IDEAS. LEAVE WITH SOLUTIONS.

BUSINESS CONNECT

JOIN US EVERY TUESDAY MORNING!

Build relationships. Share ideas.
Grow your business.

8:00 AM – 9:00 AM

SUNSHINE CAFE

Visit Our Website
www.springfordchamber.com

NETWORK

SHARE

CONNECT

CONNECT. PROMOTE. ADVOCATE. THRIVE.

The Spring-Ford Chamber of Commerce is an independent organization that represents the business interests of Montgomery County.

200+
LOCAL BUSINESSES & PROFESSIONALS

50+
MEMBER BUSINESSES & PROFESSIONALS

STRONG
COMMUNITY PROPOSALS

MARKETING
A SUCCESS FOR YOUR BUSINESS

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

 **Small Business
Resource Association**



THE SBRA COMMUNITY LOOKING BACK WITH NO REGRETS



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

After five plus decades of starting and running businesses, I get asked quite often, “knowing what you know now, what would you do different in starting and running a business today?” The honest answer to that is, business today is still

like business was yesterday. We just had to figure out how to do it differently.

Let me share my entrepreneurial journey of over 50 years and how it compares starting a business today to yesterday. FYI—I have no complaints or regrets for my actions in the past; in fact, I would not be writing this article today if not for my previous experiences.

Starting a Business—Entrepreneurs start their journey with an idea. They believe their idea is a product or service that satisfies a need or cures a pain that people are experiencing. They check out the market to see if other people are doing what they plan to do. They do research to discover their strengths and weaknesses so they can build a better mousetrap. They develop a plan outlining how they are going to start, market and grow their business. No different approach today than yesterday. The first company I started would supply a product that nobody in the world was making at that time so I had nothing to use as a standard or comparison. I just had to believe in what I was going to do and go for it.

New Idea for a Business—I had to be prepared to support my idea with as much evidence as I could get to demonstrate that my idea could make money and grow into the future. The evidence I gathered spoke for itself that this was a no brainer.

Funding the Business—Entrepreneurs get funding from banks, lending institutions, friends and families or partnering with someone that believes in what they are going to do and is willing to take the financial risk. I was a school teacher when I came up with my idea. I had very little money and I had no background or experience in manufacturing. Adding to the difficulty was the fact that nobody had ever done this before. Fifty years ago, as it is today, this situation was a formula for failure and nobody would lend me money on just an “idea”.

So, my only way to get my business started was to find a manufacturer that saw an opportunity to make a new product and grow their business. I knew the apparel industry and my partner knew how to manufacture what I needed and together we built the world’s biggest manufacturing company of Gymnastics Apparel. The same principal applies today—go for it.

Young and Dumb—

Being a twenty-nine-year-old with a college degree in Health and Physical Education did not qualify me as an entrepreneur, let alone as a CEO of a new company. I did not have the business savvy, experience, managerial or technical skills to get the business up and running. I had a great vision but now

I needed expertise. However, I figured I was a pretty smart guy and I knew how to do a lot of things and I could figure this out. Not exactly the best thought process. Today, technology has bridged the gap between not knowing and knowing too much. Back then, I had to HUMBLE myself and ask for help. Humility is a great lesson I learned and having a business coach and mentor is the ONLY way to go. DO NOT go for it on your own.

Balancing Growth and Quality—Making our first million in revenue was a pretty easy process. Everyone wanted our product and sales continued to grow. However, growth necessitated more equipment, larger space, more employees, more inventory and a huge demand for on-time-delivery to many more customers. We did not have Amazon back then so we had to focus on quicker turnaround time in our manufacturing process. Now our biggest enemy was not getting new customers, it was producing a QUALITY product to service our customers. Quality performance became our number one priority. Never substitute volume for quality—it is a kiss of death.

Building a Brand—Your BRAND is KING. In the old days, newspapers, radio, TV and magazines were the tools of choice to get your name in the marketplace. Public relations firms were huge as they focused on specific industries. Today we look to social media, SEO and different forms of exposure to get the top-of-mind recognition. So, the path is the same as 50 years ago, we’re just using different tools.

At the end of the day, I look back at my past 50 years and see the same needs today as I did back then, just different methods to address them. NO REGRETS. Business is and always will be a challenge.

Being a successful Entrepreneur is how we deal with those challenges—just don’t do it alone.



CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS



**By Suzy Lysczek,
SuzyRae Design**

Research by Global Web Index shows that 62.3% of the global population uses social media. It's no longer a question of whether to utilize social media but rather which platforms are best suited for your small business.



While you could be on "all of them," that's unrealistic for a small business. In today's saturated digital market, choosing the right social media platforms requires careful consideration.

With numerous options to connect with potential customers, it's crucial to be strategic and thoughtful about where you allocate your time and resources.

Factors to Consider When Choosing a Platform:

Before delving into the countless social media platforms available, it is crucial to take into account the following factors:

- 1. Business Goals and Objectives:** What are your objectives? Are you aiming to drive sales, boost brand awareness, or provide top-notch customer service?
- 2. Target Audience Demographics:** Who is your target audience? What are their demographics and online behaviors? Understanding these aspects is key to effective communication.
- 3. Content Type and Format:** What type of content does your brand excel in? Identifying your strengths will help you tailor your content to resonate with your audience.

Popular Social Media Platforms

Each social media platform has its own vibe and user base. Let's delve into the key features and unique aspects of some of the most popular platforms for businesses.

Facebook—The granddaddy of social media, Facebook, offers the widest audi-

ence range, making it a versatile advertising and content-sharing platform. It's perfect for businesses looking to generate leads, build a community, and capitalize on detailed targeting options for ads.

Instagram—For businesses with visually appealing products or services, Instagram's photo and video sharing can be a goldmine. The platform thrives on high-quality visuals and user engagement, making it a hotbed for brand storytelling and influencer partnerships.

LinkedIn—Often called 'Facebook for professionals,' LinkedIn is the go-to for B2B marketers. It's all about networking, industry insights, and maintaining a professional presence. If your business is service-oriented or your product is business-related, LinkedIn should be a top choice.

YouTube—The second-largest search engine after Google (owned by the same parent company), YouTube is ideal if your business's strengths lie in video content. How-to guides, product demonstrations, or any visually instructive content can thrive here.

TikTok—With its rapidly growing user base, TikTok offers a playful and creative platform that's particularly suited to engaging younger audiences. Short, catchy videos can quickly gain traction, especially with the use of trending hashtags and challenges.

Pinterest—If your strategy revolves around inspiration and discovery, look no further than Pinterest. Recipes, interior design ideas, and DIY projects are some popular categories that thrive on the platform's visual discovery format.

The impact of social media on your business is significant. As Mark Zuckerberg wisely said, "The biggest risk is not taking any risk."

When choosing a social media platform, don't be afraid to try new things. But do so with a sense of purpose, understanding the people you're trying to reach, and the platforms that best facilitate that connection.



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GIFTING MONEY TO YOUR CHILDREN: WHAT PENNSYLVANIA PARENTS SHOULD KNOW



LEGAL PERSPECTIVES

By Laura A. Fox, Esq.
Wolf, Baldwin &
Associates, P.C.

Very little beats the joy you feel when a loved one receives *the* gift from you. You know the one. It is the gift they have only dared to whisper about in secret to the stars. And the gift you likely worked very hard to afford so you could experience secondhand their joy when you gave it to them.

Whether helping with the purchase of a first home, gifting a home altogether, paying for a grandchild's education, or simply sharing accumulated wealth, lifetime gifting can be immensely rewarding. But for some, it can also have major tax consequences if not done carefully.

So, how much can you give to your children without paying taxes? The answer requires understanding what

qualifies as a "gift" for tax purposes and the basics of federal gift and estate tax and Pennsylvania inheritance tax.

What Is Considered a Gift?

Generally, a gift occurs when you transfer property and receive less than its full value in return. The amount of the gift is the difference between the value transferred and the value received in exchange. 26 U.S.C. § 2512(b).

For example, if you sell a \$100,000 asset to your child for only \$25,000, the \$75,000 difference may be treated as a gift for federal gift tax purposes. That said, just because a gift is considered "taxable" does not necessarily mean tax will actually be owed.

How the Federal Gift Tax Works

Federal law imposes a gift tax on certain transfers made during a person's lifetime and an estate tax on the transfer of a person's taxable estate at death. 26 U.S.C. § 2501(a)(1); 26 U.S.C. § 2001(a).

For 2026, the annual gift tax exclusion generally allows a donor to give up to \$19,000 to a person, provided the gift qualifies for the annual exclusion, without the gift using any of the donor's federal lifetime and estate tax exemption (more on what that is later). 26 U.S.C. § 2503(b); Rev. Proc. 2025-32, § 4.42(1). A mother with three children, for example, could give \$19,000 to each child (a total of \$57,000) without those gifts counting against her lifetime federal gift and estate tax exemption.

