

INSIDE: Holiday Gift Guide • Revitalizing Downtowns With Downtown Infill • Legal Fees And How They Are Charged

ROUTE 422

# Business Advisor

OCTOBER 2019

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

## ELDER CARE DIRECTION



***“We will love your family like our own”***

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE [422BIZMAG.COM](http://422BIZMAG.COM)

For more than 30 years...

# KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



**Pottstown Hospital**

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



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

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

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

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

### Occupational Health

81 Robinson Street | Pottstown, PA 19464 | 610.326.2300  
[pottstown.towerhealth.org/occupationalhealth](http://pottstown.towerhealth.org/occupationalhealth)



Bill Woolworth and MD Monir

## Dans at Green Hills

Dans at Green Hills is not just a great place for good food, but a place to have a true fine dining experience!!! Whether it's the "old world" Main Dining Room, the bright & cheerful Garden Room, Outdoor Patio, Bar or one of three Private Dining Rooms – **Dans at Green Hills** has a goal of delivering a delightful and fantastic experience. Bill Woolworth and MD Monir strive to make all guests feel at home, while three culinary trained chefs and attentive servers focus on your needs to create not just a dinner, but a true experience while you are in Green Hills.

The owners have been on a 14-year culinary journey in Berks County to save "fine dining." "When we decided to reopen Dans Restaurant, people said Reading could no longer support a restaurant on this level," Bill Woolworth explains. "My personal goal has been to prove them wrong and offer the best dining experience in Berks ever since that time."

Bill Woolworth and MD Monir began with a tiny 40-chair restaurant and no parking in downtown Reading. In 1992 they acquired the facility that was the Green Hills Inn, moved the restaurant and rebranded it as **Dans at Green Hills**. Over the past seven years they expanded the Green Hills location to seat more than 180 guests by adding outdoor dining and two additional private rooms. The pair has also redecorated, built a stylish bar that seats 12, and expanded the customer parking lot to 45 spaces. Additionally, the facility has been totally redecorated, with every room having a different décor.



Monir explains, "While we expanded the facility, we also expanded our services to accommodate more private parties, added Happy Hour at the Bar, and we are now open seven days a week." Additionally, Dans now opens at 4:00 P.M. daily, both in the Bar and the Restaurant. Happy Hour is at the Bar, from Monday through Friday, 4:00-6:30 P.M. A new Bar Menu was also created specifically for the Bar only, although customers seated at the Bar can also order from the Dining Room menu, which changes seasonally. The wine list is the largest in Berks County, with over 125 different bottles available!

Bill Woolworth and MD Monir's vision is very simple — not just to serve excellent food, but to provide a delightful experience from the time you arrive until you depart. Monir, a native of Bangladesh, is extremely hard-working, attentive to every detail, and a true testament to "The American Dream." Bill is a native of Reading and he is the "visionary" entrepreneur, a culinary expert, who loves talking to the guests and who is always looking to expand the business to a new level. They both value and appreciate all of their many customers, many of whom live nearby while others visit from all over the country. Their vision is very simple — to focus on the entire guest experience while providing great food, a large wine selection, and fantastic service.

DANS AT GREEN HILLS is located at 2444 Morgantown Road, Reading, PA 19607. Visit and enjoy! Call 610-777-9611 to make reservations for your next event or dining experience, and please visit [www.dansatgreenhills.com](http://www.dansatgreenhills.com).



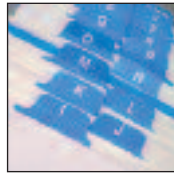


PHOTO BY DANA FLECK PHOTOGRAPHY

**Cover Story:** *Elder Care Direction works closely with attorneys, financial advisors, healthcare companies, and others to offer a complete solution for Senior Care Planning with a focus on excellent service and care for each client... as if they were family.*



**16-18:** A variety of gift giving options, dining, and services to help make your holiday unique and special.



**22-24:** Browse the Business Marketplace to grow your business, network, and keep your money local.

**Visit [422bizmag.com](http://422bizmag.com) for...**

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



**Follow us on LinkedIn**

at: [linkedin.com/company/macnificent-pages-route-422-business-advisor](http://linkedin.com/company/macnificent-pages-route-422-business-advisor)



**Like us on Facebook**

at: [facebook.com/422BusinessAdvisor](http://facebook.com/422BusinessAdvisor)

**Route 422 Business Advisor**  
is a proud member of:



# Contents

- 11** | Starting A Business  
What You Need To Consider
- 12** | Focus On Pottstown Revitalization
- 19** | Downtown Marketing & Development  
Revitalizing Downtowns With Downtown Infill
- 25** | Small Business Resource Association  
Grants — Making A Difference
- 27** | Should The Tax Tail Wag The Income Dog?
- 30** | Advertised Services Directory  
What You Are Looking For — At Your Fingertips
- 31** | TriCounty Area Chamber Of Commerce  
News & Events
- 42** | Legal Perspectives  
Legal Fees And How They Are Charged
- 46** | Tech Tips  
Your iPhone Uses Two Factor Authentication,  
But You've Lost It. Now What?
- 52** | Workforce Performance & Development  
What's Your Workforce Consuming?
- 56** | Regional Chamber Round-Up  
Greater Reading / Perkiomen Valley / Phoenixville /  
Spring-Ford

**... AND MORE!**

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334  
Subscribe online! [www.422bizmag.com](http://www.422bizmag.com)

Editor & Publisher – **Bill Haley**; Advertising Manager – **Patti Seigel**;  
Advertising Representative – **Scott Haley**

To contact the Route 422 Business Advisor:  
phone: 610.323.6253; fax: 610.970.6194; email: [bill@422business.com](mailto:bill@422business.com)

# Is your bank changing? Change to Tompkins VIST Bank.

**WE MAKE IT EASY TO SWITCH.**

101 East Philadelphia Avenue, Boyertown | 258 East High Street, Pottstown | 1232 Egypt Road, Oaks

**TOMPKINS**   
**VIST Bank**

VISTBank.com



**Dreaming of flight?**

**Dream no longer and spread your wings with Fly Elite.**



For only \$99 for 30 minutes, or \$199 for an hour, YOU can take the controls of an airplane and experience the thrill and excitement of flight. You and one passenger can go along for this ride of a lifetime as you get to take the controls and fly the airplane yourself!

We offer flight instruction and aircraft rentals for all flying levels. We also have a full service maintenance facility to meet all of your aviation needs.

Contact us- Office: 610.495.6366 or check out our website at [Fly-Elite.com](http://Fly-Elite.com)



# ELDER CARE DIRECTION

PROVIDING A COMPLETE SOLUTION FOR ELDER CARE PLANNING

David Dempsey



PHOTOS BY DANA FLECK PHOTOGRAPHY

David Dempsey, CEO and Founder of Elder Care Direction is a family man, through and through. As a matter of fact, it was Dempsey's love of family, and love for his grandparents in particular, that inspired him to develop and create an innovative new business model based on helping seniors and their families (as well as professionals working on behalf of those families) experiencing what may be the most anxiety inducing moments of their lives, by offering a complete solution for Senior Care Planning.

Seniors and their families are faced with a myriad of daunting and confusing options when it comes to applying for Medicaid and preserving assets when planning for end of life care. "Our promise is to deliver excellent service and care for each client as if they were family," Dempsey explains. "Every situation requires expertise and a delicate handling to reach the best possible outcome. We have ten years' experience helping clients take care of issues related to aging and needing care. We work closely with attorneys, accountants, financial advisors, healthcare companies, realtors, automotive sales professionals, and others to get the job done right the first time. Elder Care Direction strives to be excellent while also being less expensive than the alternatives," he said.

## A WORD FROM COMPANY FOUNDER

*It is my belief that God put us on the earth to be a blessing and not a burden. This uncommon perspective guides the actions my company takes. We, as a company, stand with you and consider it pure joy to be of service to you and your family. We will love your family like our own and will make sure each and every client is taken care of with respect and dignity. We do not take your trust in our services lightly and our work is guaranteed. Thank you for allowing us the opportunity to serve you and your family.*

*From my family to yours, thank you.*

**David Dempsey Sr.**

Founder / CEO

More than 100 useful informative articles and videos blogs are available at <https://www.eldercaredirection.com/blog/> covering topics such as:

- How to Hire an Estate Planning Attorney
- Pennsylvania Guardianship: What You Need to Know
- What Are the Legal Requirements of a Will
- What is a Medical Power of Attorney?
- What is the "Death Tax" and How Does It Work?
- What is Legacy Planning and Why is it Important?
- How to Revoke a Power of Attorney
- A Guide to Different Types of Trusts
- Estate Planning: The Irrevocable Life Insurance Trust (ILIT)
- Reasons to Change a Will
- Elderly Guardianship Basics
- Nursing Home Law Basics
- The Senior Tax Credit: Do I Qualify?
- Should You Name Co-Executors in Your Will?
- Power of Attorney for Financial Matters
- Is a Living Will the Same as a Living Trust?
- What Assets Must Go Through Probate?
- When Do You Have to Go Through Probate?
- What is Elder Law?
- Beginner's Guide to Creating Trust Funds for Your Grandchildren
- Nursing Home vs. Assisted Living: What's the Difference?
- Digital Estate Planning Checklist — What You Should Know
- Protecting Your House After You Move into a Nursing Home
- Creating a Caregiver Plan in 7 Simple Steps
- 10 Warning Signs of Alzheimer's and Dementia
- Everything You Should Know About a Will
- Taking Care of My Parents: Where Do I Begin?
- Are My Elderly Parents Eligible for Medicaid?
- What is the Difference Between Guardianship and Power of Attorney?
- Medicare Facts Related to Nursing Homes
- What is the Difference Between a Living Will and a Last Will & Testament?
- What You Need to Know About Inheritance Tax



**The Dempsey Family**

## Services

Elder Care Direction provides a range of services to help seniors and their families, as well as elder care professionals, with elder care planning:

### Planning for Long Term Care

"If you want shade, you have to plant a tree today," explains David Dempsey. Elder Care Direction helps people to complete all of the advance planning that they need so that they can make certain that their needs will be taken care of as they grow older, in terms of protecting their assets, or making sure they get adequate care, or both.

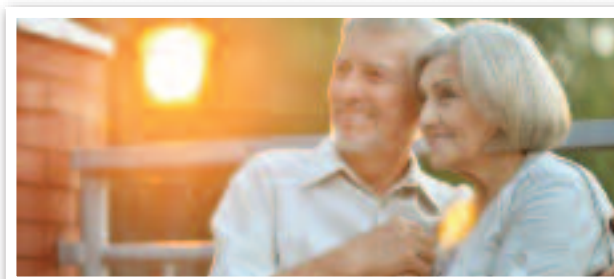
Elder Care Direction serves as a one-stop shop that can help you with Medicaid planning, advanced directives, financial powers of attorney and other planning needs in order to receive the services that you need while protecting your assets, so that they can benefit your loved ones. Elder Care Direction's professionals work to make it easier for your family to handle everything in the event that something unexpected happens.

"We work a lot with lawyers and financial advisors," Dempsey explains. "Every situation is a little bit different. A lot of times this ends up in legal work, such as wills, power of attorney, trust work. All of that needs to be done by the attorney. We have a network of attorneys who we work with and they all offer discounts on their services because people work with us," he said.

### Elder Care Directive Care Manager

One of the services that Elder Care Direction offers to clients and their families is geriatric care management or elder care directive management. Elder Care Direction professionals can guide you through the process of elder care so that the process is less stressful. Eldercare managers are trained specialists. They help to guide families about providing appropriate care for their elderly loved ones.

*(Continued on page 8)*





## A Complete Solution for Senior Care Planning

### COST SAVING PLANS

Save thousands and eliminate the stress of dealing with financing solutions. ECD has a cost savings solution for nearly every situation.



### EFFICIENT SOLUTIONS

Save both time and money by avoiding the paperwork hassles, unnecessary attorney fees, and get the best solution for your loved ones.



### MEDICAID PLANNING

Protect your assets and get the care you need by planning in advance with the many experts at Elder Care Direction.



### VETERANS BENEFITS

As a free service, we can help you understand and apply for a service member or their spouse. We are in tune with the new changes made to VA benefits and can show how that affects eligibility.



Call 267-368-4201 for a FREE CONSULTATION

## DE MEDIO'S BUILDING MAINTENANCE

25+ Years of Service!

REFERENCES AVAILABLE

## A Complete Janitorial Service for Commercial & Office Accounts

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value
- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com



## COVER STORY

(Continued from page 7)

The goals of Elder Care Direction's elder-care managers are to increase their clients' life qualities while also minimizing familial stress. Eldercare managers offer a broad menu of services, helping you to save thousands of dollars while they offer guidance throughout the process.

"Geriatric care managers make sure that the proper medical care is being administered for the patient," Dempsey explains. "That's really important, because medical needs sometimes dictate all of the rest. So, if medically, you need X, but financially you can afford Y, you may have to go over here to Z to make sure that both of those are taken care of," he said.

### Medicaid Eligibility Planning

Elder Care Direction can assist your loved one with Medicaid planning to make certain that he or she will qualify when the time comes for nursing home or assisted living care. Elder Care Direction has an in-depth understanding of the regulations and rules that govern Medicaid in Pennsylvania. "That's the bulk of our work" Dempsey said. "The real big part of it is how do you present it to the issuing authority? How do you gather the documents so that you get an approval the first time instead of a denial with a thousand requests? That's the value we provide," he said. "We can get an approval."

Elder Care Direction provides comprehensive services and can help to save your family thousands of dollars. At Elder Care Direction, you will have a dedicated case manager who will be understanding and compassionate as he or she guides you through the complete process and will continue working until your eligibility for Pennsylvania Medicaid has been approved.

### Resource Planning

At some point, most people need some type of elder care. Whether you need home health, assisted living or skilled

nursing care, it can cost thousands of dollars each month. Elder Care Direction can help you to reduce some of those expenses so that you can get the care that you need without suffering financial devastation. Elder Care Direction can help you to plan for when you will need care in advance so that you do not have to go through a penalty period.

"Resource planning is, what are you going to do if and when this happens?" David Dempsey explains. "That's where we hand it off to the experts in their field. There are a lot of folks who specialize in certain things. We tie in the bulk of all the other financial advisors we work with, auto sales professionals, realtors, reverse mortgage companies. There's a big market for services that aren't necessarily Medicaid, and we get so many of those questions just because of the nature of the phone calls and emails we receive. That's where it's useful for us to have all of these affiliates and professional relationships," he said.

### Cost Planning for Senior Care

While most people spend a lot of time planning for their retirement years, many people fail to adequately plan for their long-term care needs. Long-term care is very expensive and can cause people to lose their assets and their homes. It is important for you to complete long-term care planning for yourself as well as for your elderly loved ones. Elder Care Direction is able to help you to complete this planning so that you can make certain that your long-term care can be paid for by the state.

"Cost planning has to do with issues such as, are you going to be able to utilize Veteran's benefits?" he said. "Or, do you want to look at Medicaid? Or, do you want to see how your long-term care insurance factors in, if you have it? There are different costs if you do home care, private

WE STAND

FOR OPENING AS MANY DOORS AS POSSIBLE.

For nearly 200 years, we have stood for one thing: service. We are committed to helping businesses flourish. If your business is ready to take the next step, we're ready to take it with you. We're WSFS Bank, and We Stand For Service.

WSFSBANK.COM / 1.888.WSFSBANK

**WSFS** bank  
We Stand For Service®

 ©2018 WSFS Bank | Member FDIC | NMLB# 417673



home care, assisted living. Even within that bucket, there are trenches of assisted living, independent assisted living, and Memory care, which is quite expensive. And then your standard nursing home, or a private nursing home, which is a lot of money. It all depends on the particular client and their situation," he said.

### Partner with Elder Care Direction

Elder Care Direction has strategic partners throughout the United States and is actively seeking new additional partnerships with Estate and Elder Lawyers, Financial Advisors, Senior Living Advisors, Accountants, Real Estate Agents, Mortgage Originators, Used Care Dealers, Home Care Companies, as well as Skilled and Non-Skilled Living Facilities. Elder Care Direction processes benefit applications from beginning to approval for lawyers and financial advisors who find themselves advising clients on Medicaid.

"We have great success working with Elder Law Attorneys and Estate Planning Attorneys as their "back office" doing the entire application process from gathering required documentation to court support for rejected claims," Dempsey said.

As a core competency of Elder Care Direction, they have economies of scale to assist attorneys and advisors with cost

effective processing. Typically, this is seen as an extension of the services offered by advisors with a single billing and contact point for the client. "We developed proprietary software to expedite the gathering and the filing of Medicaid documents, so that it's more cost effective than having a full-time employee for nursing homes or for an elder lawyer who's doing the work," Dempsey explains.

### Why Choose Elder Care Direction?

**SUPPORT** — With Elder Care Direction you will find the support you need to make the right decisions for yourself and your loved ones. "We take care of folks with the documentation of the paperwork from the time that we sign with them, until they pass away," Dempsey said. "With Medicaid, our work doesn't end when we get people qualified. It ends when they pass away. And that is something that we don't charge extra for. That's part of the original service. So, perpetual care is really important for folks. We follow through. That's a really important consideration for a lot of folks. The process isn't just confusing now. It's confusing forever. We just happen to not be confused by it," he said.

*(Continued on page 10)*

### Bookkeeping, Accounting & Controller Services...



...so you can juggle one less priority!

#### Benefits of Outsourced Accounting

- Save time, money, and stress
- Scalable to grow with your business or non-profit
- Accurate, timely and reliable financial information
- Financial expertise without the cost of a full-time employee
- Better data for sound business decisions

**RUHL & Associates, LLC**  
BOOKKEEPING • ACCOUNTING • CONTROLLER SERVICES

ruhassoc.com | (610) 685-0791 | info@ruhassoc.com  
Serving small businesses & non-profits since 2001



## BOOK YOUR NEXT MEETING IN MONTCO

300+ MEETING VENUES | 75 HOTELS | 1,600 RESTAURANTS

Book Your Meeting. SAVE MONEY.

EARN UP TO \$1,000 with your next group booking

REVOLUTIONARY EVENTS

CONTACT US FOR MORE INFORMATION

meet.valleyforge.org | meet@valleyforge.org

### UPCOMING EVENTS:

**ELITE** BE HUMBLE. FEARLESS. BOLD.

2019 ANNUAL LUNCHEON | OCTOBER 25, 11AM  
GREATER PHILADELPHIA EXPO CENTER

VALLEY FORGE & MONTGOMERY COUNTY, PA  
**MEMBERSHIP**

MORE INFO: valleyforge.org/members/events

# Choose Your \$SAVINGS\$

FIND A WAY TO  
SAVE THAT WORKS  
FOR YOU.