Each spouse has a separate annual exclusion, meaning a married couple can generally give up to \$38,000 per recipient in 2026 using their combined annual exclusions.

Importantly, \$19,000 is not a limit on how much you may give. If a gift exceeds the available annual exclusion, the excess generally constitutes a taxable gift and may use a portion of the donor's lifetime gift and estate tax exemption.

For 2026, that federal lifetime and estate exemption is \$15 million. 26 U.S.C. § 2010(c)(3). Unlike the annual exclusion, it is not \$15 million per recipient, but rather the total value of transferred property during lifetime and post-mortem, cumulatively.

(Continued on page 40)



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LEGAL PERSPECTIVES

(Continued from page 39)

For example, suppose a mother gives her child \$1,019,000 in 2026. Assume the federal annual exclusion applies. The first \$19,000 is excluded and the remaining \$1 million is considered a taxable gift. She generally would not owe gift tax because the \$1 million would be within the \$15 million federal lifetime exemption, leaving approximately \$14 million of the exemption available.

Now suppose the mother later dies with a \$16 million taxable estate. Because she already used \$1 million of her lifetime exemption, only approximately \$14 million of her \$16 million estate can be sheltered from federal estate tax. In this simplified example, the remaining \$2 million could therefore be subject to federal estate tax. 26 U.S.C. §§ 2001, 2010.

Special Exceptions for Tuition and Medical Expenses

Qualifying tuition paid directly to an educational institution and qualifying medical expenses paid directly to the medical provider on another person's behalf are excluded from taxable gifts. 26 U.S.C. § 2503(e).

The word "directly" is important. Giving your child \$30,000 to pay tuition is

not treated the same as paying \$30,000 of qualifying tuition directly to the school. Because this exclusion operates separately from the annual exclusion, a grandparent could potentially pay a grandchild's qualifying tuition directly to the university and also make a qualifying \$19,000 annual-exclusion gift to that grandchild in the same year.

Should You Give During Your Lifetime or Leave an Inheritance?

For wealthier individuals who may ultimately be subject to federal estate tax, gifting property during life can have a tax advantage because the value of a gift is generally determined when it is made. 26 U.S.C. § 2512(a). If a parent gives a child property worth \$1 million that later grows in value to \$2 million, the gift generally uses \$1 million of the parent's lifetime exemption. The additional \$1 million in growth occurs in the child's hands and generally does not use more of the parent's exemption.

However, there can be a downside when gifting an appreciating asset during your lifetime.

When a parent gives property to a child during life, the child generally receives the

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parent's "basis" in the property, which, in simple terms, is usually what the parent originally paid for it. 26 U.S.C. § 1015(a). Suppose a mother buys stock for \$50,000 and later gives it to her child when it is worth \$200,000. If the child immediately sells the stock for \$200,000, the child generally has a \$150,000 capital gain, which will then be taxed.

The result can be very different if the child inherits the stock. Inherited property generally receives a new tax basis equal to its fair market value at the parent's death. 26 U.S.C. § 1014(a). If the stock is worth \$200,000 when the parent dies and the child immediately sells it for \$200,000, there generally would be no capital gain, and therefore no capital gain tax owed.

Thus, giving an appreciating asset earlier may preserve more of the parent's lifetime exemption. But keeping an appreciated asset until death may save the child capital gains taxes. The best approach depends on the particular asset and the family's circumstances.

Pennsylvania Inheritance Tax

Pennsylvania does not impose a separate lifetime gift tax in addition to the federal lifetime gift tax. However, much like federal estate tax, it does impose an inheritance tax on property that is transferred after death.

The Pennsylvania Inheritance Tax law is important when concerning gifts made shortly before death. Pennsylvania's Inheritance tax applies to any gift made within one year before the donor's death, with a \$3,000 exclusion per recipient, per year. 72 P.S. § 9107(c)(3).

For example, if a Pennsylvania resident gifts a child \$100,000 and dies within one year, \$97,000 may be subject to Pennsylvania inheritance tax.

Just as Pennsylvania's inheritance tax is separate and apart from the federal estate tax, the federal \$19,000 annual gift tax exclusion and Pennsylvania's \$3,000 inheritance-tax exclusion should not be confused. They are separate rules under separate tax systems.

There is no single gifting strategy appropriate for every family. The right approach depends on the assets involved, the donor's financial needs, the circumstances of the recipients, and the potential tax consequences. Thoughtful planning can allow parents and grandparents to experience the joy of helping their loved ones today while minimizing unintended tax consequences tomorrow.

Laura A Fox, Esq. is an associate in the law firm of Wolf, Baldwin & Associates, P.C. She focuses her legal practice in estate planning and probate and estate administration in Montgomery, Berks, and Chester Counties. She can be reached by phone at 610.323.7436, or by e-mail at lfox@wolfbaldwin.com.

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SET SMART GOALS TO FINISH 2026 STRONG



SOCIAL MEDIA TIPS

By Theresa Mintzer

With just a few months left in 2026, now is a great time to set SMART goals for your social media and finish the year with a clear direction. Creating monthly or quarterly goals can help sharpen your message, guide your content, and give you measurable results to track.

Take a few minutes to brainstorm your social media goals, then run them through the SMART filter:

- **Specific** – “I want more followers” isn’t specific. Instead, aim for: *I want to increase my Instagram followers by 500 or I want to increase newsletter signups from social media by 30 percent by November 30.*

- **Measurable** – Use the analytics built into your social platforms to track your progress. Look beyond follower counts and pay attention to engagement, clicks, website traffic, leads, and conversions.

- **Achievable** – Keep your goals realistic. Instead of chasing viral numbers, focus

on steady growth you can support with consistent posting, useful content, and smart targeting.

- **Relevant** – Focus on goals that actually move your business forward. Gaining 500 followers won’t help much if they aren’t potential customers or interested in what you offer.

- **Time-bound** – Give yourself a deadline: *I will increase engagement on LinkedIn by 20 percent by December 31, 2026.*

Pro tip: AI tools can help you brainstorm content ideas, repurpose existing content, draft captions, and identify trends in your results. Use them to save time, but keep your brand voice and business goals at the center of your content.

When you set SMART goals, creating content becomes easier because you know what you’re working toward and what results you need to measure.

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Our menu features a variety of scratch-made foods that were created in collaboration with our staff. We're proud to provide our guests with fresh, locally-sourced ingredients. Everything on our menu was created with our guests' experience in mind and we believe it shows! If someone is unsure of what to try, our enthusiastic staff is happy to provide rec-

ommendations based on our guests' needs.

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WHY BRANDED SEARCH CONVERSIONS ARE A GAME CHANGER FOR CONTRACTORS



MARKETING TIPS

By Brandon Rost,
CEO, beMarketing

Running a local home services business means fighting for visibility but proving the direct return on top-of-funnel campaigns like video marketing has always been a struggle. Google just solved a massive piece of this puzzle for contractors by officially making branded search a conversion type in Google Ads.

Why This Changes the Game

Homeowners rarely click a video commercial the exact moment they see it. They watch your YouTube ad on their television and go about their day. When their water heater breaks three weeks later, they remember your bright green trucks and search for your exact company name to book a service call. Previously, your search campaign took all the credit for that closed lead, while the video ad appeared to waste money. Now, Google connects those dots behind the scenes. It shows exactly how many people searched your brand after consuming your video content, giving you a highly accurate picture of real-world performance.

Zero Setup Required

This update comes with an absolute lack of technical headaches. You do not need to install new tracking codes on your website, hire expensive developers, or configure complicated tag managers. Google automatically tracks when a YouTube or Demand Gen ad view leads directly to a branded search and logs it as a conversion action.

Three Ways to Apply This Data

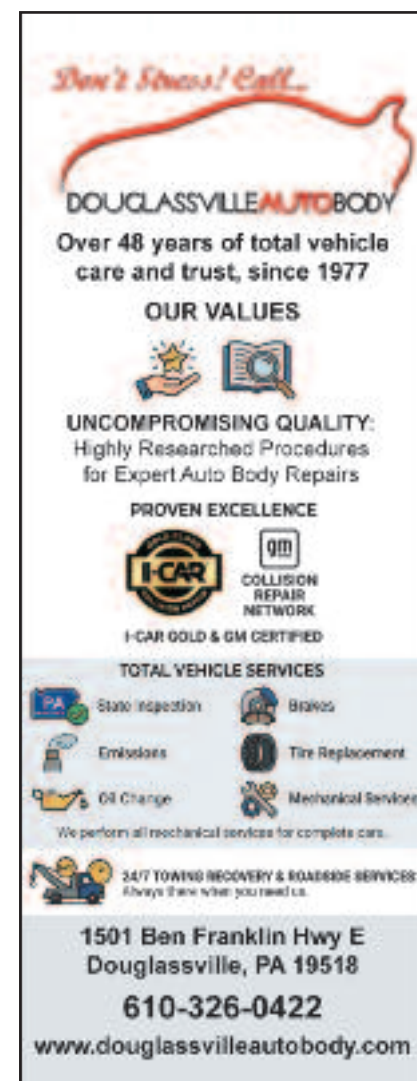
Target New Service Areas: Breaking into a brand-new zip code is notoriously difficult. Start running local video ads targeted directly at that new territory, then use the new branded search metric to track your growing brand awareness there over time.