There are many ways to save at Visions. Everyone knows they need to set some money aside, so let us help you find the best fit for your budget. Make your money work for you with one of our many options.

SHARE SAVINGS

SHARE CERTIFICATES

FLEX MONEY MARKET

HEALTH SAVINGS ACCOUNT

## VISIONS

FEDERAL CREDIT UNION

[visionsfcu.org/choose](http://visionsfcu.org/choose)

Philadelphia | New York | New Jersey

Federally insured by NCUA.

## COMING SOON!



Cryo, Float, Massage, Sauna, and more!

The **NEW** home of self-care!



Royersford, PA

Fall 2019

[www.centerwellness.co](http://www.centerwellness.co)

## COVER STORY

(Continued from page 9)

**RESPECT** — Elder Care Direction's model is built around family. They treat each and every client with the same respect as if they were their own. "It's my own personal belief that everyone deserves respect, no matter who it is," Dempsey said. "When you meet somebody, you take care of them. I try to make sure everybody is taken care of the same way I would take care of my own grandparents."

**TRANSPARENCY** — The professionals at Elder Care Direction believe strongly that you are the most important part of the process, and they ensure that you are a part of every decision that is made, Dempsey explained, adding, "We are very up front about what we do, how we do it, what we charge, and what our role is."

**INTEGRITY** — Professionalism and Integrity are the core values which hold the Elder Care Direction organization together. Their commitment to you is finding the best solution for you and your loved ones. "For me, (integrity) means making sure that everybody is taken care of properly and that we have done our work," David Dempsey said. "If we can't get you qualified financially for Medicaid,

you get a refund. It's in our contract. We're making sure that people are financially qualified, and that is part of our statement. We want to make sure people are taken care of. Our job is to take care of the orphans and widows, so we do," he said in conclusion, adding, "We don't charge for anything Veterans-related, because we just want to take care of them. I feel they've taken care of us. We just show them how to do it," he said.

To arrange a free consultation, please call 267.368.4201. For additional information, please visit [www.ElderCareDirection.com](http://www.ElderCareDirection.com).

*Note: Elder Care Direction's sites and services may provide access to independent attorneys, self-help services, including general information related to the law, and lawyers designed to help users safely cope with their own legal needs. Their sites and services also provide services to lawyers and other legal professionals. The principals and employees of Elder Care Direction are not lawyers or a law firm and they do not provide legal, business or tax advice. None of their representatives are lawyers and they also do not provide legal, business or tax advice. The accuracy, completeness, adequacy or currency of the website content is not warranted or guaranteed. Elder Care Direction's sites and services are not a substitute for the advice or services of an attorney. They recommend you consult a lawyer or other appropriate professional if you want legal, business or tax advice.*

# STARTING A BUSINESS, WHAT YOU NEED TO CONSIDER



By Anthony Mazzo, Owner, A. Mazzo Accounting Services, Member, Small Business Resource Association

If you're thinking of starting a business, congratulations, as this can be one of the most rewarding experiences you could ever have. However, to have a successful business there are several factors to seriously consider before taking that first step.

You should consider a team of professionals to help your business get started on the right foot. A good accountant and lawyer are critical in the beginning.

Here are a few initiatives that you want to get right... from the start.

**Choosing your business entity type.** The first step in setting up your business is an important one. Whether a Sole Proprietorship, a Partnership, an LLC or a Corporation, choosing the right business entity allows an entrepreneur to reduce liability exposure, minimize taxes and ensure that the business can be financed to run efficiently. "Formalizing" the business also clarifies ownership of all participants in the venture and the degree to which personal assets are at risk.

**Determine the accounting method for your business.** Small businesses have the choice as to how and when income and expenses are recognized and recorded. The accounting method you choose can have a big impact on your taxes and your financial picture.

**Choosing how your records will be kept.** The numbers on your financial reports and tax returns need to be supported by accurate and organized records. This starts by identifying the invoices, receipts, checks and deposit slips that you have collected during the course of running your business. After you have identified and collected your documents, you now need to setup a record keeping system. This system can be as simple as your checkbook and a folder to hold your

documents, or something more sophisticated such as bookkeeping software like QuickBooks, or something in between. The one that you choose will depend on the sheer number of documents your business generates.

Initially, you select your business entity, choose your accounting method and set up your record keeping system. Then you'll be able to fully pursue your passion, the reason you started your business in the first place, knowing that you created a solid foundation for growth.

*Anthony Mazzo is owner of A Mazzo Accounting located in Kenhorst, PA. Tony assists many businesses with their accounting needs including payroll, bookkeeping and tax preparation. They also assist individuals with their tax preparation.*

EXCLUSIVE BEER & FOOD PAIRINGS

KING OF PRUSSIA BEERFEST ROYALE

**KING'S PLATE**

OCTOBER 3

KOPBEERFEST.COM

Save \$10 on King's Plate using code 422BIZ.

KING OF PRUSSIA DISTRICT

## Are Payroll Service Costs Squeezing Your Bottom Line?

We Can Help.

**A.MAZZO**  
ACCOUNTING SERVICES

901 Fern Avenue Kenhorst PA 19607

AMazzoAccounting.com

**610-775-9216**

Payroll Services

Start-up Consulting

Business Accounting Services

Business & Individual  
Tax Preparation & Planning

# FOCUS ON POTTSTOWN REVITALIZATION



Call us: 610-674-6271  
Email us: [adinfo@422CommRealty.com](mailto:adinfo@422CommRealty.com)  
Visit us: [www.422CommRealty.com](http://www.422CommRealty.com)

### FEATURED PROPERTIES

1) Rt 422, flat 27 acre parcel with public water & sewer at signalized intersection. Zoned "Highway Commercial" in Amity Twp. 2) Ben Franklin Hgwy (Rt 422 Bus), 2 improved lots w/ public w, s & nat. gas. Zoned retail but possible industrial uses. Douglass Twp. For sale.



---

**Other Listings**

Retail-Rt 100, stand-alone bldg at signalized intersection-*for sale or lease.*  
Retail-Rt 100, flat, 23 acres at signalized intersection, public sewer-*for sale.*  
Retail-2 retail lots close to Ben Franklin Hgwy (poss industrial uses)-*for sale.*  
Industrial-warehouse, assembly and garage bays close to Rt 422-*for lease.*  
Industrial/office-4+acre improved lot includes public sewer edu's-*for sale.*  
Office-9800 sq ft. New a/c. Newer roof. Lowered assessment-*for sale or lease.*  
Office-\$4.95/sq ft office space-*for lease.* Paved lot-1/2 acre-*for lease.*



## OWM Law has been Providing Comprehensive Legal Solutions for SE PA Clients Since 1955

With a large and diverse team, we can handle problems that cross over into multiple legal areas and we can recognize problems in other legal areas that many single-practice firms might not see. At O'Donnell, Weiss & Mattei, P.C., we bring experience and knowledge in a wide range of legal practice areas, positioning us to be able to help you with almost any legal problem you might have. Reaching a successful resolution to your case begins with our commitment to open communication and a knowledge-based team approach. We strive to utilize the latest available technology while providing personal, individualized service. Your call to OWM Law will be met

with professional staff and a prompt response from one of our attorneys.


While each OWM lawyer maintains an individual practice, to better serve our

clients we also utilize client service teams concentrating in specific areas of the law:

- Business Planning/Business Formation/Banking
- Land Use/Real Estate Transactions/Title Insurance
- Elder Law/Special Needs/Estate Planning/Estate Administration
- Divorce/Custody/Support
- Accidents/Criminal/DUI

Through the development of these focus groups, we are able to draw on and support each other, allowing us to handle complex transactions and provide the guidance and solutions our clients need.


OWM Law has fully-staffed offices in Pottstown at 41 E. High Street, and in Phoenixville at 347 Bridge Street, Suite 200. Please visit our website [www.owmlaw.com](http://www.owmlaw.com) for additional information or call 610.323.2800 to speak with one of our attorneys.



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


**Your Life. Your Business. Your Law Firm.**

*The OWM Law Business, Banking & Real Estate Team:*  
James C. Kowalewski, Michael B. Murray, Jr., John A. Koury, Jr., Gary L. Stein, David A. Mergay, Joseph K. Koury



*OWM Business Lawyers handle all phases of Business including Start-up or Purchase, Contract Negotiations, Financing, Employment Issues, Succession Planning & Dissolution. OWM Real Estate Attorneys handle Commercial Development, Residential Transactions, Tax Assessment Appeals, Title Insurance, Municipal, Zoning & Land Use. Whatever your legal needs are, OWM is ready to be part of your team!*

Pottstown:  
41 E. High Street  
Pottstown, PA 19464  
**610-323-2800**



Phoenixville:  
347 Bridge Street, Ste. 200  
Phoenixville, PA 19460  
**610-917-9347**

[www.owmlaw.com](http://www.owmlaw.com)

## Complete Graphics

Complete Graphics is a full-service advertising agency and digital graphics design company, which has successfully integrated high-tech graphic design and basic family values to create a business where the customer benefits from a marriage of "old school" work ethics and the latest in state-of-the-art graphic technology. Located in one of Pottstown's oldest historic buildings that has been completely renovated, CGI brings their basic profession to a site that reflects on a time when short cuts were unheard of and hard work was the norm.

Combining the two very different worlds of traditional family life and the fast-paced digital graphics design has not only produced a successful business in the advertising world, but it also has given them the opportunity to build their com-

pany according to the values that have brought two generations of a family together to create an atmosphere of comfort and confidence for their clients.

CGI is in their 35th year, Jim Rittwage Sr. has retired and turned the business over to his two sons Jim Jr. and Mark to keep the tradition going. We invite you to stop by and see all that we do. We wish Jim Sr a happy and healthy retirement.

Complete Graphics is located at 38 E. High Street, Pottstown, PA 19464; Phone: 610.327.1780; Email: [complete.graphix@gmail.com](mailto:complete.graphix@gmail.com). For additional information, please visit: [www.complete-graphix.com](http://www.complete-graphix.com).



## Business Advisor

PROMOTE YOUR BUSINESS IN THE ROUTE 422 BUSINESS ADVISOR!

CALL (610) 323-6253





**THREE DAUGHTERS**  
Inn  
A NEW  
Bed and Breakfast  
in Pottstown



1016 East High Street  
Pottstown, PA 19464  
(610) 287-7828

[www.threedaughtersinn.com](http://www.threedaughtersinn.com)

## Three Daughters Inn

The Three Daughters Inn is located at 1016 E High St. in Pottstown. Our inn provides comfortable, modern accommodations in any circumstances. Unlike a hotel, the Three Daughters Inn is a personalized bed and breakfast that welcomes all guests. Our first-floor suite, The Madison, has a zero-step entry and is accessible to those who may use wheelchairs or walkers. The third floor of the inn is The Jillian suite, perfect for a couples get-away with its king-size bed and luxury furnishings. Our largest suite, The Nicole, can accommodate up to four people.



is a great launch spot for exploring the town. There are beautiful, historic buildings that line High Street, offering places to shop, eat and enjoy your nights.

The Three Daughters Inn is dedicated to more than just providing you a great stay; we're dedicated to providing a better Pottstown. Whether you are looking for a couple's getaway, a girl's weekend, a visit with your student at the Hill School, or if you're here in Pottstown on business: The Three Daughters Inn will help you have an ideal stay, because you'll feel at home in our home.

As a bed and breakfast, we ensure that each of the breakfast options are chosen and prepared with care. We are happy to accommodate your dietary needs during your stay. Any meal can be altered or supplemented to support dietary restrictions.

Located between The Hill School and Pottstown Hospital, Three Daughters Inn

## High Street Terminal Brings Exciting New Foods, Spirits & Shops to Downtown Pottstown

**There's a new food court in Pottstown! The High Street Terminal @ 300 E. High St. – formally known as the Pottstown Farmers Market.**

We have an authentic taco restaurant with the Best. Tacos. Ever. You all know Tornetta's Pizza, well this is their newest adventure and there's not one thing Italian about it! Fish, Chicken and Pork tacos as well as rice bowls and avocado fries! So. Good. **Aye Caramba – 484-524-8611**

Next up is our deli. This is their 3rd location. They also serve two charter schools as well as catering. They carry every salad you can think of, and Boars

Head Meats for your sandwiches and wraps. **Flavors Deli – 484-624-4742**

Attention all vegans! We have a vegan/plant-based restaurant. Beyond burgers, Krab Kakes and Cauliflower wings to name a few items. Look for the adorable food truck in the back. **Seed and Soil – 484-949-8821**

How about a bagel and spreads? Yes – we have that too! This is their second location, the other one is in Royersford.

*(Continued on page 14)*



**HIGH STREET TERMINAL**  
300 E. High St. Pottstown, PA 19464

Authentic taco restaurant with the Best. Tacos. Ever!  
**Aye Caramba**  
Aye Caramba – 484-524-8611

Amazing vodka bar specializing in infused vodka.  
**Kiki Vodka Bar**  
Kiki Vodka Bar – 484-624-8591

Every salad you can think of, and Boars Head Meats for your sandwiches and wraps.  
**Flavors Deli**  
Flavors Deli – 484-624-4742

Coffee, homemade sticky buns, pastries and smoothies.  
**Honey's Homebrewed Café**  
Honey's Homebrewed Café  
484-524-8112

Attention all vegans! We have a vegan/plant-based restaurant.  
**Seed and Soil**  
Seed and Soil – 484-949-8821

Boiled then baked (Yes. It matters!)  
New York style bagels and homemade spreads.  
**Barristers Bagels Co.**  
Barristers Bagels Co. – 484-973-6675






**JOIN US FOR AN OPEN HOUSE!**

**GET TO KNOW US**

- + Meet our faculty
- + Explore our campus
- + Learn about our flexible programs
- + Hear from our student panel!

<b>SATURDAY</b> OCT 26TH 12 10:00 AM - 5:00 PM West Campus Pottstown, PA	<b>THURSDAY</b> OCT 24TH 26 5:00 PM - 7:30 PM The Gallery/Art East Campus Lancaster, PA	<b>SATURDAY</b> OCT 26TH 26 1:00 PM - 4:00 PM Central Campus Blue Bell, PA
--------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------

RSVP today at [mc3.edu/openhouse](http://mc3.edu/openhouse)

  
**MONTGOMERY**  
COUNTY COMMUNITY COLLEGE

# FOCUS ON POTTSTOWN REVITALIZATION

**Sanatoga Animal Hospital**  
 2814 East High Street  
 Sanatoga, PA 19464

**610-326-6346**  
[www.sanatogavet.com](http://www.sanatogavet.com)

Accredited by American Animal Hospital Association since 1990  
 Loving Care and Compassion  
 State-of-the-Art Equipment  
 Comprehensive Approach Emphasized in Treating Patients

Dental Care • Diagnostics • Surgery  
 Radiology • General Preventive Patient Care




(Continued from page 13)

They carry New York style bagels which means its boiled then baked and yes, it matters! Their spreads are all homemade too. **Barristers Bagels Co. – 484-973-6675**

Everyone asked when we were getting coffee! Not only do we have coffee... we have Jamaican coffee, cold brew coffee and frozen coffee! This is their first location, and they are so excited to be a part of the revitalization of Pottstown. They also carry the best homemade sticky buns and pastries as well as healthy smoothies. **Honey's Homebrewed Café – 484-524-8112**

Now for those cute shops. We have a flower shop that carries a fully sustainable garden tower. Coolest thing ever!

Only takes up three feet of space. It waters itself and 'suns' itself. You have to see it! They also carry plants, flowers and cute little gifts. **Dani Bee Funky – 610-308-7894**

Our other shop owner repurposes furniture and little Knick knacks and creates something even cooler. If you like beachy, patriotic and rustic designs, stop here. **Buttercup Boutique – 484-347-0631**

Next up is custom décor. They carry cute wine glasses, pillows and custom signs. If you have a special event coming up, stop in or call to place a custom order with them. **T-Squared and Co – 484-949-9599**

Last but certainly not least is our amazing vodka bar! We specialize in infused vodka, which means we pour vodka over fruit or vegetables, let it sit for a while, until the vodka is infused and tastes, well... Like juice! (Our regulars know it's true.) Pineapple, Black cherry, even pickle. You can have it as a martini or mixed into a drink. Either way, you'll love it! We also carry local beer and IPA's for when you want beer. **Kiki Vodka Bar – 484-624-8591**

Thanks for taking a tour with us. We have a lot more planned, but we can't share the details yet. Stop in and stay tuned. See you there!

CELEBRATE WITH US... **Lastick** FURNITURE & FLOOR COVERINGS

PROUDLY SERVING POTTSTOWN SINCE 1973

**SAVE UP TO 68% OFF**

**0% INTEREST for 24 MONTHS**  
 OR 10% OFF FOR CASH PURCHASES  
 See store for full details.

**46th ANNIVERSARY Sale!**

on FAMOUS NAME BRANDS LIKE: Hickorycraft, Liberty, Ashley, Klaussner and More!

**EXTRA DISCOUNTS ON FLOORING!**

**ALL BEDDING: UP TO 50% OFF**

**FREE LOCAL DELIVERY** (minimum \$999 purchase)

OUR SECRET TO SUCCESS IS: SHIPPED-GOOD PRODUCTS AT REASONABLE PRICES WITH PERSONALIZED SERVICE AFTER THE SALE.

Thank you for 46 years!

Endless rooms of furniture at **Lastick** FURNITURE & FLOOR COVERINGS

269 E. High Street • POTTSTOWN

**SPECIAL SALE HOURS: MON & FRI: 10-8**  
 TUE, WED, THU, SAT: 10-5:30 • SUN: 12-5

WE ACCEPT CASH, CHECKS & 

**610-323-4000** [www.lastickfurniture.com](http://www.lastickfurniture.com)





## Pottstown Roller Mills

Pottstown Roller Mills, located at 625 Industrial Highway in Pottstown, is one of the oldest existing businesses in Montgomery County. We have been doing business since 1725. We are a small family owned business that believes our customers' needs are of the utmost importance.

We carry a wide range of products to suit a variety of needs for your lawn, home, and pets. Some of the brands that we carry are: Purina, Triple Crown, our own Pottstown Roller Mills horse feed, as well as Lyric and Feathered Friends bird feed. We also carry mulch, sand, stone, solar salt, etc. A list of our products is available on our website, [www.pottstownrollermills.net](http://www.pottstownrollermills.net).

Please call 610.323.8620 or stop by for more information on products & current promotions.