Defend Your Brand Name: Competitors love bidding on your brand name to steal your hard-earned leads. Run a dedicated branded search campaign alongside your

video efforts to ensure your text ad appears first when potential customers actively look for you.

Re-evaluate Past Spend: You might have paused a video campaign months ago because the dashboard showed zero direct clicks. Turn it back on and monitor the branded search column to discover if those ads were secretly driving highly qualified leads the entire time.

Keeping up with constant platform updates takes energy you need for dispatching crews and maintaining fleet trucks. Our team specializes in navigating these changes, so you never miss an opportunity to scale. If you are ready to stop guessing and start tracking your true return on investment, contact the experts at beMarketing today to explore our local PPC management services.



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STEVE LADNER PHOTOGRAPHY & ART

Since Oct 2024, I have had the privilege of serving as the Cover Photographer for Route 422 Business Advisor. This opportunity has allowed me to help tell the stories of remarkable businesses and the people behind them through my lens. Beyond editorial photography, however, I have for many years created **digital art, mixed media artwork, fashion art, and paintings**, producing collections that range from bold contemporary abstracts to timeless equine portraits and dramatic landscapes.

For more than 30 years, photography has been my profession, my passion, and my way of seeing the world. Every image I create begins with the belief that art should do more than decorate a wall—it should inspire conversation, evoke emotion, and create an atmosphere that reflects your personality.

Whether you're decorating a new home, refreshing an office, or searching for a dis-

tinctive gift, my artwork is designed to transform ordinary walls into memorable spaces. Every piece is created to complement a variety of interiors—from modern and minimalist to traditional and eclectic.

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If you have questions or would like assistance selecting artwork, please contact me directly. Call 917-584-4503 or email photo@steveladner.com

Thank you for taking the time to explore my work. It is always rewarding to know that a photograph or piece of artwork I've created has found a place where it can be enjoyed every day. I hope you'll discover a piece that speaks to you and adds beauty, warmth, and inspiration to your home or workplace.



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AUSTIN TEXAS 6TH STREET ENTERTAINMENT DISTRICT



DOWNTOWN MARKETING & DEVELOPMENT *By Barry Cassidy*

When I first went to Austin in 2021, I thought the project area would be the Capitol, where redevelopment was underway. That did not work out because the level of demolition for the expansion was higher than I expected. Plus, while I was taking pictures of the Capitol, someone thought it necessary for police with automatic weapons to surround me at one point. It was a lesson learned.

On my next visit, I saw extensive demolition, so I looked for another project area. I chose the 6th Street Entertainment District. It fit my subcategory of arts and entertainment districts, rather than the Capitol Area, which I had planned to compare with the district in Indio, California, where buildings were demolished to build an arts center.

At one point, this historic entertainment district was known as "The Street of Dreams;" in 1899, people traveled the cobblestone lane on horseback. Over the

years, it defied segregation and welcomed all to its storefronts. It also gave Stevie Ray Vaughan and The Grateful Dead one of their earliest opportunities.

The first time I surveyed was after demonstrations and civil unrest on the street. Barricades ran down the center of the street, similar to what I did on South Street when I managed crowds at Mardi Gras and the Greek Picnic. The place was crawling with U.S. Immigration and Customs Enforcement agents. I was taking pictures of all the vacant buildings, and they were hanging out on the corner. I gave them the option to either move or be included in the visual inventory. They moved from the corner, but the guy with the automatic weapon stayed put, so he was included in the photo inventory.

There were 121 storefronts in total, with 20/24 (16.5 percent/19.8) vacant in 2025 and 2026. Hard-core vacancy: 20 addresses were vacant in both years. These are the persistent empty spaces on 6th Street. No previously vacant spaces were filled in Year 2. 89 storefronts retained the same non-vacant tenant across both years.