# FRANKLIN FLOORING inc.

**FLOORS FOR YOUR BUSINESS**



**610-495-9200**  
 COMMERCIAL FLOORING B2B  
 211 COMMERCE CT STE 106, POTTSTOWN, PA 19464



Franklin Flooring is a family-owned and operated interior renovation service provider that brings three generations of experience to the table. We specialize in commercial flooring solutions and value-added services.  
[www.franklinflooring.net](http://www.franklinflooring.net)




A private, member's only club that caters to **car enthusiasts** and **business owners**.



Members enjoy access to our one of a kind building to hold meetings, host clients, entertain friends and family and enjoy the fellowship of other enthusiasts!


Private membership \$100 per month.  
 Corporate membership from \$100 to \$700 per month.  
 Vehicle storage \$350 per month.

132 East 3rd Street, Pottstown, Pa.  
 904-424-7210  
 Instagram: @redhorsemotoring  
<http://www.facebook.com/redhorsemotoringclub>  
<http://www.redhorsemotoring.com>

## Pottstown ROLLER MILLS inc.

625 Industrial Highway  
 Pottstown, PA 19464  
 (610) 323-8620

- LAWN AND GARDEN LIME
- SCREENED TOP SOIL
- WATER SOFTENER SALT
- DECORATIVE STONE & SAND
- WE FILL PROPANE
- ALL TYPES OF MULCH BAG & BULK
- PURINA FEEDS FOR ALL TYPES OF ANIMALS
- TRIPLE CROWN FEED
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WOOD PELLET & BRICK FUEL
- PREMIUM ANTHRACITE COAL



## Mayerson Injury Law

Established in 1963, Mayerson Injury Law has served the Pottstown community for two generations. Admitted to the Million Dollar Advocates Forum, our attorneys have a proven track ensuring our clients receive all available coverages from the available insurance policies, assisting step-by-step in every stage of the insurance claim process and, if needed, civil litigation. Gaining national attention after securing a \$21 million judgment against Nationwide Mutual Insurance Company for its bad faith handling of our clients' loss, we have proven our reputation as tenacious advocates for our clients. We will not settle any claim for less than full and fair value, and if the insurance company will not settle, we will fight for full justice in the courts.

Located in Pottstown at the corner of High Street and Sunnybrook Road in a historic brick schoolhouse, we are local attorneys with a national reputation. For more information, or to schedule a free consultation, see our web page at [www.MayersonInjuryLaw.com](http://www.MayersonInjuryLaw.com).

We are here to help. Mayerson Injury Law is located at 1 North Sunnybrook Road, Pottstown, PA 19464; 610.906.1966.



## Mayerson Injury Law P.C.

Local Lawyers  
 National Reputation



In 2015 Mayerson Injury Law secured a \$21 million insurance bad faith judgment against Nationwide Mutual. It is the largest verdict in the country involving a first party insurance claim.

Mayerson Injury Law — Striving To Resolve Insurance Claims Fairly since 1963

For more information, or to schedule a free consultation, call:

**610.906.1966**  
[www.MayersonInjuryLaw.com](http://www.MayersonInjuryLaw.com)  
 1 North Sunnybrook Road, Pottstown, PA 19464

# ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

**Betty's Originals** 185 Mill Road  
Schuensville, PA 19473

••• Gift Baskets For ALL Occasions •••

- Corporate Parties
- Spa Baskets
- Baby Baskets
- Fresh Fruit Baskets
- Cracker Snack Baskets
- PA Dutch Baskets
- Baking Baskets

**Call Today**  
To Place Your Order  
**610-287-9010**

Delivery & Shipping Available  
**Discount on orders of six or more!**



219 East High Street, Pottstown PA 19464  
**610-551-4288**  
Monday - Friday 9:00AM - 6:00PM

*Healthy Food, Happy Life!*

**DELIAH & DEAN**

WHOLE FOODS ORGANICS HOME

[www.DeliahAndDean.com](http://www.DeliahAndDean.com)



## Van Scoy Jewelers — Continue your Love Story

Continue your love story at Van Scoy Jewelers in Wyomissing. Since 1978, Van Scoy Jewelers has built relationships based on trust, amazing customer service, friendly staff, and the finest quality diamonds and jewelry. When it comes time to celebrate life's special moments, let the experts at Van Scoy ensure you have the perfect piece.

Winner of *Best Jeweler in Berks* for ten years plus, Van Scoy Jewelers is proud to be a member of The American Gem Society, the American Gem Trade Association, and Jewelers of America. With our trained GIA staff, we have the credentials to be your family jeweler.

As one of the area's premier jewelry stores, with a skilled jeweler on sight, we strive to offer unique custom design serv-

ices as well as on sight repairs. Our expert jeweler can custom design and custom create the piece of your dreams. In 2020 we look forward to continuing your love story at our new location at 1121 Penn Avenue in Wyomissing.

For additional information, please call: 610.374.9330, and visit: [www.vanscoy.com](http://www.vanscoy.com).

## Betty's Originals

Betty's Original's provides baskets and gifts for all occasions. Great for corporate parties. Options include four different kinds of cracker snack baskets; fresh fruit baskets; spa baskets; baking baskets; three varieties of baby baskets; PA Dutch baskets; and balloons. Special baskets are made to order for any occasion. No order is too large or too small. Order six or more baskets for a special discount. Delivery and shipping services are available. Call 610.287.9010 to place your order.

B E N C H M A R K



Continue Your Love Story

**Van Scoy JEWELERS**

Broadcasting Square  
Shopping Center,  
2731 Popemill Rd Suite X3,  
Wyomissing, PA 19610  
**610-374-9330**  
[vanscoy.com](http://vanscoy.com)

**JNK YRD**  
Cinema

Brother & Sister Duo  
Owned and Operated



Jaw-dropping music videos, commercials, interviews, wedding films, film festivals, concerts, etc ...

**We specialize in creating memorable wedding films!**

Serving the Route 422 Corridor & all of the Delaware Valley

**484.802.0297**  
[Macjnkyard@gmail.com](mailto:Macjnkyard@gmail.com)

**[www.jnkyardcinema.com](http://www.jnkyardcinema.com)**

Facebook: [Weddings by JnkYrd](https://www.facebook.com/WeddingsbyJnkYrd)  
Instagram: [@jnkyardcinema](https://www.instagram.com/jnkyardcinema) [@weddingsbyjnkYrd](https://www.instagram.com/weddingsbyjnkYrd)





Specialty soaps at Deliah & Dean.

## Deliah & Dean

Located in the heart of downtown Pottstown at 219 East High Street, Deliah & Dean is a new market providing high quality, healthy food options. With organic produce, non-GMO gluten-free products and items for personal as well as pet care, this store has a wide variety of foods and products to help achieve and maintain good health. The store owners, Ronald & Dena Reeves, aim to help cultivate a better neighborhood by inspiring people to change the way they shop for groceries.

The store carries Dena's nickname "Dean" and is also named after Dena's mother, Deliah, who instilled in her family the values of warmth, hospitality, kindness and the importance of good health.

"We do this so people in Pottstown can have a local neighborhood grocery store with fresh, healthy food," said Dena. People from the neighborhood who come into Deliah & Dean comment that they are thrilled to see such a bright and pleasant place to shop in Pottstown.

Simply put, Deliah & Dean is basically all about healthy living. It's as simple as that! They enjoy providing good food, whether organic, non-GMO, or farm fresh. During the fall, Deliah & Dean will host food sampling and professional cooking demonstrations to teach shoppers how to prepare foods and eat better. Still, the store has plenty of healthy chips and natural sodas. And in contrast to what is available in large chain and other local grocery stores, Deliah & Dean shoppers can find a wide variety of food options to support plant-based diets for vegans and vegetarians.

The store also carries natural soaps, CBD products and essential oils that nourish the body without toxic elements. Shoppers can also buy fresh beautiful cut flowers, hand-painted, upcycled furniture, vintage pieces and hand-made items to enjoy at home and give as gifts.

The Reeves are excited to announce that in October shoppers will be able to sign up to be on the 'Dean's list' for coupons and notifications about store events and specials via text or email. One of the store's tag line will be "Are you on the Dean's list?" Stop by for healthy, smart shopping right in Pottstown and follow Deliah & Dean Market on Facebook and Instagram or visit their website [www.DeliahAndDean.com](http://www.DeliahAndDean.com) for the latest news.

**Your Holiday Party Catering Specialist!**



*Sodiah Thomas*

267-263-2616

info@snbevents.com

## NOT YOUR TYPICAL CATERING COMPANY



S&B Event Concepts and Catering is particularly distinctive in our personal approach to catering and event planning for every occasion. We work one-on-one with you to create unique and memorable menus, décor, and table settings. With our professionalism, premium quality foods and staff that provides impeccable service, your event is bound to be Successful and Beautiful! Wow your guests with S&B Event Concepts and Catering!

**Weddings, Showers, Corporate Galas, and Private Parties**

[www.snbevents.com](http://www.snbevents.com) | 267-263-2616

# ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

## GNG All Holiday Decorators, LLC

Imagine coming home this holiday season, going to your workspace, or event location that has been decorated just for you. A place where you, your family, your employees and clients can enjoy the holidays.

GNG All Holiday Decorators, LLC is a family owned business that has been in existence since 2016. We serve the Greater Philadelphia Area, including Berks County. Each owner (Anne M Gaughan, Anne M Gaughan Jr. and Kim M Gaughan) has over 25 years of experience and brings a different set of strengths that work well together, thus providing our clients with the best solution for the project at hand. Our mission is to provide a beautiful experience that makes our clients happy and it all starts with an old-fashioned approach. First, our team will come to you to learn about



you and your project. We then take what was learned and create a design solution to meet your specific needs and tastes. Once the installation/uninstallation is complete, we clean up!!! You will never know we were there! Our goal is to save our business and residential clients time, energy and stress by offering design solutions that we will implement for them. Our clients can then spend their time on their business or with family/friends.

GNG All Holiday Decorators, LLC decorates for all holidays, special events and grand occasions such as Christmas, Thanksgiving, weddings, birthdays, anniversaries and baby showers. GNG All Holiday Decorators, LLC also specializes in miniature model train displays, flower arrangements, custom garlands/wreaths and customized greeting cards.



### One of our clients had this to say:

*"These ladies love what they do... they're phenomenal...we just loved the finished product...thinking up ideas we never thought of... every day I came home it just felt really good...it was perfect... it was perfection...I recommend them to anybody...you are going to enjoy them as much as I did."*

– Terese Brittingham,  
Keller Williams Realty.



Call GNG All Holiday Decorators, LLC at 484.752.5553 or email: Fred@GNGAll-HolidayDecorators.com to discuss your next decorating project, and visit [www.GNGAllHolidayDecorators.com](http://www.GNGAllHolidayDecorators.com).

AMAZINGLY UNIQUE

HOLIDAY TABLES

TRADING POST

CUSTOM CREATIONS & HOME DECOR

Magically marrying old and new to make your environment uniquely amazing!

- LIVE EDGE CREATIONS
- CUSTOM FURNITURE
- FARMHOUSE TABLES
- RECLAIMED LUMBER AND MUCH MORE!

Spring City, Pennsylvania

PennsylvaniaTradingPost.com

tables@pennsylvaniatradingpost.com

# REVITALIZING DOWNTOWNS WITH DOWNTOWN INFILL



## DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

When most traditional downtowns were planned, normally there was a residential component to maximize the income of the buildings, and for practical purposes, enable additional rentable space for the owner. Now, with the movement of people back to smaller towns, the modern-day adaption is not quite like it was in the days when these downtowns were originally designed.

New infill seeks to maximize residential tenant space, with the commercial component being more of an adjunct in the funding scenario. As downtowns continue to develop, apartment complexes in the downtown become more common. I am writing this article from one of the more successful of Phoenixville's infill developments, the Phoenix Village complex at 131 Bridge Street.

I worked on that project from the time that it was 400 linear feet of contaminated vacant industrial space in the downtown. Anyone who has dealt with the Phoenix Steel Site will tell you that nothing goes easy when it comes to the redevelopment. The Phoenix Village project has brought people to the downtown, as well as providing additional retail to fill the street spacing gap on the 100 block of Bridge Street.

I believe one of the biggest contributions of the project is not the residents that offer a "captured market" for the downtown, but the commercial establishments that have flourished on the ground floor. They have done for the 100 block of Bridge Street what Iron Hill Brewery brought to the block when they opened in a previous infill project.

In 2003, when I was hired to lead the revitalization, there was only the 200 block as a viable district. The three infill projects brought the 100 block back. The higher end rentals in the buildings changed the dynamic of the downtown. Sedona Tap House being located across the street from Iron Hill Brewery is a very powerful retail anchor for the 100 block. The block also boasts the development of the Customers Bank Building, which was also a part of the Phoenix Steel Site.

Meanwhile, on the 300 block of Bridge Street, the district court and the borough building anchor the renewed development. Unlike the 100 block, there were not a lot of vacant lots available to build infill construction. It is not until you get to the 500 block in Phoenixville where there is there significant property to have another infill development.

The structures from Hall Street to Wheatland Street soon will be demolished, and another infill development is going to be built. This development will add 375 apartments, as well as about 40,000 square feet of commercial space.

(Continued on page 20)

**STYER GROUP**

ARCHITECTURE . INTERIOR DESIGN . CONSTRUCTION  
Retail . Hospitality . Commercial  
Renovations . Additions . New Construction

[www.styergroup.com](http://www.styergroup.com)  
610-275-4800

**EARTH ENGINEERING INCORPORATED**  
Geotechnical Engineers & Geologists

*We've Got The 422 Region Covered!*

Subsurface Investigations      Construction Inspection and Testing  
Geotechnical Design & Analysis      Clean Fill Testing  
Stormwater Infiltration Testing      Laboratory Soils Testing  
Carbonate Site Assessments  
Environmental Site Assessments and Remediation

[www.earthengineering.com](http://www.earthengineering.com)

Corporate Headquarters: 610-277-0660      Central PA: 717-697-6701  
Lehigh Valley: 610-967-4540      South Jersey: 856-768-1001

**QUALITY \* COMMITMENT \* PERFORMANCE**

**OWNER - OPERATED**      **48 YEARS IN BUSINESS!**

**EMBODY'S SUNOCO SERVICE STATION**  
1435 E. High Street, Pottstown, PA 19464  
*Only Full Service Station in the Area!*  
Phone (610) 326-2250 Fax (610) 326-0132  
[embodysunoco.com](http://embodysunoco.com)

- STATE INSPECTION
- AIR-CONDITIONING SERVICE
- GENERAL REPAIRS
- PA EMISSIONS TESTING

111 MAIN STREET (SE CORNER OF RT. 63 & 29)  
SIGNALIZED INTERSECTION  
GREEN LANE, MONTGOMERY COUNTY, PA 18054



**38,751 SF SALE/LAND**                      **\$579,000 SALE**  
**LEASE OR BUILD TO SUIT**            **\$60,000/YR. NNN GROUND LEASE**

- High Traffic Signalized Corner Area of Few Commercially Zoned Competitive Parcels
- 7 Miles to PA Turnpike / Lansdale Interchange
- Northwest Montgomery County—Upper Parkisman Market
- Strategic Rt. 63 & 29 Intersection/244' of Highway Frontage
- Zoned SC-Borough Commercial/Approximately 15,000 Daily Traffic Count
- Concept Engineering Indicates Likely Potential for Approximate 3,000 SF Bank Development or 5,000 SF for Retail Use
- All Traffic between Lansdale & Harleysville on Rt. 63 & from Collegeville on Rt. 29 passes this site to and from Red Hill, Pottsville, East Greenville & Palm

**DEMOGRAPHICS / 5 MILE RADIUS**  
Population                      34,818  
Households                      12,997  
Median Household Income: \$84,565

Contact: Alan Apr.  
414 W. Main St.  
Lansdale, PA 19446  
Office: 215-866-9800  
Email: alan@apcor.com  
www.apcor.com

ALL INFORMATION FURNISHED IS BEING OFFERED AS IS. FINANCING IS FROM SOURCE. RETAILER'S LIABILITY. BUYER'S LIABILITY IS BEING OFFERED. TERMS SUBJECT TO THE NEGOTIATED TERMS AND CONDITIONS. SUBMITTED SUBJECT TO THE TERMS, CONDITIONS, CHANGE OF PRICE, REVISION, AND/OR CANCELLATION. FROM SALE, LEASE OR FINANCING OF PERSONAL PROPERTY. NO LIABILITY FOR ANY LOSS TO BE INCURRED ON THE BASIS HEREON.



# LUDGATE ENGINEERING CORPORATION

Established 1975

**ENGINEERS • SURVEYORS • LAND PLANNERS**

**P: (888) 646-6161 F: (610) 404-7371**  
**www.ludgate-eng.com**

## DOWNTOWN MARKETING & DEVELOPMENT

*(Continued from page 19)*

This development will basically bridge the street spacing gap to create continuous retail (within reason) for six total blocks.

The expansion of the retail is not just a function of the development projects but represents more of an interest to build and invest in Phoenixville. Another Phoenix Steel site apartment development has already been built on the other side of the French Creek behind the Customers Bank Complex.

In addition, there is another Phoenix Steel site townhouse and apartment project that was just given an extension by the borough council to continue to work through the approval process. The project features 311 townhomes and 245 apartments. Neither of those developments feature retail space.

These investments represent about 1,000 more units in the downtown in the near future. These numbers bode well for the existing retail on Bridge Street, as well as the planned additional 40,000 square feet. Even though there will be more people, it is the continuous nature of the downtown that will be the most important thing.

When I managed the South Street District in the city of Philadelphia, we used to call it the South Street Stroll, where people would walk up and down both sides of the street to make a loop. Ideally that is what should be attempted in Phoenixville to make the walk interesting enough that everyone gets foot traffic on the commercial strip.

It is interesting that each side of town had available vacant/underutilized ground that enabled large amounts of people to be domiciled. I guess the next question is, will there be enough demand for the space? I had no further to go but to the other end of the lobby that I work

in to chat with Phoenix Village sales representative Joe Sheldrick.

Sheldrick, a native of England, works the sales desk most days and reports that the business is steady, and vacancies are minimal. "We had six applications last week, and normally, of those, we rent four or five apartments per week. We keep very busy, as there is a great demand to live in downtown Phoenixville." He said. I watch them come through to talk with Joe or his fellow sales representative Rita Mora every week, as I sit in the lobby working on my train project. Working in the lobby enables me to chat with people and stay current.

The influx of people has created the retail demand for entertainment, and the restaurant scene is bolstered by the expansion of the Colonial Theatre in the center of town. The acquisition of the old bank building next to the theater enabled the facility to offer any number of movies in a day.

The blend of the amenities and the well-designed wayfinding system make it easy for people to move around and have their retail, entertainment and dining needs met. Being in an existing downtown, the road has curves and it is not laid out like a mall. This provides for the quaintness and makes the journey to get to the end of each street and see what lies beyond intriguing.

In many cases, every downtown is a series of 100-foot intervals for street traffic, and a town needs to have a continuous flow for the retail in order to draw the interest. Phoenixville has had its share of gaps in the building flow, but the infill with many new residents is enabling the downtown to expand linearly without creating a loss in interest.

*Barry Cassidy is a freelance grant and economic development consultant. He can be reached at [barrycassidy@comcast.net](mailto:barrycassidy@comcast.net).*

**CLARK INDUSTRIAL SUPPLY INC.**  
301 West High Street • Pottstown, PA 19464  
**610.705.3333**  
[www.clarkindustrialsupply.com](http://www.clarkindustrialsupply.com)

**AEROQUIP**

- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

**ECCO**

- Light Bars
- Flashing Lights
- Back-up Alarms

**INDUSTRIAL HARDWARE SUPPLIES**

**ON SITE EQUIPMENT REPAIR SERVICE**

## TOMPKINS VIST BANK ALWAYS LOOKING FOR WAYS TO BUILD TRICOUNTY RELATIONSHIPS

Several years ago, when mergers left area customers without a local community bank, Tompkins VIST Bank filled the need by opening offices in Pottstown and Boyertown. Today, the bank continues to look for ways to better serve area businesses and consumers.

One example is Lightning Loans, the online small business loan application platform the bank launched in 2017. Since then, the service has been improved with an enhanced dashboard to provide better at-a-glance information. With the 24-hour convenience it provides, it's no wonder more than 80% of the bank's small business loans have originated through this platform.

Tompkins VIST Bank has also enhanced staffing to better serve the market. Joe Cavallo, formerly manager of the Pottstown branch, now focuses exclusively on TriCounty business development. Lisa Lightcap has joined the company as commercial lender for the area. A 30-year banking industry veteran, Lightcap is an expert in tailoring the right credit solutions for each customer.

Caroline Buto, manager of the Oaks and Pottstown Offices, has taken networking and relationship building to a whole new level. Buto was behind the idea to rekindle a five-chamber mixer, held in late August at Pope John Paul II High School and sponsored by the bank and the school. A joint venture of the Spring-Ford, Perkiomen Valley, Phoenixville, TriCounty and Upper Perkiomen chambers of commerce, the mixer had been held annually but took a break over the last four years. Thanks to Buto's initiative and the contributions and cooperation of chamber members, this year's event was a success and is back on track for next year. "As a community bank, helping to make connections and build relationships is what we're all about," Buto says.



**ABOVE:** At a five-chamber Mixer, held in August at Pope John Paul II High School in Royersford are, from left, Kevin Grant, Tompkins Wealth Advisors; Eileen Dautrich, president, Tri-County Area Chamber; Alicia Miller, Tompkins VIST Bank; Caroline Buto, Tompkins VIST Bank; Jason Bozzone, president, Pope John Paul II High School; Jessica Capistrant, president/CEO Phoenixville Regional Chamber; Renee Blomstrom, Perkiomen Valley Chamber; Carla Haydt, executive director, Spring-Ford Chamber; Luanne Stauffer, president, Upper Perkiomen Valley Chamber; and Scott Stimson, Tompkins VIST Bank. About 170 attended the event, which was once held annually. It was rekindled this year thanks to the sponsorship of Tompkins VIST Bank and Pope John Paul II High School and the cooperation of the chambers.

**RIGHT:** Staffing the gift bag table at a five-chamber mixer, held in August at Pope John Paul II High School in Royersford are Jessie Bullock and Alicia Miller of Tompkins VIST Bank.

**LEFT:** Mingling at a five-chamber mixer, held in August at Pope John Paul II High School in Royersford are, from left, Caroline Buto, Tompkins VIST Bank and Erin Burke, Barry Isett & Associates.




## BOOKKEEPING / ACCOUNTING

**B** **Breslow's Bookkeeping Business**  
 Serving Collegeville and the Surrounding Areas  
 Beth Breslow • 215.272.5217 • bethbreslow@gmail.com  
 www.breslowbookkeeping.com

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

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

Save Time & Money  
 Utilizing a Bookkeeper vs. a Full Time Office Employee



**Karlene's Konsulting**  
 Karlene A. Novotny  
 Professional Accountant/Owner

Specializing in Tax Preparation, Accounting and Bookkeeping Services


560 Baptist Church Road, Spring City, PA 19475  
 610-745-2350  
 k\_konsulting@comcast.net

## BUSINESS & OFFICE PRODUCTS

**Staples** 270 Upland Square Dr  
 Pottstown, PA 19464

**20% off**  
 your next print order  
 when you make a Print & Marketing Services purchase.

Valid on Print & Marketing Services purchased in store only. Exclusions apply.  
 Offer valid until 11/9.  
 See a Print & Marketing Services associate or staples.com/print20 for details.



## CREDIT CARD PROCESSING

**NETCOM MERCHANT SERVICE CONSULTANTS**  
 MerchantServiceConsultants.com

Call **TODAY** to find out how to keep more money in your business!  
**866-677-1608**

Would you like to keep more **PROFIT** of every Credit Card sale?



## DJ SERVICES

**ACCLAIM DJ SERVICES**  
 Weddings, Parties, Events, Clubs  
 For Bookings Call: (484) 455-4635 Website: acclaimdjservices.com  
 Email: acclaimdjservices@gmail.com

Let's Get the Party Started!



## GARDEN CENTER/NURSERY

**PUGHTOWN AGWAY**  
 819 Pughtown Road & Rt. 100, Spring City, PA 19475  
 Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3  
 Garden Center (610-489-6888) open every day including Sunday

- Legends, Triple Crown and Buckeye feed lines.
- Baled Shavings and Bedding Pellets.
- Hay, Straw & Premium Wood Fuel Pellets.
- Organic Chicken Feeds & all kinds of Bird Seed!
- Bulk & Bagged Compost, Soils & Mulches.
- Grass & Pasture Seeds.
- Lime & Organic & Commercial Fertilizers.



## FURNITURE

You're Invited! **Grand Opening!** Opens Saturday, October 12th  
 Located in the former Toys R Us building at 1055 Woodland Rd., Wyomissing

**Raymour & Flanigan**  
 FURNITURE MATTRESSES



Call **Kerry Lee**, your design expert, at 484-794-9651 for an appointment or just stop by!

## GRAPHIC DESIGN

LINDA JACOBS  
 DOWNTOWN De[z]ign

advertising & graphic design with a ♥

228 E. High Street, Pottstown  
 484.363.7793  
 downtownde[ign].com



## GRAPHIC DESIGN & PRINTING

YOU NAME IT! WE'LL CREATE IT & PRINT IT ...EXCEPT MONEY!



**A FULL SERVICE GRAPHIC DESIGN & PRINTING COMPANY**

Digital & Offset Printing - Fliers - Programs - Rack Cards - Post Cards - Brochures - Pocket Folders  
Large Format - Posters - Banners - Yard Signs - Counter Signs - Laminating - Mailings



**38 E. HIGH STREET • POTTSTOWN • 610.327.1780**

[www.complete-graphix.com](http://www.complete-graphix.com)

[complete.graphix@gmail.com](mailto:complete.graphix@gmail.com)



## LIMOUSIN SERVICE

*Rhoads*  
*Limousine*



- Weddings & Proms
- Bachelor(ette) Parties
- Anniversaries
- Birthdays
- Concerts & Theatre
- Sporting Events
- Airport Transfers
- Shuttle Services

610.689.4600 [RHOADSLIMOS.COM](http://RHOADSLIMOS.COM) 800.528.3569  
1816 Weavertown Road, Douglassville, Pa 19518

## HEALTH / SKIN CARE

What you put on your skin  
is just as important as what  
you put in your mouth!



**Beautiful and Better Skin**

[www.Holyoilproducts.com](http://www.Holyoilproducts.com)

[Holyoilc@gmail.com](mailto:Holyoilc@gmail.com)

860-371-0228 • 860-690-8179

Organic Facial Kit also available on Amazon!

## LODGING / BED & BREAKFAST

*Twin Turrets Inn*

*A Delightful Stay in Lancaster*



My husband, Frank, and I welcome you to  
The Twin Turrets Inn. Our English Springer  
Spaniel, Elizabeth Queen of the Turrets,  
affectionately known as Lizzie, will also  
welcome you with her joy.

*Barbara Deery, Innkeeper*

11 East Philadelphia Avenue • Beverlytown, PA 19512

[www.TwinTurrets.com](http://www.TwinTurrets.com)

610-367-4513 - 1-877-877-7897

## INSURANCE SERVICES

Est. 1924

**SCARGILL  
McCLURKEN**

**INSURANCE**

Auto - Home - Life - Business • Celebrating 95 Years!  
Call Now for a Quote! 610-935-8201

## LODGING / MEETING FACILITY



430 West Linfield Trappe Road  
Limerick, PA 19468

P: 610-495-6999

F: 610-495-6901

[limerick.hamptoninn.com](http://limerick.hamptoninn.com)

95 Rooms

Corporate Amenities

Indoor Pool /  
Fitness Center

Meeting Space Available

Free Continental Breakfast

Free WIFI

## INTERIOR DECORATING



**DECORATING DEN  
INTERIORS**

**10% OFF** select blinds  
and shades

Offer ends 10/31/19



Barbara McInnis-Hayman

Interior Designer

484.624.4737

[barbaramcinnis@hotmail.com](mailto:barbaramcinnis@hotmail.com)

[barbara.decoratingden.com](http://barbara.decoratingden.com)

## MAINTENANCE/JANITORIAL



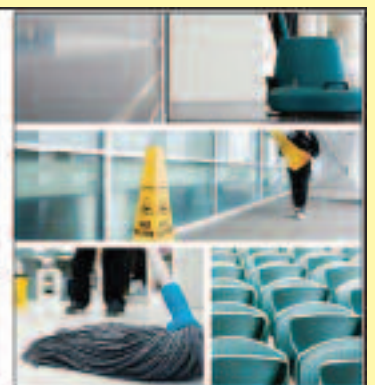
Your cleanliness  
is our business!

**(484) 599-2751**

[cleanfloorsandmore.net](http://cleanfloorsandmore.net)

Clean Floors & More specializes in  
providing janitorial and floor cleaning  
services to business of all sizes and  
categories in Berks County!

Email: [cleanfloorsandmore@aol.com](mailto:cleanfloorsandmore@aol.com)



## NAIL SALON & SPA

 **Majestic Glamour Nails & Spa**  
 1126 Town Square Road, Pottstown, PA 19465  
**267-945-1268** Walk Ins Welcome  
*Manicure • SPA Pedicure  
 Eye Brows • Tinting / Waxing  
 Eye Lashes Extension • Nails Art  
 Acrylic • 3D Design & Pink White*  
 Monday - Saturday 9 am - 7pm • Sunday 10am - 6pm

 **[TRE SPA]** Day Spa and Nail Salon  
 Call for Grand Opening Special!  
[www.youdeservetrespa.com](http://www.youdeservetrespa.com)  
 /trespasig /trenailbar  
**484-924-9207**  
 420 Schuylkill Road, Phoenixville, PA 19460

## ONLINE MARKETING

 **10 on TUESDAY**  
 Join us for a quick 10 minutes every Tuesday for current marketing tips!  
[facebook.com/10onTuesday](https://facebook.com/10onTuesday)  
**Interlace Communications & goMAA/VA** DESIGN MARKETING SOLUTIONS

## REAL ESTATE / FOR SALE/LEASE

 **Chris James Hector**  
 ABR, GRI, CRS  
 Broker / Owner  
 Cell: 610-316-3678  
[ChrisJamesHector@verizon.net](mailto:ChrisJamesHector@verizon.net)

 **Chris James Hector Realty**  
 **610-933-7592**  
 Fax: 610-933-2888

 **Andrea Heskett**  
 Realtor  
 Cell: 610-329-1622  
[AndreaHeskett@gmail.com](mailto:AndreaHeskett@gmail.com)  
 Office: 213 Sherwood Ln., Phoenixville, PA 19460

 *Providing Integrity ...  
 Communication ...  
 & Exceptional Service!*

**Rebecca Rambo**  
 Office (610) 792-5900  
 Cell (215) 356-6813  
[RamboRealEstate1@gmail.com](mailto:RamboRealEstate1@gmail.com)

## SENIOR CARE / LIVING ASSISTANCE

 **Senior Helpers Pottstown**  
 (serving Western MontCo, Northern ChesCo & parts of Berks)  
**610-323-0460** (24hrs/7days)  
[www.seniorhelpers.com/pottstown](http://www.seniorhelpers.com/pottstown)

Senior Care... only better!

- ♥ No minimums – get only the help you need.
- ♥ Personal care - bathing, dressing, toileting & hygiene.
- ♥ Light housekeeping, errands, meal preparation.
- ♥ Hospice support & respite services.

Call today for FREE in-home (wherever home may be) consultation!

## SIGNS / BANNERS / GRAPHICS

Raise Your Business Visibility

**FASTSIGNS**  
 More than fast. More than signs.®



180 Shoemaker Rd., Pottstown, PA 19464  
 o: 484-624-4874 | e: 5662@fastsigns.com | w: fastsigns.com/566



BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

 **GRABER Lettering SIGN Co.**

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

Visit Our Showroom! 58 Schoolhouse Rd. Boyertown, Pa  
**www.graberletterin.com**  **610-369-1112**

CALL (610) 323-6253 TO PROMOTE YOUR BUSINESS  
 IN THE ROUTE 422 BUSINESS MARKETPLACE



# GRANTS

## Making a Difference



By Mary E. Chown, Owner, MECA (Mary E. Chown Advising)  
 Certified Grants Management Specialist, SBRA Member

I always wanted to positively change the world — I just didn't know exactly how. After serving in various capacities within a diverse array of social service agencies for 17 years, I was hooked on making a difference in the lives of others. But how could I make the biggest impact on the greatest number of persons in my lifetime? That was the ultimate question. The answer — fundraising, grant writing and nonprofit consulting.

I started MECA in 2017 in response to the great need for finding and securing grant funding. The money is out there, but how to find it, how to develop a solid project and a competitive application, and how to manage funds once awarded is challenging and time consuming. Nonprofit agencies all over the County are providing amazing services and support for so many people in our communities, and they do it all with very limited resources. By utilizing the education, talents, skills and background I have acquired over many years in the non-profit world, I am able to assist these

nonprofit agencies to advance their effectiveness and secure a sustainable future. It's the most rewarding job imaginable!

Nationally certified Grants Management Specialists excel in guiding government grant applications and ensuring appropriate award management. By assessing organizational readiness for these large and often complicated grants, I realized that many leaders, Boards, staff and agencies needed guidance to build a stronger foundation for not only the grant project, but for the whole organization.

*(Continued on page 26)*



**IFLY**  
 KING OF PRUSSIA

**BE YOUR OWN SUPERHERO**  
**CHOOSE TO FLY**  
 BOOK WITH US TODAY

290 Goddard Boulevard  
 King of Prussia, PA 19406

**(610) 595-4359**

[sales.kingofprussia@iflyworld.com](mailto:sales.kingofprussia@iflyworld.com)

*Please mention you saw our ad in Route 422 Business Advisor!*

*It's a Community FUNdraising Event!*

**GET YOUR TICKETS TODAY! ON SALE THRU 10/16**

**SOCIAL HOUR FOR SOCIAL CHANGE**

*A portion of the ticket sales to benefit The Salvation Army*

**COCKTAIL PARTY & SILENT AUCTION SUNDAY, OCTOBER 27**  
 5-8PM **SUNNYBROOK BALLROOM POTTSTOWN, PA \$75/PERSON**  
**COCKTAILS LIGHT HORS D'OEUVRES SILENT AUCTION RAFFLES**  
 Order tickets online today at: <https://bit.ly/2TBwVfO>

**DOING THE MOST GOOD**

brought to you by **PMA CARES**  
COMMUNITY ACTION • RESPONSIBLE EMPLOYERS

# Need Some Help Growing Your Business?

## We Can Help.



**RETAIN STAFF - BECOME THE EMPLOYER OF CHOICE**

**AFFORDABLE HEALTH INSURANCE**

**EXCEED YOUR SALES GOALS**

**DEVELOP A MARKETING PLAN THAT WORKS**

**COST SAVING ADVERTISING PROGRAMS & MORE**

**Join TODAY at  
SBRAssociation.org**

**2395 Lancaster Pike Shillington, PA 19607 814-808-SBRA (7272)**

### A BUSY 12 MONTHS AT BRODE & BROOKS, INC.

We will feature some of our Commercial/ Industrial/ Investment Properties for your review below – but first we would like to tell you about some of the unusual transactions we have completed over the past 12 months:

The settlement of 18+ acres on Leesport Road zoned Light Industrial in Ontolaunee Township, Berks County.

The settlement of 60 acres zoned Planned Business/ Office/ Industrial on Monocacy Hill Rd and Limekiln Rd in Amity Township.

The leasing of the iconic FARMERS BANK Building at the corner of Route 29 and Route 663 in Pennsburg to a security company from California.

The settlement of the Globe Inn, a 17 room bed and breakfast, in East Greenville, Pa.

We have placed under contract 60 acres zoned light industrial and flex office in Pottstown Borough and West Pottsgrove Township.....We have placed under contract 37 acres zoned Light Industrial Commercial on Route 663 in Upper Hanover Township.

#### WE HAVE FOR SALE THE FOLLOWING:

58 Acres zoned Light Industrial in Bedminster Township, Bucks County for \$4,500,000.

86 Acres zoned Agricultural in Bedminster Township, Bucks County for \$2,300,000

A 6,100 SF industrial facility for investment in Boyertown, Pa. fully leased for \$396,000

A 8 room bed & breakfast inn with full restaurant and hotel liquor license in Central Montgomery County for \$1,000,000.

An 11,550 SF future condo unit approved for 13 apartments in Red Hill, Pa for \$825,000.

A 21,000 SF two building former automotive showroom and service garage on 4.5 acres with frontage on Route 100 in Palm, Pa. \$990,000

**418 Main Street  
Pennsburg, PA 18073  
215-679-4200**

**www.BrodeAndBrooks.com**

FOR INFORMATION ON ANY  
OF THE ABOVE – PLEASE CALL  
**BRODE & BROOKS**  
REALTORS  
**215-679-4200**

### GRANTS — MAKING A DIFFERENCE

*(Continued from page 25)*

MECA Services include, but are not limited to, strategic, business, and capital project planning, operational and financial health assessment and consulting, operations and performance improvement, risk management, and of course strategic fundraising and grant proposals.