(Continued on page 52)

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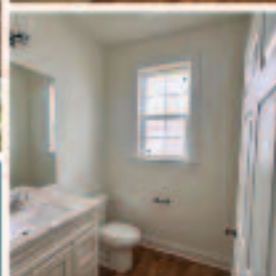
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 50)

This indicates a high stability rate (~88 percent of occupied spaces in Year 1 stayed with the same operator).

The mix wasn't much of a mix; hospitality dominated the street: 89 storefronts in 2025 and 84 in 2026. Restaurants and bars dominated the street. A small retail component and some offices rounded out the street.

When I first went, the 600 and 700 blocks were completely vacant: 11 vacant storefronts, and foot traffic stopped at the 500 block. As I continued to investigate, I found a developer who had purchased 31 properties in an attempt to bring back "Old Sixth," sometimes called "Dirty Sixth," because of the wide ethnic makeup of the six blocks of 6th Street, which was widely represented and viewed as the red-light district.

I thought that the shifting of downtowns in use and function may signal the end of the 500 and 600 blocks. I recognized it as a contraction of the downtown. The days of Old Sixth probably cannot be replicated because I think brothels and the like were part of the fabric. The formal break at Congress Street no longer existed to a great extent; the district was not four blocks out of six but instead attached to six blocks on the other side of Congress Street, creating a ten-block district.

The developer is selling a dream of a return to "The Street of Dreams," which is admirable. When I define commercial districts, it is not always what people think. I look for the break where there is no reason to go forward because of a lack of interest or opportunity to interact with commercial entities. It is more than a non-transition zone; it is the end of the district.

Often, the district effect is achieved through public amenities, to the point where a district ends. A common lighting scheme and compatible street furniture design remind you that you are in the same place. In Austin, the district was shrinking by two blocks. It is now a clean slate, and it will be interesting to follow its progress.

With 121 properties plus 11 vacancies, there are 132 in the corridor; if someone

owns 31 of these units, that is a 23 percent stake of the total. A concerted effort of capital and theme could bring a fast recovery, but the question will then be what impact that will have on the sense of place. Will the units share a common design language, and what effect will that have on the district's spontaneity, as this company interprets what happened naturally over the years? Will it be an attempt to Disneyize the street as a replica of the past, or will it remain wide open with diversity on many levels, as it was in the past?

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



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Positively Produced Foundation is tracing that story from 1747 to today: an interactive journey through the history of autism in the United States and beyond, told through research, real voices, and the lived experiences of our community.

This is a story of how far we've come. And how much further we have to go.

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Positively Produced Foundation is a non-profit founded to educate the community on the mutual benefits of hiring neurodivergent adults for competitive employment. Many of its candidates are college graduates. Data shows that this process is not only beneficial to the individuals but also to the businesses that hire them and the community overall.

We aim to educate community members, but especially business owners, who we hope will hire this group of efficient, productive employees who happen to be autistic adults. We assist the people who we refer to as candidates, looking for work with workforce development and social activities to promote skill building for interviews, job readiness and beyond.

The 422 regional community can get involved and help by donating their time, talent and treasure. Positively Produced Foundation is an all-volunteer organization and can use manpower and money to further its mission. With your help, it can implement important changes in inclusion and opportunity for deserving adults and benefit the community while doing so.

At Positively Produced Foundation, our mission is simple and urgent: to open doors to meaningful employment for adults with autism, to build communities and work-



places where they are truly seen and valued.

This fall, we're inviting you into that mission in a way we've never done before. On October 20, 2026, we're gathering in Adamstown for Liberty for All, an evening celebrating 250 years of America through the lens of autism awareness and acceptance, told through research, real voices, and lived experiences of our own community. We would be honored to have you there with us.

Doors open at 5:00 PM with mini golf, live music, a photo booth, a ventriloquist, food trucks, and authentic speakers who will bring our stories to life. Every dollar raised goes directly toward helping adults with autism find meaningful employment, preparing them for the workforce, and educating employers on the strength that neurodiverse talent brings to their teams.

We are so grateful for community leaders who show up, not just for an event, but for the people behind it. Whether you join as a guest, a sponsor, or a partner in spreading the word, your presence means the world to our candidates and their families.

Tickets are \$20, and we'd love to have you with us for this powerful evening. Thank you for your consideration and for everything you do to make our region a more inclusive place to live and work.

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