As I work with multiple organizations, I clearly and continuously see the intense commitment each and every agency has to making a tangible difference in the lives of others. I am truly grateful to be able to participate in new and exciting projects, historic preservations, large scale health projects impacting thousands, and smaller scale services that are desperately needed to fill gaps. I have also witnessed the power of collective impact to advance a humanitarian cause. I believe that by working with each other, instead of competing against each other, non-profits are able to facilitate and ignite partnerships that better steward financial and human resources, increase agency reach, and create an immense positive impact for those in need.

My work continuously validates the effective spirit of compassion and cooperation. In the words of Mother Teresa: "I alone cannot change the world, but I can cast a stone across the waters to create many ripples."

Grant research and writing is a world of its own and an extremely challenging task for first-time seekers. There is plenty of funding available, but the process and procedures are a mystery to most. Seek professional help, the rewards speak for themselves. Over the past two years, MECA has not only grown but evolved to meet the needs of agencies in Berks County, throughout the state of Pennsylvania, and around the world. I am committed to working as tirelessly as those around me and believe that together, we will positively change the world — Mission accomplished!

*Mary E. Chown of, MECA (Mary E. Chown Advising) is a Certified Grants Management Specialist, and a member of Small Business Resource Association. More information visit [mecadvising.com](http://mecadvising.com) and [sbrassociation.org](http://sbrassociation.org)*

# SHOULD THE TAX TAIL WAG THE INCOME DOG?



Submitted by Dennis B. Pellegrini, ChFC, AEP, MSFS  
Investment Adviser, Peak Brokerage Services, LLC

Some of the things investors with substantial gains can do to minimize taxes on withdrawals are to consider the following:

- Make a gift to a charitable organization. There are ways to give highly appreciated assets to a qualified charity which provide tax relief to the investor. An example of this would be a charitable remainder trust. This split-interest gift will give the donor a federal income tax deduction. The trust pays an income to the donor. When the trust ends, the remaining interest goes to the charity.
- A 1031 exchange may be just what the doctor ordered if the asset is an investment in real estate. The general rules for an exchange are to identify replacement properties within 45 days of the sale of the relinquished property and settle on one of

those properties within 180 days. You will need a qualified intermediary to facilitate this transaction. Afterward, you can exchange the newer property into another property and eventually pass the final property to one's heirs with a step-up in basis.

- Defer gains by investing in a Qualified Opportunity Zone. QOZs were introduced in the *Tax Cuts and Jobs Act*, passed in December 2017. This was introduced to provide an incentive in investing in low-income communities. By doing so, investors can be rewarded with significant tax savings. The deferral on the capital gains is followed with a step-up in basis in the fifth year of 10 percent and again in the seventh year of another five percent. The investor is rewarded one more time as the new investment referred as the Qualified Opportunity Fund (QOF) will provide forgiveness of capital gains taxes from the QOF asset appreciation, provided the investor's holding period is ten years or more. QOZs & QOFs create a big win for everyone.

## Other Tax benefits to consider Regarding Retirement Income

- Postpone Social Security Retirement. Fifteen percent or more of your social security check will be free of income tax. The bigger the check, the more tax-free income you will have for retirement. After you reach your full retirement, your social security check increases eight percent per year plus the cost of living adjustment. That can really add up.

- Investing in an annuity is also a great tax lever because the account owner determines when withdrawals will take place and therefore, when it becomes taxable. Moreover, some carriers have created payouts where the payment is considered a return of capital. Some of the income is excluded from taxes. The certainty of income also helps people sleep at night.

- REIT's for income and more diversification. This non-correlated asset can provide a deferral ranging as high as 50 percent. This can vary due to the sale of properties within the portfolio. Additionally, as much as 20 percent will be tax-free courtesy of the 2018 *Tax Cuts and Jobs Act*.

(Continued on page 28)

# PEAK

experience different

*Retirement Planning That Helps You Sleep Well at Night*

Dennis B. Pellegrini ChFC, AEP, MSFS  
Investment Adviser

49 Commerce Drive  
Wyomissing, PA 19610

610-898-1241

dpellegrini@pbsrep.com

www.dpellegrini.com

Advisory Services offered through Blackridge Asset Management, LLC, a Registered Investment Adviser. Securities are offered through Peak Brokerage Services, LLC, Member FINRA/SIPC. Blackridge Asset Management, LLC is a separate and independent entity from Peak Brokerage Services, LLC.

OCTOBER IS NATIONAL PHYSICAL THERAPY MONTH

**Our Mission is Your Recovery!**

• Early morning, evening, and Saturday appointments available

• First visit scheduled within 24-48 hours

• Knowledgeable, caring physical therapists

• 33 area clinic locations and growing

• All major insurances accepted

Over 750+ Google reviews

**Phoenixville**  
528 Kimberton Road  
610-933-6232

**Pottstown-Coventry**  
10 Glocker Way  
610-323-4300

**Royersford**  
341 10th Avenue, Suite 101  
610-792-8100

excelphysicaltherapy.com

# C·O·R·E ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

- STEP 1 SELECT YOUR SPACE**  
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.
- STEP 2 CHOOSE YOUR COLOR STORY**  
Professionally-designed, mix and match color schemes suit your space, your style and one another!
- STEP 3 PICK YOUR PRODUCTS**  
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!

FLOORING SOLUTIONS MADE SIMPLE

**CHES-MONT CARPET ONE FLOOR & HOME**

Route 724, Parker Ford, PA 19457  
5 minutes from the Limerick exit of Route 422

610-495-6211

www.chesmontcarpetone.com  
LIC# PA0081672

We'll turn your [oh, no] into [ah, YESSS!]



SAVING MONEY on Employee Benefits is a must in today's economy.

As business owners, we understand the challenges you face every day. The cost of providing benefits is rising, while employees seek more and more from their benefits packages. You struggle to balance employee needs with your own capabilities and bottom lines. Helping you meet these divergent objectives is our specialty.

Built upon a tradition of integrity, industry leadership and excellence, Integrity Services and Solutions is committed to delivering you:

- thoughtful strategic planning
- valuable professional services
- technology-based solutions

Call for your consultation today (high fiver optional!)

Advice never felt so good.



3 Park Plaza, Wyomissing, PA 19610 | tel: 610.939.9593 | www: Integrityservicesandsolutions.com



## JUST HEALTH INSURANCE

Plans for independent contractors, families, individuals and groups at competitive rates.

Whether you know it or not, your healthcare broker receives ongoing commissions for servicing your account. So why aren't you receiving ongoing service?

Call Millennium today! We will show you the difference between a commission driven broker and a service driven benefit broker!

610-222-9400 • sales@millennium-tpa.com

## SHOULD THE TAX TAIL WAG THE INCOME DOG?

(Continued from page 27)

- Growth and Income funds or stocks that pay qualified dividends. Investors need to know that not all dividends are taxed the same. Qualified dividends are taxed as long-term capital gain tax rates. And, although there have been a few changes to the tax treatment of qualified dividends, they are still taxed at 0, 15 & 20 percent. Your filing status and income will determine which rate you will pay.

- Municipals are a consideration for investors who are in a high tax bracket. Because their taxable equivalent might be high, it could create a risk that is not congruent with the investor's profile. Therefore, look at both factors before making those decisions.

- Opposite of high net worth investors are seniors who may need to consider borrowing from their homes. Although this might be an option for them, it should be given careful consideration. If leaving a gift to a loved one or charity is high on their priority list, this might not help the cause.

### As You Move Forward Consider the Following for Your Financial Plan

- Have a clearly defined goal. An example of this could be that you want 80% of your income in retirement, adjusted annually for inflation.
- Put a plan in force to achieve this goal. Without action, you just have an idea.
- Monitor the plan. Review your progress at least annually. Maybe as often as twice a year or quarterly.
- When life changes, make adjustments accordingly. Things such as gifts, bequests, or changes in marital status should be taken into consideration.
- Know that the distribution phase is just as important as the accumulation phase. The rate in which you distribute assets can potentially kill the goose. Play with just the eggs.
- Whether you are approaching retirement or in retirement, know that life expectancy is longer than prior generations. Planning for medical and Long-Term Care expenses are important.
- Last but not least, remember that pros in all walks of life became a pro because they had someone show them the way.

Don't be afraid to be a pro.

For additional information, call Dennis Pellegrini at 610.898.1241. Please note: Peak Brokerage Services, LLC does not offer tax advice. Please consult with your tax professional. Advisory Services offered through Blackridge Asset Management, LLC, a Registered Investment Adviser. Securities are offered through Peak Brokerage Services, LLC, Member FINRA/SIPC. Blackridge Asset Management, LLC is separate and independent from Peak Brokerage Services, LLC.

## Economical.



Payroll processing and business solutions almost as economical as PB and J.

COMPLETE SUPPORT FOR YOUR SMALL BUSINESS

- Powerful payroll processing & support
- Pay-as-you-go workers compensation insurance
- Full control with online access and mobile apps
- Effective time and attendance solutions
- Complete Human Resources support



EXPRESSDATASYS.COM | 610.495.7166

## TODD'S TREE SERVICE, INC.

Our success is rooted in our hard work!



www.toddstreeserviceinc.com

- TREE REMOVAL
- TREE TRIMMING
- STUMP REMOVAL
- LAND CLEARING
- FIREWOOD
- SNOW REMOVAL

Call for a FREE estimate today!

610-970-1357

toddstreeservice1@yahoo.com

# SOCIAL MEDIA FOR THE 2019 HOLIDAY SEASON



## SOCIAL MEDIA TIPS

By Theresa Mintzer

It's that time of year again. Are you ready? You might be thinking it's too early, but it's not. This is the time to be building your audience and making plans for the upcoming season.

It's important to grow your audience as much as you can before Thanksgiving. Or before; the entire week of Thanksgiving has become a sales week.

It's not too early to give customers a sneak peek at what you are offering for the season. If you do that, then you will be on their minds when they are putting together their lists. Here's a statistic to think about: 500 million Instagram users are viewing Stories daily. How can you use that to your advantage? Instagram is introducing ads templates for Stories. This might be a new avenue to try for advertising.

Mark these dates on your calendar and prep your graphics now so that you are not doing them at the last minute. Think about if you want to add things like flash sales and internet-only specials to keep people looking at your page.

- **Black Friday – November 29th**
- **Shop Local Saturday – November 30th**
- **Cyber Monday – December 2nd**

Lastly, Facebook is predicting some trends for this season. The first is that shoppers will be making larger purchases earlier this year. Another one is that shoppers want more pleasurable buying experiences. They are also seeing more people using Stories for "window" shopping. Finally, they are predicting that brick-and-mortar sales will strengthen this season. People want to be able to see and touch what they are buying. Plus, they want that personal shopping that you can't get online.

Theresa Mintzer, [MintzerSolutions.com](http://MintzerSolutions.com),  
bytheresamarie@outlook.com, 484-624-8341

**EZ IN & OUT** DUMPSTER DUDEZ

Rentals for **Personal & Commercial**

Professional • Affordable • Responsive

[dumpsterdudez.com](http://dumpsterdudez.com)

• **FRANCHISES NOW AVAILABLE** •

[Follow us on](#)

## Stylish Images photography

Are you trusting Your Business' image to poor cellphone snapshots?

Business and Commercial Portraiture \* Families  
Sports Action \* Location, In Office or Studio Sessions

Photos for: Business Cards, LinkedIn, Websites and Annual Reports

Visit us: [www.stylishimages.com](http://www.stylishimages.com)

**Business Discounts available for multiple sessions**

An **\$599** Studio session includes:  
20-40 exposures taken (2-4 poses),  
2 - backgrounds

Upload to our website for your review within hours of your session.

1- Retouched High resolution digital file emailed to you within 24 hours, additional files available for a small fee

Can you really afford to look bad with a price this good?

**Don't settle for this**

**When you can have these**

Educators First Financial

McCarthy & McCarthy Attorneys At Law

Real Estate Interiors

**610-792-9956**

# ADVERTISED SERVICES DIRECTORY

<b>ACCOUNTANT / CPA</b>	
A. MAZZO ACCOUNTING SERVICES	11
RUHL & ASSOCIATES	9
<b>ADVERTISING / DIRECT MAIL</b>	
JWM DIRECT	46
<b>ATTORNEYS</b>	
MAYERSON INJURY LAW	15
OWM LAW / O'DONNELL WEISS & MATTEI, P.C.	12
WOLF BALDWIN & ASSOC. PC	42
<b>AUTOMOTIVE / AUTO BODY SERVICE</b>	
MERCER'S TRUCRAFT COLLISION	50
<b>AUTOMOTIVE / CAR WASH</b>	
POTTSTOWN AUTO WASH & DETAIL CENTER	51
<b>AUTOMOTIVE / SERVICE</b>	
CJ'S TIRE & AUTOMOTIVE SERVICE	50
EMBODY'S SUNOCO	19
H & F TIRE SERVICE	51
RED KIEFFER'S AUTO REPAIR	50
WES JACKSON AUTOMOTIVE CENTER	51
<b>AUTOMOTIVE ENTHUSIAST &amp; BUSINESS OWNER CLUB</b>	
RED HORSE MOTORING CLUB	15
<b>AVIATION / FLIGHT TRAINING / FBO SERVICES</b>	
FLY ELITE	5
<b>BANKING / FINANCES</b>	
DIAMOND CREDIT UNION	52
HARLEYSVILLE BANK	45
THE VICTORY BANK	40
TOMPKINS VIST BANK	5
VISIONS FEDERAL CREDIT UNION	10
WFSF BANK	8
<b>BOOKKEEPING / ACCOUNTING</b>	
BRESLOW'S BOOKKEEPING	22
KARLENE'S KONSULTING	22
<b>BUSINESS BROKERS</b>	
MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS	47
<b>BUSINESS COUNSELING</b>	
SCORE	30
<b>BUSINESS PRODUCTS / OFFICE PRODUCTS</b>	
STAPLES POTTSTOWN	22
<b>CATERING SERVICES</b>	
S & B EVENT CATERING & CONCEPTS	17
<b>CONSTRUCTION / INTERIOR DESIGN / ARCHITECTURE</b>	
STYER GROUP	19
<b>CONSULTANT / LONG TERM PLANNING</b>	
ELDER CARE DIRECTION	8
<b>DIGITAL MARKETING AGENCY</b>	
AMITY DIGITAL	60
FXV DIGITAL DESIGN	55
<b>DJ SERVICES</b>	
ACCLAIM DJ SERVICES	22
<b>DUMPSTER RENTAL</b>	
DUMPSTER DUDEZ	29
<b>EDUCATION / CONTINUING EDUCATION</b>	
MONTGOMERY COUNTY COMMUNITY COLLEGE	13
<b>EMPLOYEE BENEFITS / HR / INSURANCE SERVICES</b>	
INTEGRITY SERVICES & SOLUTIONS	28
<b>ENERGY</b>	
JLC ENERGY, LLC	46
<b>ENGINEERING SERVICES</b>	
ALL COUNTY & ASSOCIATES	53
EARTH ENGINEERING	19
LUDGATE ENGINEERING	20
<b>FINANCIAL SERVICES / WEALTH MANAGEMENT</b>	
PEAK BROKERAGE SERVICES	27
U FINANCIAL GROUP / JESSICA BURGER	45
<b>FLOORING</b>	
CHESMONT CARPET ONE	27
FRANKLIN FLOORING	15
<b>FURNITURE</b>	
RAYMOUR & FLANIGAN	22
<b>FURNITURE &amp; FLOORING</b>	
LASTICK FURNITURE & FLOORING	14
<b>GARDEN CENTER / LANDSCAPE SUPPLIES</b>	
POTTSTOWN ROLLER MILLS	15
<b>GARDEN CENTER / NURSERY</b>	
PUGHTOWN AGWAY	22
<b>GIFT BASKETS</b>	
BETTY'S ORIGINALS	16
<b>GRAPHIC DESIGN</b>	
DOWNTOWN DEZIGN	22
<b>GRAPHIC DESIGN / PRINTING SERVICES</b>	
COMPLETE GRAPHICS	23
<b>GRAPHIC DESIGN, SIGNS &amp; BANNERS</b>	
GRABER LETTERIN' SIGN CO.	24
<b>GRAPHIC DESIGN, SIGNS &amp; PRINTING SERVICES</b>	
FASTSIGNS	24
<b>HEALTH / HEALTHCARE</b>	
PA DERMATOLOGY PARTNERS	47
PMA MEDICAL SPECIALISTS	25
POTTSTOWN HOSPITAL TOWER HEALTH	2
<b>HEALTH / SKIN CARE</b>	
HOLY OIL, INC. / BEAUTIFUL & BETTER SKIN	23
<b>HEALTH CARE / CHIROPRACTIC</b>	
SPINE & WELLNESS CENTER	54
<b>HEALTH CARE / PHYSICAL THERAPY</b>	
EXCEL PHYSICAL THERAPY	27
<b>HEALTHY LIVING</b>	
ZOETIC LIVING	52
<b>INDUSTRIAL SUPPLY</b>	
CLARK INDUSTRIAL SUPPLY, INC.	20
<b>INSURANCE / BENEFITS ADMINISTRATORS</b>	
MILLENNIUM ADMINISTRATORS	28
<b>INSURANCE SERVICES</b>	
LOOMIS COMPANY	48
SCARGILL MCCLURKEN AGENCY	23
<b>INTERIOR DECORATING</b>	
DECORATING DEN INTERIORS	23, 30
<b>LANDSCAPING / PROPERTY MAINTENANCE</b>	
CLEAN CUT LAWN SERVICE	44
<b>LIMOUSINE SERVICE</b>	
MICHAEL'S CLASSIC LIMOUSINE	45
RHOADS LIMOUSINE SERVICE, INC.	23
<b>LODGING / BED &amp; BREAKFAST</b>	
THE TWIN TURRETS INN	23
THREE DAUGHTERS INN, LLC	13
<b>LODGING / HOTEL / MEETING FACILITY</b>	
HAMPTON INN LIMERICK	23
<b>MAINTENANCE/JANITORIAL SERVICES</b>	
CLEAN FLOORS & MORE, LLC	23
DEMEDIO'S BUILDING MAINTENANCE	8
<b>MARKETING / ADVERTISING</b>	
BERKS DIGITAL, INC.	45
<b>MARKETING &amp; SOCIAL MEDIA SERVICES</b>	
INTERLACE COMMUNICATIONS	24
<b>MASSAGE CENTER / SPA</b>	
CENTER WELLNESS	10
<b>MEDICAL PAIN MANAGEMENT &amp; CHIROPRACTIC REHABILITATION</b>	
YUCHA MEDICAL PAIN MANAGEMENT & CHIROPRACTIC REHABILITATION	60
<b>MEDICAL SPA</b>	
YOUNG MEDICAL SPA	40
<b>MERCHANT / CREDIT CARD PROCESSING SERVICES</b>	
MERCHANT SERVICE CONSULTANTS	22
<b>NAIL SALON &amp; SPA</b>	
MAJESTIC GLAMOUR NAILS & SPA	24
TRE SPA	24
<b>ORGANIZATION</b>	
GREATER READING CHAMBER ALLIANCE	59
KING OF PRUSSIA BUSINESS IMPROVEMENT DISTRICT	11
POTTSTOWN ROTARY CLUB	56
SMALL BUSINESS RESOURCE ASSOCIATION	26
<b>ORGANIZATION / TOURISM &amp; CONVENTIONS</b>	
VALLEY FORGE TOURISM & CONVENTION BOARD	9
<b>PAYROLL SERVICES / BOOKKEEPING SERVICES</b>	
EXPRESS DATA SYSTEMS, INC.	28
<b>PHOTOGRAPHY PROFESSIONAL</b>	
STYLISH IMAGES PHOTOGRAPHY	29
<b>PHOTOGRAPHY PROFESSIONAL / REAL ESTATE</b>	
BERKS 360 TOUR DESIGNS	44
<b>PLUMBING</b>	
DRAINMEN PLUMBING, INC.	46
<b>PRINTING</b>	
EVERYTHING PRINTING	42
<b>REAL ESTATE / AUCTION COMPANY</b>	
GEYER AUCTION COMPANIES	53
<b>REAL ESTATE / FOR SALE/LEASE</b>	
422 COMMERCIAL REALTY	12
APTCOR COMMERCIAL REALTORS	20
BRODE & BROOKS REALTORS	26
CHRIS JAMES HECTOR REALTY	24
UNITED REAL ESTATE / REBECCA RAMBO	24
ZUBER COMMERCIAL REALTORS	43
<b>RECREATION</b>	
IFLY KING OF PRUSSIA	25
<b>RESTAURANT / ICE CREAM PARLOR</b>	
RIVSTER'S ON HIGH, LLC	39
<b>RESTAURANT / JUICE BAR</b>	
JUICE PLUS	38
<b>RESTAURANTS</b>	
COVENTRY PARLOR AT LAUREL LOCKS	39
G LODGE RESTAURANT	38
GIUSEPPE'S POTTSTOWN	38
GRACIE'S 21ST CENTURY RESTAURANT	39
HIGH STREET TERMINAL	13
HILL TOP DRIVE-IN DINER	39
MI CASA SU CASA	38
MIKE'S BRICK OVEN PIZZA	38
MONTESANO CAFE	38
PIAZZA PRESTO	39
RON'S CROOKED HILL TAVERN	38
SPECK'S DRIVE-IN	39
SUNSHINE CAFE	38
THE POUR HOUSE TAP ROOM	38
TORNETTA'S PIZZERIA	38
YE OLD COVENTRY PUB	38
<b>RETAIL / CUSTOM CREATIONS &amp; HOME DÉCOR</b>	
TRADING POST DEPOT	18
<b>RETAIL / JEWELERS</b>	
VAN SCOY JEWELERS	16
<b>SENIOR CARE / LIVING ASSISTANCE SERVICES</b>	
SENIOR HELPERS	24
<b>SEPTIC SERVICE</b>	
A HONEY DIPPER / J. BREHM, INC.	44
<b>SPA / SALON</b>	
LILY LASER & BEAUTY	42
<b>TECHNOLOGY / IT</b>	
EB LOGIX, INC.	49
TECHBLDRS, INC.	48
<b>TREE SERVICE</b>	
TODD'S TREE SERVICE	28
<b>VETERINARY SERVICES</b>	
SANATOGA ANIMAL HOSPITAL	14
<b>VIDEO PRODUCTION SERVICES</b>	
JNKYRD CINEMA	16
<b>VIDEO PRODUCTION/TELEVISION</b>	
PCTV NETWORK	55
<b>WHOLE FOODS ORGANIC MARKET</b>	
DELIHAH & DEAN	16
<b>WORKFORCE PERFORMANCE &amp; DEVELOPMENT</b>	
ACCELERATED INSTRUCTIONAL MEDIA	52

**WE DO WINDOWS**  
SO THAT YOU DON'T HAVE TO!

- DRAPERIES
- TOP TREATMENTS
- CELLULAR SHADES
- BLINDS & SHUTTERS
- ROMAN SHADES
- ROLLER SHADES
- CORNICES
- AND MORE!

**DECORATING DEN INTERIORS**

DON'T LEAVE YOUR HOME. WE COME TO YOU! OUR EXTENSIVE PRODUCT ASSORTMENT ALLOWS US TO WORK WITH YOUR LIFESTYLE AND BUDGET.

LET'S GET STARTED CREATING THE HOME OF YOUR DREAMS. CALL TODAY FOR A FREE INITIAL IN-HOME DESIGN CONSULTATION!

Barbara McInnis-Hayman  
Owner | Decorator

484.624.4787  
barbaramcinnis@hotmail.com  
barbara.decoratingden.com

**Need Help for a Business**

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

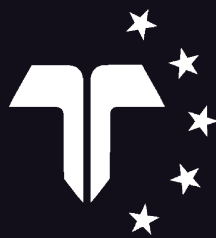
**Call on SCORE TriCounty**

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

**Call 610-237-2673 or visit [tricounty.score.org](http://tricounty.score.org)**

*We are there for you and your business*

*The Route 422 Business Advisor* (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at [www.422business.com](http://www.422business.com). Copyright © 2019 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the *Route 422 Business Advisor* are the views of authors and individual contributors and are not to be attributed to the *Route 422 Business Advisor*, its editorial advisors, or its advertisers, unless expressly stated. *The Route 422 Business Advisor* does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the *Route 422 Business Advisor's* policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the *Route 422 Business Advisor*, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, *Route 422 Business Advisor's* liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the *Route 422 Business Advisor* is notified PRIOR to the next edition's deadline. Placing an advertisement in the *Route 422 Business Advisor* constitutes acknowledgment and acceptance of these terms.



# TRICOUNTY AREA CHAMBER OF COMMERCE

*Leveraging the power of membership to grow and strengthen our community, our businesses, and our future leaders.*

**TCACC Mission:** As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

## Table of Contents

**President's Message** .....31  
**Membership Page** ..... 32  
**Calendar of Events**.....33  
**End of Chamber Section**.....36  
**Leadership Tri-County** .....37

### CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

152 E. High St., Suite 360,  
Pottstown, PA 19464  
• TEL: 610.326.2900

Eileen Dautrich, President,  
eileen@tricityareachamber.com

Michele Barrett,  
Events & Member Engagement Director  
michele@tricityareachamber.com

Gregory Glenn, Member Relations Director,  
gregory@tricityareachamber.com

Danielle Rexrode,  
Marketing & Communications Director,  
danielle@tricityareachamber.com

Melissa Shainline, Administrative &  
Member Services Director,  
melissa@tricityareachamber.com

### TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION, INC.

Jennifer O'Donnell, IOM, Leadership Tri-County  
Director, jennifer@tricityareachamber.com



### PRESIDENT'S MESSAGE

At our September Membership Breakfast, we announced a very exciting Membership Campaign! See insert for more details.

**MAKING A DIFFERENCE IS WHAT WE DO!**

## MEMBERSHIP

# WELCOME APPROVED NEW MEMBERS!

**Congratulations to the businesses listed below. Their applications were approved by the Board of Directors in September. When purchasing goods or services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you *Always Buy Chamber!***

**AFLAC**  
700 Farmington Ave.  
Pottstown, PA 19464  
484.854.0930  
[www.aflac.com](http://www.aflac.com)

*Consultants, Insurance Companies*

Aflac is a Fortune 500 company, providing financial protection to more than 50 million people worldwide. When a policyholder or insured gets sick or hurt, Aflac pays cash benefits fairly, promptly, and often in one day for eligible claims, directly to the insured (unless assigned otherwise). For more than six decades, Aflac voluntary insurance policies have given policyholders the opportunity to focus on recovery, not financial stress.

**Cole's Tobacco**  
215 E. High St.  
Pottstown, PA 19464  
610.323.4991

*Retail Sales*

We have everything you need to get started in rolling your own carton of cigarettes for \$10. We are more than happy to show you how, just ask. We have a walk-in humidor, with a wide range of high-grade cigars. Lots of old-time candy, Asher's candy, and penny candy, smoke odor candles, Gonesh incense, Nag Champa, and we also carry cigarette cases and flasks.

**Electric-Men LLC**  
117 N. Adams St.  
Pottstown, PA 19464  
610.427.1984  
[www.adelhomeservices.com](http://www.adelhomeservices.com)

*Electrical Contractors, Plumbing Contractors*

We specialize in electrical and plumbing services. We only use the best materials and are dedicated to completing each project in a timely manner. Our company will work closely with each customer to ensure that each project is done with the utmost quality and cost-effectiveness in mind.

**Flagship Premium Cinemas**  
650 W. Schuylkill Rd.  
Pottstown, PA 19464  
484.949.9315  
[www.flagshipcinemas.com](http://www.flagshipcinemas.com)

*Entertainment, Movie Theatre*

Flagship theatres feature power reclining seats, digital projection, digital surround sound and a comfortable atmosphere. We pride ourselves on being known as the "neighborhood theatre" that offers quality entertainment for families and businesses within the communities we serve. We offer a free movie on your birthday (with proper ID, some restrictions may apply) and our Film Fanatic card rewards frequent moviegoers with free movies. Visit your local Flagship Cinemas theatre for details. Gift cards are available at all locations. Our theatres are also available for group rental and birthday parties.

**H & M Empowerment Group, Inc.**  
1314 E. High St.  
Pottstown, PA 19464  
610.804.6849

*Coaching – Business / Life, Human Resource Consultants, Nonprofit Organizations*

**North End Florist**  
403 N. Charlotte St.  
Pottstown, PA 19464  
610.327.4447  
[www.northendflorist.com](http://www.northendflorist.com)

*Florists / Garden Centers / Nurseries*

To celebrate, comfort, console or cheer... North End Florist has the perfect arrangement for every occasion! We're a local Pottstown, PA florist proudly serving the area since 1985 with a wonderful variety of fresh flowers, plants and unique gift ideas to suit any style or budget. We hope you enjoy your online shopping experience with secure 24-hour ordering right at your fingertips.

**Pottstown Metro 100 Diner**  
99 W. King St.  
Route 100  
Pottstown, PA 19464  
484.366.1408  
[www.pottstownmetro100diner.com](http://www.pottstownmetro100diner.com)

*Restaurants*

**Trellis for Tomorrow**  
707 Eagleview Blvd.  
Suite 105  
Exton, PA 19341  
610.886.4900  
[www.trellis4tomorrow.org](http://www.trellis4tomorrow.org)

*Nonprofit Organizations*

Triskeles Inc. has become Trellis for Tomorrow in 2018, with its new name reflecting the mission of supporting youth, communities and the planet. We develop skills for learning, career and job skills, healthy lifestyles and social responsibility. They are designed to build a community of responsible citizens creating sustainable lifestyles for themselves and their community. Trellis for Tomorrow facilitates and encourages youth to participate in their own self development and to find sustainable solutions to today's problems.

**William P. Brogley Law Offices**  
18 S. Charlotte St.  
Pottstown, PA 19464  
484.624.5458  
[www.williambrogley.com](http://www.williambrogley.com)

*Attorneys*

Our office is conveniently located in Historic Downtown Pottstown. The practice is a broad-based civil litigation and criminal defense firm. The founding philosophy is unwavering advocacy and guided direction in justified claims, defenses and planning.



***Always Buy Chamber!***

**Happy  
Anniversary  
to the following  
Members:**

**(ACCORDING TO TCACC RECORDS)**

**30 YEARS**  
American Crane & Equipment Corp.  
KeyBank

**20 YEARS**  
Herbein + Company  
Hollenbach Home Center

A. Jackson Ecker  
Kelly Real Estate

**15 YEARS**  
Building a Better Boyertown

**10 YEARS**  
Meridian Bank

**5 YEARS**  
Heritage Coach Company, Inc.

**1 YEAR**  
Mike's Brick Oven Pizza  
Cventry Neighbors Magazine  
Tricia's Trinkets & Treasures  
Hilltop Drive-In, Inc.

### **Member Renewals**

*Thank you to the following Members who renewed their commitment to make your Chamber a **PRIORITY!***

Atris, Inc.  
Attract Engage Inspire, LLC  
Benxchange  
Boenning & Scattergood, Inc.  
Boyertown Area Multi-Service, Inc.  
Carousel at Pottstown  
Excel Collision Repair & Paint Specialists  
Express Data Systems, Inc.  
Hollenbach Construction, Inc.  
Keystone Villa at Douglassville  
Owen J. Roberts Education Foundation  
Patient First Urgent Care  
Pearl Exhibit Group  
Perkiomen School  
Staples, Inc.  
State Farm – Rick Orio Agency  
Studio 413  
TeamChildren  
Tornetta Realty Corp.  
Visiting Angels  
Wells Fargo Bank N.A.

**MAKING A DIFFERENCE IS WHAT WE DO!**





# Mark Your Calendars!

## NETWORKING

Wed., October 9

### REACH: Strategies for Effective Networking

11:30 – 1 PM

**Cuttillo's Restaurant, 2688 E. High St., Sanatoga, PA 19464**

Learn a proactive approach to networking that helps you meet your goals! Guest speaker Adrean Turner is an author, certified career coach, professional development trainer, and business consultant. She leverages 23 years of experience in management, marketing, operations, teaching and training to partner with individuals, entrepreneurs and organizations to achieve their maximum potential.

Sponsored By: CEDARVILLE Engineering Group, LLC; Tompkins VIST Bank

\$36 per person

Fri., October 18

### Refresh Friday: Active Networking

8:30 – 10 AM

**TCACC Conference Room, 152 E. High St., Suite 360, Pottstown, PA 19464**

A Free Sandler Training Class! John Whitehall will teach you:

- How to write a great 30 second commercial and how and when to use it
- The difference between referral group meetings and networking events
- Fantastic ice breaker questions to use in networking events
- How to build trust that leads to a meaningful and honest conversation
- Learn the Up-Front Contract for setting appointments

For over 30 years, John Whitehall has led and coached high performing, winning sales organizations of all sizes in a variety of industries.

Members Only; Free.

Thurs., October 24

### 2019 College & Business Community Expo

4 – 8 PM

**Pottsgrove High School, 1345 Kauffman Rd., Pottstown, PA 19464**

Exhibit your business! There is no better place you can connect with motivated buyers and cultivate new business opportunities in one day. If you are a TCACC business member who wants to build valuable new business relationships — this event is for you! Market your business by exhibiting at the expo and build your network with new and existing customers and other vendors! In past years, the College Fair alone has had as more than 800 people walk through the event! Combining these events means we're going to bring a diverse targeted market directly to you! **Limited to the first 40 members who register.**

Co-Sponsor: Pottstown Hospital Tower Health

\$150 per exhibitor – includes one 8' table with two chairs

Wed., November 13

### Economic Development Luncheon

11:30 AM – 1:30 PM

**RiverCrest Golf Club & Preserve, 100 Golf Club Drive, Phoenixville, PA 19460**

Featuring keynote speaker Mike Murphy, Chief of Staff and Director of Strategic Initiatives for the Committee for a Responsible Federal Budget. The Committee for a Responsible Federal Budget is a nonpartisan, non-profit organization committed to educating the public on issues with significant fiscal policy impact. As an independent source of objective policy analysis, we regularly engage policymakers of both parties and help them develop and analyze proposals to improve the country's fiscal economic condition.

Members: \$55

Member table of 8: \$400

Non-Members: \$70

Fri., November 22

### Business Card Exchange: Reading Royals Hockey

4 – 8 PM

**700 Penn St., Reading, PA 19602**

Join us for a fun Business Card Exchange and enjoy an exciting Reading Royals Hockey game! Network with fellow Members in the Santander Arena Top Shelf Lounge, then stay and watch the game. The Top Shelf Lounge offers an eye-in-the-sky look above the ice with seating on the suite level complete with high-top tables and chairs to watch the game. You won't want to miss this great networking opportunity with a great view!

Members Only; Free.

Scanning this QR code will take you to the event's page.



Call Michele Barrett, Events & Member Engagement Director for more information or to sponsor an event.  
610.326.2900



EMPOWERING AND CONNECTING WOMEN.

## 2019-2020 PROGRAM YEAR

OCTOBER 9, 2019

CUTILLO'S RESTAURANT - 11:30 AM TO 1 PM

Strategies for Effective Networking

feat. Adrean Turner,

Owner of Turner Coaching Training and Consulting, LLC

Learn a proactive approach to networking that helps you meet your goals

DECEMBER 10, 2019

THE BLUE ELEPHANT - EVENING RECEPTION

Opportunity Circles

Access new resources and push through roadblocks - featuring facilitated networking

FEBRUARY 12, 2020

WESTERN MONTGOMERY CAREER & TECHNICAL SCHOOL - 11:30 AM TO 1 PM

Finding Harmony

feat. Jenna Armato, Chief Empowerment Officer

of Attract Engage Inspire, LLC

How to create work-life balance

APRIL 1, 2020

BROOKSIDE COUNTRY CLUB - 11:30 AM TO 1 PM

A Growth Mindset

feat. Karen Norheim, President & COO, American Crane & Equipment Corp.

Build confidence, overcome fear, and fall forward

JUNE 10, 2020

SUNNYBROOK BALLROOM

REACH Half-Day Conference

feat. Keynote Speaker Sylvie di Giusto

Gain a clear understanding of the impact of your leadership abilities and how you can embrace confidence, authenticity, and professionalism

REACH SILVER SPONSORS:



Register today; connect tomorrow. Visit [tricountyreachchamber.com](http://tricountyreachchamber.com) or call 610.326.2900.

# September Membership Breakfast

On Thursday, September 12, Chamber Members gathered for a Membership Breakfast at Brookside Country Club. We briefly discussed upcoming events and programs, introduced New Members, and officially revealed our exciting new Membership Campaign! The morning concluded with a presentation of the 2018 Community Health Needs Assessment commissioned by the Pottstown Area Health and Wellness Foundation, which provided attendees with useful data regarding the health of the tri-county area that could potentially impact their businesses.



We welcomed the following New Members to the Chamber:

- **Montgomery County Foundation, Inc.**
  - Transworld Business Advisors
  - PCA Corrugated & Display, LLC
    - Seed & Soil
    - Revival Designs, LLC
- Scargill McClurken Insurance Agency
  - Bespoke Legal Group, P.C.
    - Styer Real Estate
- Monastra Grater & Marburger, LLC
- Jennifer Raynor – Edward Jones
- The Blue Elephant Restaurant
  - High Street Steaks
  - Barrister's Bagel Co.
- Worthington Home Health Care



Speaker Mary Harkins-Schwarz of the Public Health Management Corporation

*Thank you to our event sponsors:*



**Do you know a business that would be a valuable Member of the Chamber?** Help us become **BETTER TOGETHER** and refer businesses to become a part of our community! As part of our Membership Campaign, your referral(s) will make you eligible for some great prizes. See insert for more details.



**MAKING A DIFFERENCE IS WHAT WE DO!**

# 2019 ECONOMIC DEVELOPMENT LUNCHEON



KEYNOTE SPEAKER:  
**MIKE MURPHY**  
CHIEF OF STAFF AND  
DIRECTOR OF STRATEGIC  
INITIATIVES  
Committee for a  
Responsible Federal Budget

## THE FEDERAL BUDGET

WEDNESDAY, NOVEMBER 13  
11:30 AM TO 1:30 PM

RiverCrest Golf Club & Preserve  
100 Golf Club Drive  
Phoenixville, PA 19460

The Committee for a Responsible Federal Budget is a nonpartisan, non-profit organization committed to educating the public on issues with significant fiscal policy impact. As an independent source of objective policy analysis, they regularly engage policymakers of both parties and help them develop and analyze proposals to improve the country's fiscal economic condition.

PRESENTING SPONSOR



**Pottstown Hospital**  
TOWER HEALTH  
Advancing Health. Transforming Lives.



FOR MORE DETAILS OR TO PURCHASE TICKETS,  
PLEASE CALL 610.326.2900 OR VISIT  
[TRICOUNTYAREACHAMBER.COM](http://TRICOUNTYAREACHAMBER.COM)

# COLLEGE & BUSINESS

## COMMUNITY EXPO

**OCTOBER 24 - 4 to 8 PM**

POTTSGROVE HIGH SCHOOL

**MEMBERS: SHOWCASE YOUR BUSINESS TO THE  
COMMUNITY AND HIGHLIGHT YOUR PRODUCTS/SERVICES!**

Registration fee is \$150.  
Includes one 8' table with two chairs.

***MAKING A DIFFERENCE IS WHAT WE DO!***

## 5 CHAMBER BUSINESS CARD EXCHANGE

On August 21, Members from five area chambers of commerce came together to network! It was a great opportunity to meet new professionals. Thank you to everyone who attended! The following five chambers were in attendance:

- TriCounty Area
- Spring-Ford
- Perkiomen Valley
- Phoenixville
- Upper Perkiomen



## REFRESH FRIDAY

On September 20, Drew Griffin, Co-Founder and Developer of Delicious Marketing, gave Members tons of great tips and tricks on how to leverage efficient, little-to-no-cost marketing tools.



*Thank you to everyone who attended!*

# SEASON 2

of **CHAMBER CHAT** is here!

NEW EPISODES  
EVERY  
**TUESDAY**  
AND  
**FRIDAY!**



Scan here to  
learn more!



## Follow Us!



TriCounty Area Chamber of Commerce



tricountyareachamber



TriCounty Area Chamber of Commerce

### 2019 - 2020 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

#### EXECUTIVE COMMITTEE

##### **CHAIRMAN OF THE BOARD**

Baran Schultz, CEO, Schultz Technology

##### **CHAIR ELECT**

Rich Newell, CEO, Pottstown Hospital Tower Health

##### **TREASURER**

April Barkasi, President & CEO,  
CEDARVILLE Engineering Group, LLC

##### **IMMEDIATE PAST CHAIRMAN**

Richard Graver, Chief Lending Officer, The Victory Bank

##### **SOLICITOR**

Joseph K. Koury, O'Donnell, Weiss & Mattei, P.C.

##### **SECRETARY**

Eileen Dautrich, President, TCACC

#### BOARD OF DIRECTORS

Bill Breslawski, Maillie LLP

Sean Deviney, The Body-Borneman Companies

Twila Fisher, The Hill School

Peggy Lee-Clark, Pottstown Area Industrial  
Development, Inc.

Lee Levensgood, Everything Printing

Lisa Lightcap, Tompkins VIST Bank

Eric Phillips, Dana Incorporated

Greg Richardson, Traffic Planning and Design, Inc.

Elaine Schaefer, Schuylkill River Greenways  
National Heritage Area

Dr. William Shirk, Pottsgrove School District

Michael Stevens, BB&T

**MAKING A DIFFERENCE IS WHAT WE DO!**

# Leadership

TRI-COUNTY

# MEET THE CLASS OF 2020!



**Jeremy Barnhart**  
Exelon Nuclear



**Michele Barrett**  
TriCounty Area Chamber  
of Commerce



**Donna Beard**  
Translogistics, Inc.



**Matt Boyer**  
Pottsgrove School District



**Erin Burke**  
Barry Isett & Associates



**Brette Campbell**  
Keller Williams Realty



**Sarah Crothers**  
Schuylkill River  
Greenways



**Claire Donahower**  
Community Health  
& Dental Care



**Stephanie Garrett**  
KenCrest Services



**Richard Gray**  
Citadel Federal  
Credit Union



**Mike Jamgochian**  
Pottstown Area Health &  
Wellness Foundation



**Kevin Kechane**  
BJ's Wholesale



**Stephanie Kerr**  
Schultz Technology



**Betsy Knott**  
The Victory Bank



**Courtney Morrow**  
Dane Incorporated



**Thao Nguyen**  
Pottstown Hospital  
Tower Health



**Nilkanth Patel**  
Exalon Nuclear



**Rob Prussman**  
Dana Incorporated



**Betty Sanchez**  
Community Health  
& Dental Care



**Alex Thigpen**  
Pottstown Area Industrial  
Development, Inc.

Not Pictured: Baran Schultz, Schultz Technology

## EXECUTIVE SPONSORS



## EDUCATION SPONSOR



## TRANSPORTATION SPONSOR



## CORPORATE HEADSHOTS BY DON CARRICK OF



For more information about Leadership Tri-County, visit [www.leadershiptricity.org](http://www.leadershiptricity.org) or contact Jennifer O'Donnell at [jennifer@leadershiptricity.org](mailto:jennifer@leadershiptricity.org)

**MAKE AN IMPACT – BE A LEADER – MAKE A DIFFERENCE**

**ROUTE 422 BUSINESS ADVISOR**



# DINING GUIDE

**CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE**

**POTTSTOWN**

**Pizza, Burgers & Subs**  
**10% OFF for all businesses Mon.-Thur. 11-3!**  
*Catering Available* for Doctor's Offices  
 Businesses & Corporate Meetings  
 Private Parties

**484.524.8055**

*Across from Hill School Order Online!*  
[www.giuseppespizzapottstownpa.com](http://www.giuseppespizzapottstownpa.com)  
 864 East High Street, Pottstown, PA 19464

**Mi Casa Su Casa Cafe / Restaurant**  
 320 Penn Street, Reading, PA 19602

**Latin American Cuisine**  
 Open Monday - Saturday  
 7:00 AM to 4:00 PM.  
 Also @ Shillington Farmer's Market  
 Thursday & Friday 8am to 7pm  
 Sat. 9am to 4pm

**610.375.1161**

[www.micasasucasacafe.com](http://www.micasasucasacafe.com)

**Juice PLUS+**  
 THE NEXT BEST THING TO FRUITS AND VEGETABLES

*Inspiring healthy living through concentrated whole food-base nutrition, made from a wide variety of fruits, vegetable, and grains.*

**Eric & Rachael Schultz**  
 Virtual Franchise  
**484-955-6020**  
[RhagueschultzJuicePlus.com](http://RhagueschultzJuicePlus.com)

*Our 22nd Year!*

**610-327-4042**  
 601 N. Charlotte Street, Pottstown, PA  
**HOURS:**  
 Sun-Thur 10am-9pm • Fri-Sat 10am-10pm

**PICK-UP • DELIVERY**

*Join our Black Diamond Club & our VIP Club!*

**WWW.MIKESBRICKOVENPIZZA.COM**

*Est. 1980*

**THE POURHOUSE**  
 Tap Room & Sports Bar  
 610-327-0516  
 636 East High Street,  
 Pottstown, PA 19464  
[www.PourHouseLittleItaly.com](http://www.PourHouseLittleItaly.com)

Lage Selection of Craft Beers  
 Big Screen TV for Sporting Events

**Montesano Cafe**  
 Pottstown

**Eat, Drink & Be Cozy!**  
*Specializing in*  
**Imported Italian Cuisine & Catering**  
**Gourmet Coffees**  
 Coming Soon— Beer & Wine!

238 E. High Street  
**484.949.9362**

Monday -Tuesday 9 a.m. to 7 p.m.  
 Wednesday- Saturday 9 a.m. to 6 p.m.  
 Sunday 9 a.m. to 3 p.m.

**SUNSHINE Cafe**  
 Jamie Coulston  
 Owner

**The Best Coffee in Town!**  
**BREAKFAST LUNCH • DINNER**

207 West Ridge Pike, Limerick PA • 610-409-8420  
 OPEN 7 DAYS Sun-Wed 5:30am-2pm • Thurs-Sat 5:30am-8pm  
 Like us on Facebook Breakfast Served All Day!

**G LODGE**  
 VALLEY FORGE, PA

**"The Best Kept Secret in Chester County"**

Breakfast Until 1:30 Everyday  
 Breakfast • Lunch  
 Homemade Soups • Daily Specials

*Open Seven Days a Week!*

Monday - Friday  
 6AM-2:30 PM  
 Saturday - Sunday  
 7 AM - 2 PM

1371 Valley Forge Road (Route 23)  
 Phoenixville, PA 19460

Filming Site for The Happening

**610.326.5500**

**Happy Hour: M-F 4:00-6:00 Sat. 3-5**

*Monday:* Trivia & \$5.00 Burgers 6:30-8:30  
*Tuesday:* 1/2 Price Appetizers 6:00-8:00  
*Wednesday:* Buck-a-Shuck Raw Oysters \$10.00  
 Award-Winning Half-Back Ribs All Day  
*Thursday:* \$8 Fish & Chips 5:00-8:00  
*Sunday:* 55¢ Wings All Day

Monday - Friday 11:30 am to 2 am  
 Saturday 11 am to 2 am • Sunday 12 pm to close

**www.ronscrookedhill.com**  
 1271 N. Sanatoga Rd., Pottstown, PA 19464



PIAZZA  
**PRESTO**  
AUTHENTIC ITALIAN CUISINE  
610.495.1819  
453 W. Ridge Pike  
Limerick, PA 19468  
www.piazza-presto.com



**Speck's Drive-In** (610) 489-2110  
*"Chicken at its finest!"*  
3969 Ridge Pike, Collegeville, PA 19426  
www.speckschicken.com  
Family owned and operated since 1953

**Hours:**  
Mon - Fri 10am - 9pm  
Saturday 11am - 9pm  
Sunday 12:00pm - 8pm

- Broasted Chicken
- Sandwiches
- Soups
- Salads
- Sides
- Milkshakes
- Kid's meals
- Party Orders

Find us on [facebook](#) at Gracie's 21st Century Cafe and Catering  
610-323-4004

**Gracie's**  
21st Century Cafe & Catering  
CIVILIZED DINING  
in the Country  
We Remain...  
*"A restaurant like no other"*  
Still "savory" after all of these years!

1534 Manatowmy Road, Pine Forge, PA 19548  
www.gracies21stcentury.com

**"More than Just Ice Cream!"**

ENJOY DINNER INSIDE OR OUTSIDE  
BREAKFAST • LUNCH • ICE CREAM  
CATERING • BAKED GOODS • PARTY CAKES • PRODUCE  
FUNDRAISING OPPORTUNITIES

**COVENTRY PARLOR**  
AT LAUREL LOCKS

ENJOY YOUR FAVORITE  
BREAKFAST SERVED DAILY  
7:00 A.M. - 11:00 A.M.  
LUNCH, DINNER & ICE CREAM  
11:00 A.M. - 10:00 P.M.

653 Laurelwood Road, Pottstown 19465  
484-300-4911  
1503 Ridge Road, Pottstown 19465  
484-624-8468

INDULGE YOUR SWEET TOOTH!

Featuring NELSON'S ICE CREAM  
• Coffee • Crêpes • Sundaes • Shakes  
• Specialty Cupcakes & more!

**RIVSTERZ'S**  
ON HIGH  
SWEET Eats with a COOL Vibe!

250 E. HIGH STREET, POTTSTOWN • 484.752.4751

## Coventry Parlor at Laurel Locks

Have you been looking for a place to eat that offers fresh-made foods, reasonable pricing and is kid friendly? The Coventry Parlor at Laurel Locks offers all that and more. For six years we have been living up to our "More than just ice cream" logo. We have so many great things to offer every season of the year.

Where to begin.... Let's start with our breakfast and lunch menu. From the super-sized breakfast sandwiches and over stuffed fluffy omelets to the ever-popular soups. We stay busy dicing and chopping and stirring gallons upon gallons of soup each week. Our quaint dining room is great for lunch meetings or catching up with friends you haven't seen in a while. Take out is available and although we don't offer delivery there are services like Door Dash available to bring your food to you.

Sugar and butter and flour, oh my! Our bake kitchen, recently moved to our Ridge Road location, is churning out some of the best Dutch inspired and "just like grandma" baked goods. During the fall and winter months you will find apple dumplings, Jewish apple cake, pies, pumpkin bread and pumpkin roll with a cream cheese filling. All year long you can always find AP cakes, sugar cutouts, shoo-fly pie and assorted cake by the slice and other cookies and pies.

For more information or to view our menu, visit us at [Coventryparloratlaurelocks.com](http://Coventryparloratlaurelocks.com) or stop by our two locations at 653 Ridge Road, Pottstown (484-300-4911) and 1503 Ridge Road, Pottstown (484-624-8468)

**Luncheons Dinners Beer Cocktails**  
Serving the area since 1960, Route 106 South, Pottstown

**Famous for Hand-Carved Beef & Home-made Snapper Soup!**

**The Old Coventry Pub**  
610-323-5790 Open every day at 11:00 A.M.

**The Old Coventry Pub**  
LUNCHEONS - DINNERS  
BEER - COCKTAILS

**DINE-IN • TAKE OUT DELIVERY • CATERING**

**Tornetta's PIZZERIA**  
Est. 1992

**610-326-9978**  
104 WILSON STREET  
POTTSTOWN, PA 19464

**Hours:**  
Monday - Closed  
Tuesday - Thursday 10:30-10:30  
Friday - Saturday 10:30 - 11:30  
Sunday 11-10

- HAND TOSSED PIZZAS •
- FRESH SALADS •
- FLAME BROILED BURGERS •
- SIGNATURE SANDWICHES •
- GREAT LOCAL BEER SELECTION •

**HILL TOP HAMBURGERS**

ESTABLISHED IN 1952

*Hill Top Drive-In*

2910 E. HIGH STREET  
POTTSTOWN, PA 19464  
610-326-2342

PROUDLY SERVING THE POTTSTOWN AREA, INCLUDING ROVERSDALE, LIMERICK & SHARFERS

2019 DRIVE IN 2019 DRIVEN HOME AWARDS  
WINNER FOR BEST CHICKEN

It's a Great Time  
for a Great Rate!



2.00% APY\*

12 - 17 Month CD

Stop by or call for details.

\*Annual Percentage Yield (APY) accurate as of 09/01/2019. Substantial penalty for early withdrawal. Fees could reduce the actual earnings on the account. A minimum deposit of \$500.00 required to open. Valid for both regular and IRA certificates of deposit. All rates, terms, and conditions are subject to change without notice.



610-948-9000 - VictoryBank.com  
548 N. Lewis Rd., Limerick, PA 19468

# BUSINESS CREDIT CARD BENEFITS



By Anthony Pomponio, Chief Lending Officer, Riverfront FCU

As any small business owner can tell you, a business can host a significant amount of financial transactions on a monthly basis. In many cases, the transactions often exceed the current cash balance the business has on hand. For this reason, having a business credit card can ease the working capital requirements for any business.

Some of the primary benefits include:

- **Separating personal and business expenses** – not only will this keep the IRS happy, it helps save time for record keeping. Most of the time, your bookkeeper simply downloads the transactions from the credit union website, making record keeping a breeze!

- **Access to Cash Flow** – having sufficient cash flow is important to any business. However, some start-up businesses may not yet qualify for a working capital line of credit. Business credit cards can fill in the gap between start-up and full operations. Also, in some cases, obtaining a business credit card is easier to obtain than a traditional business loan. For established businesses, having a business credit card and a business line of credit often work in tandem to reduce stress on cash flow.

- **Reward Points** – many business credit cards now offer rewards! These rewards can be used for office equipment, gas or cash back!

- **Boost the business credit rating** – having a business credit card is like a personal credit card in terms of boosting a credit rating. Paying off the balance regularly increases the business rating, especially for startup businesses. Once established, getting a business line of credit or other commercial loan will be easier – particularly if you go back to the credit union that offered you the business credit card!

- **Control of employee spending** – many credit unions offer business owners the flexibility to create sub accounts for employees. The ability to do this will help manage expenses, control spending limits and monitor spending habits.

So, apply today for a business credit card from your local credit union!

*Riverfront Federal Credit Union specializes in commercial lending. For more information, please call Anthony Pomponio at 484.345.4160 and we can discuss your business needs with the goal of improving cash flow and making your business a success!*

## FACE *by* YOUNG

**Need a little lift without surgery?**

**Call for your Free Consultation!**

635 North Broad Street  
Lansdale  
215.DOC.SKIN (362-7546)

4025 West Hopewell Road  
Center Valley  
610.798.SKIN (7546)

[YoungMedicalSpa.com](http://YoungMedicalSpa.com)

Dr. Thomas E. Young is the Region's Leading Aesthetic Physician when it comes to the latest and most effective aesthetic technologies for your face and body!



# FOCUS ON HEALTHY AGING & SKILLED NURSING

## Wyomissing Rehabilitation and Nursing Center

Founded in 2016, Wyomissing Rehabilitation and Nursing Center is a 103-bed facility located in Reading, Pennsylvania in close proximity to all local hospitals. Our large, warm and well-lit setting deliver the best diagnostic and rehabilitative care in multiple specialized disciplines with the goal of returning patients home as soon as possible. The needs of the long-term resident are respected with dignity and compassion, as our caregivers provide nurturing round-the-clock care. Our all-encompassing continuum of care includes a dedicated focus on every patient's physical, social and emotional well-being. Family members are always welcome and are encouraged to play a vital role in their loved one's care.

Through the years, Wyomissing Rehabilitation and Nursing Center has continued to grow to meet community needs, and today offers a full continuum of care, from temporary respite stays, to short-term rehabilitation, to long-term skilled nursing care, as well as a broad array of specialty programs and services.

Moreover, our convenient location provides immediate access to hospital specialists in virtually every area of medicine.

We make it a priority to keep residents engaged, interested, and active to the fullest extent possible. Short-term and long-term residents alike enjoy a full complement of social and recreational activities designed to keep hands nimble, bodies moving, minds active and spirits up. These include: Exercise and fitness activities. Professional entertainment, Community trips and Pet visits.



### TESTIMONIAL:

*“To all the CNA's, nurses, social workers and flat-out everyone at Wyomissing Rehabilitation and Nursing Center, I want to openly give my thanks in helping me regain my functionality and normal abilities that most common individuals take for granted. Please, know it is not only me, but also my family whom thanks you for all of your work. I can only hope that other residents equally feel as I do in regards of appreciating all of you. Once again, thank you and may god bless you.” — Lillian S.*



**WYOMISSING**  
REHABILITATION AND NURSING CENTER

**Wyomissing Rehabilitation and Nursing Center is located at 1000 East Wyomissing Boulevard, Reading, PA 19611. For additional information, please call 610.376.3991, and visit [www.wyomissingnursing.com](http://www.wyomissingnursing.com).**



*Lily Laser & Beauty*

Tailored Spa Solutions  
providing a comprehensive  
menu of services/treatments

Infrared saunas are an effective tool for natural healing and prevention. With Infrared technology, you can also lose weight, relax, relieve pain, increase your circulation, and purify your skin. Make your appointment for your FREE session at **610-489-6148**

**FREE  
SESSION**

AT LILY LASER AND BEAUTY

15 West Fourth Avenue,  
Collegeville, PA 19426  
**610.489.6148**

LilyLaser.com

We make it **EASY**  
to talk with a lawyer.

**Bruce L. Baldwin, Esq.**

Business and Corporate Representation

- Contracts and Business Disputes
- Non-Compete Agreements
- Start-Ups, LLCs & Incorporations
- Civil & Commercial Litigation

At Our Firm,  
Relationships Matter

Over the years, many clients and their families have returned to our firm with their legal needs. We are proud of these long-standing relationships.



www.wolfbaldwin.com

Pottstown  
610-323-7436  
800 East High Street  
Pottstown, PA 19464

West Chester  
610-436-8300  
13 W Miner Street  
West Chester, PA 19382

Reading  
610-374-2400  
606 Court Street, Suite 203  
Reading, PA 19601



ATTORNEYS-AT-LAW

# LEGAL FEES AND HOW THEY ARE CHARGED — AN OVERVIEW



## LEGAL PERSPECTIVES

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

While most businesses pay for their lawyering by the hour, most consumers simply can't. Given the time required to take a case from start to trial, hourly-rate billing is cost-prohibitive in most would-be cases. This hard reality has led to the development of alternative fee arrangements, all of which have their own limitations and their own sometimes perverse systems of incentives and counter-incentives.

Consider "flat fee" representation. Here the lawyer typically agrees to charge a flat fee for taking a case from start to finish, whatever that finish might be. Flat fees are most commonly charged in criminal cases for the simple reason that criminal defense attorneys learn very early in their careers that criminal defendants can't usually be trusted to pay their promised fees over time.

In a flat-fee case, the lawyer's financial incentives are to (1) charge a large enough overall fee to cover all anticipated work (payable in advance of course); (2) avoid client phone calls (which consume attorney time without adding to the lawyer's bottom line); and (3) resolve the case with as little time expenditure as possible in order to maximize profits. Flat fees in criminal cases tend to range from a low of perhaps \$10,000, to highs in excess of \$100,000. Generally, it is only a criminal defendant facing a possible jail sentence who has a story of desperation sufficient to pull enough favors from enough family members to afford this kind of fee. But once the fee is paid, the lawyer is in the

case from start to finish, and has incentive to look for ways to get the case resolved, preferably by plea bargain, and preferably without trial, unless there is no other option.

In civil cases, lawyers tend to be more reluctant to charge flat fees because it is extraordinarily difficult to predict how much time a case will consume. In a criminal case, the state's position on plea and sentence is driven by professional prosecutors who know the likely outcome of the case in front of the particular judge assigned to the case, and who, because they are representatives of the state rather than parties whose personal interests are at stake, tend to leave their emotions out of the plea negotiations. But in a civil case, the ultimate decision-making is driven in large part by the plaintiff and the defendant themselves, who bring to the case their own emotions, their paranoias and, because of their lack of experience with lawsuits, their often unrealistic expectations.

*(Continued on page 44)*

**EVERYTHING  
PRINTING**

828A Route 100 N • Cornerstone Plaza • Bechtelsville

Digital Print & Copy Center

Postcards & Brochures

Signs & Banners

Posters & Fliers

Fulfillment

Mailings

**(610) 367-7444 • EverythingPrinting.com**



# We Work For You...

Call Toll Free 1-866-948-2255



## FOR SALE - (1002308222) 700 MAIN STREET, PENNSBURG

OFFICE WITH A 2 BEDROOM APT UPSTAIRS IN UPPER PERK AREA - THIS IS A MAIN STREET LOCATION LOCATION AT 700 MAIN ST. RED HILL. THE OFFICE SPACE IS APPROX 1700SF OF SPACE ON 2 LEVELS WITH 3 OFFICES, A RECEPTION AREA, AND A CONFERENCE ROOM. THERE IS W/W CARPETING. IN ADDITION THERE IS A 2BR APT W/ KIT, LR, BATH THAT IS RENTED MONTH TO MONTH FOR \$675.00 + ELEC, HEAT, WATER, SEWER, CABLE, BORO TRASH BAGS. LANDLORD TAKES CARE OF LAWN, SNOW REMOVAL. THERE IS A PARKING LOT W/ 12 SPACES. \*SELLER IS A PAULICENCED REAL ESTATE BROKER. **\$268,350**

## Looking for space to LEASE?

(1001359872) **301 North Lewis Road, Royersford**- Town Plaza Shopping Center located in Royersford. Several spaces available with multiple opportunities for office space, health care space, even a night club! Call for more information and showings.

(1000436632) **700 Main Street, Red Hill**- Approximately 1,700SF. First floor-reception room, conference room, computer room, 3 private offices. Second floor-4 private offices, conference room. \$1,400/Month + Utilities. \*Separate meters for heat/AC.

(1009981094) **24 N. Reading Avenue, Boyertown**- Boyertown Library 2nd floor office space. 7400SF +/-, Elevator access, off street parking. space can be divided into private offices with access to a conference room. Length of lease is negotiable. Call for details!

(1009983864) **31 E. Philadelphia Ave., Boyertown**- Former Boyertown Community Library space situated on busy East Philadelphia Avenue. Approximately 1879SF first floor space, ideal for retail/office. Some off street parking. \$10/SF + elec., A/C, & trash.

(1000368896) **33 E. Philadelphia Avenue, Boyertown**- Boyertown commercial unit on 1st flr. 2 car det garage in rear of property. 1 car gar used by tenant upstairs. The other can be used by tenant in the 1st flr. Commercial space is vacant. Call for details.

(PAMC803404) **226 Main Street, East Greenville**- Located on a main street this property is highly visible with a high volume of traffic. There is a large display window. This property had previously been a restaurant. Within a close proximity to movie theatre and other service businesses. Multiple use possibilities including retail and beauty, subject to Municipal Review. Included in lease amount is use of kitchen/restaurant equipment w/ansul fire suppressant. \$950/month.

(PABK343712) **231 Old Philadelphia Pike, Douglassville**- Two spaces for lease Unit #2 - 3370SF That has a 1200SF office space with restroom, and the remaining 2270SF is warehouse space that does have a 14' overhead door. \$2500/month + heat, electric and trash. Unit #4 - 3150SF warehouse has its own restroom and a 14' overhead door. \$1500/month +heat, electric and trash. Both units have off-street parking and close proximity to Routes 422 and 724.

(PAMC624956) **21 S Limerick RD**- Accommodating 4000 sq ft of flex space available in Limerick Twp. With an estimated 20 car parking lot and within quarter mile proximity to 422 Limerick exit. Current use includes a Gym and Yoga facilities as well as an attached office space. Potential access to limited use of a loading dock and flexibility by ownership to accommodate many potential uses.

Your Local Commercial Experts - Call Toll Free: 1-866-948-2255

**FOR SALE** (1000366471/0033699) **30 E. Philadelphia Avenue, Boyertown**- MULTI UNIT PROPERTY WITH A 3BR APARTMENT ON 2ND FLOOR AND COMMERCIAL SPACE ON THE FIRST. 2 CAR DET GARAGE AT REAR OF PROPERTY AN ADDITIONAL OFF-STREET PARKING 33-IND GARAGE. LOCATED IN THE HEART OF BOYERTOWN. THIS PROPERTY IS WITHIN MINUTES TO MAJOR STORES AND PARKS. THIS PROPERTY HAS SO MANY POSSIBILITIES. 1ST FLOOR IS VACANT & AVAILABLE FOR LEASE. **\$94,800**

**FOR SALE** (PAMC280278) **588 Limerick Center Rd, Royersford**- VC PROP FEATURING 3000SF WAREHOUSE W/PUBLIC WATER, SEWER. RECENTLY USED AS CARPENTERS WORKSHOP OFF. CURRENTLY UNDER RENOVATION TO PROVIDE RETAIL SPACE. PARKING FOR 15 CARS. INFRASTRUCTURE WORK HAS BEEN COMPLETED TO CURRENT CODE STANDARDS TO ACCOMMODATE THE EXISTING BLDG, GROUNDS, POTENTIAL ADDL BLDG ON VACANT LOT. GROUND FLR WORKSHOP FEAT BUILT-IN COMPRESSED AIR SYSTEM, 1064-FIT COUNTER WORKSTATION SPACE W/WAPLE LIGHTING, 3-LEC OUTLETS EVERY 24", RADIANT HEAT HEAVY DUTY ELEC INC 480/200V SINGLE, 3 PHASES. SITUATED ON .37 AC. PORTION VACANT FRONTAGE ALONG LIMERICK CENTER RD. DIVERSE OPPORTUNITY IS PRESENTED IN UNIQUE VC PROP PROP BEING SOLD "AS IS, WHERE IS". ALL ARCHITECTURAL DRAWINGS AVAILABLE FOR VIEWING. **\$275,000**

## FOR SALE - Automotive Repair Shop



(FACT41428) **225 SOUTH HANOVER STREET, POTTSTOWN**- VEHICLE SERVICE SHOP - EVER WANT OWN YOUR OWN SERVICE SHOP? HERE IS AN EXCELLENT OPPORTUNITY IN POTTSTOWN. IT HAS A 2 BAY SHOP WITH A TOTAL OF 1900 SQ. FT. IN ADDITION, THE PROPERTY INCLUDES AN ABOVE AVERAGE 4-BEDROOM RAISED RANCH STYLE HOME. LOCATED IN NORTH COVENTRY TOWNSHIP, CHESTER COUNTY, AND IN THE OWEN J ROBERTS SD. GREAT ROI POSSIBILITY FOR INVESTORS. **\$323,000**

## FOR SALE - Established Laundry Mat



(FAAL127832) **306 RAILROAD STREET, DENVER**- LAUNDRY MAT BUSINESS AND REAL ESTATE. BUILDING WAS BUILT IN 1972 BUT THE ROOF IS ONLY 4 YEARS OLD! THE FACILITY COMES WITH 24 WASHERS, INCLUDING 10 LARGE CAPACITY MACHINES, 6 FRONT LOAD WASHERS AND 8 TOP LOAD WASHERS. ALSO 28 FRONT LOAD DRYERS, A SUDS MACHINE TO PURCHASE PRODUCT, SODA MACHINE, SNACK MACHINE, AND TWO CHANGE MACHINES. THERE IS A LAUNDRY TUB, FOLDING TABLES FOR CLIENTS TO FOLD LAUNDRY AND LAUNDRY CARTS. CONNECTED TO PUBLIC WATER AND SEWER. IT HAS 480 VOLT ELECTRIC SERVICE. HVAC - CENTRAL AIR SYSTEM AND FORCED AIR PROPANE GAS CENTRAL HEAT. THERE IS ALSO A 680+ GALLON PROPANE HOT WATER HEATER AND 2, 1,000 GALLON PROPANE STORAGE TANKS. (NATURAL GAS IS AVAILABLE) THERE IS AN UNHEATED SHED AND AN ASPHALT PARKING LOT. **\$425,000**

## COMMERCIAL LAND FOR SALE

**FOR SALE** (1001764754) **LOT #5, QUARRY ROAD, DOUGLASSVILLE**- COMMERCIAL/INDUSTRIAL BUILDING LOT SITUATED IN INDUSTRIAL PARK, VERY CONVENIENT TO RTE. 100, 422, 724, 682. 3+ACRES WITH APPROVED LAND DEVL PLAN TO CONSTRUCT A BUILDING COMPRISING OF UP TO 28,120SF OF FLEX SPACE. CALL FOR DETAILS OF LOT, CONFIGURATION, PROPOSED BUILDING WITH PARKING AREAS, PUBLIC WATER, SEWER, GAS AVAILABLE. ALL THE TEDIOUS WORK IS DONE. IT'S READY TO GO IF YOU ARE! **\$300,000**

**FOR SALE** (PAMC240752) **S. QUARRY ROAD, MORGANTOWN**- VACANT 6.88 ACRE INDUSTRIAL LOT. JUST EAST OF NEWLY APPROVED CASINO LOT. THIS LOT IS A C-3 COMMERCIAL AND I-2 GENERAL INDUSTRIAL ZONED VACANT LOT LOCATED ALONG RTE 15, JUST EAST OF MORGANTOWN EXIT OFF THE PA TURNPIKE. EXCELLENT HIGHWAY VISIBILITY AND EASY ACCESS. THE PROPERTY IS A POSSIBLE OPTION FOR INVESTORS AND HAS A TREMENDOUS AMOUNT OF POSSIBILITIES. CONSIDER THE FOLLOWING: REST AREA, MOTOR VEHICLE SERVICES, HOTELS CLOSE TO CASINO LOT, OFFICE BUILDINGS, WAREHOUSE, WHOLESALE ESTABLISHMENTS, MANUFACTURING FACILITIES. **\$1,100,000**

**PENDING** (PAMC62822) 104TH ST, PENNSBURG

**PENDING** (1000340267) 237 W. HIGH STREET, POTTSTOWN

**SOLD** (PAMC280278) 588 LIMERICK CENTER RD, ROYERSFORD

**PENDING** (202240) 601 AND 619 W. HIGH ST., POTTSTOWN



# Berks 360 Tour Designs



Real Estate Imagery & Marketing

Specializing in Residential and Commercial Photography

Using HDR photography, Berks 360 captures each home and their unique charm and character.

Their team of photographers strive to preserve the home's light spaces, contours, and present the property at its best.

In addition to interiors and exteriors, Berks 360 also offers additional services — our desire to showcase properties includes aerials, 3D mapping, and custom floor plans.



For additional information, please contact:

**Ann Marie Lander**  
Owner / Photographer

**973.270.4585**

[annmarie@360tourdesigns.com](mailto:annmarie@360tourdesigns.com)

[www.360tourdesigns.com](http://www.360tourdesigns.com)

# A Honey Dipper

SEPTIC SERVICE  
J. Brehm, Inc.



WE PUMP WHAT YOU DUMP

**Prompt, Reliable, and Quality Service!**

**Residential • Commercial • Industrial**

**Septic Pumping • Field Services • Bulk Hauling**

**610.327.1699 • [www.honeydipperseptic.com](http://www.honeydipperseptic.com)**

## LEGAL PERSPECTIVES

(Continued from page 42)

The defendant in a civil case almost always fights to expend as little as possible of his or her nest egg in settlement of the case, while the plaintiff fights to take as much of that nest egg as possible. All of these details complicate and confound the potential for an early and reasonable settlement. And whenever a case is not settling, it is costing the parties more in attorney time. In a civil case, the attorney has to assume that either or both parties will be unreasonable in their assessment of the case and its settlement value, and that, because of this, the case may be litigated aggressively all the way through trial, rather than settled early based upon a reasoned and realistic assessment of its strengths and weaknesses.

So, in civil cases, flat fees are the exception rather than the rule. Unless the attorney is reasonably certain that there is a pot of gold at the end of the rainbow (more on that later), the attorney will usually ask for an up-front retainer of perhaps \$5,000 to \$50,000 or more (against which the attorney will charge his or her time at standard hourly rates), and usually with the warning that the attorney will have to withdraw from the case if the client does not pay additional retainers when the first retainer is exhausted. In this arrangement, the client is often at the mercy of both the system and the attorney. If the client's attorney or the other side's attorney refuses to move the case forward or decides to sidetrack the case in expensive motions, the initial retainer can be used up quickly, often without any measurable progress toward a conclusion of the case. The same can happen with the second retainer, and so on.

This sort of retainer-against-hourly-fee arrangement can become unaffordable for the average individual. Most defense attorneys know that, with the result that legal fees can become the primary driver of a party's litigation strategy — i.e. the tail that wags the dog.

Delaying motions and petitions are a matter of course, and judges have grown to expect them, regardless of whether those motions and petitions have merit. "The side effect of judges expecting these motions is that judges often don't bother to punish the filing of these motions and petitions when they don't have merit. And each time a defense attorney files such a motion or petition, the attorney does so knowing that it is costing the plaintiff a few thousand dollars more, making it less and less likely that the plaintiff will be able to afford to actually get the case to trial, all while knowing there is no downside to these delaying tactics.

So, in the lawyers' world of incentives and disincentives, rewards and punishments, the scales tip in favor of pushing the limits and, when necessary, exhausting an opponent's resources before a case ever gets to trial. The rules of ethics to which lawyers are bound give lip service to prohibiting lawyers from pursuing claims or defenses "unless there is a basis in law and fact for doing so that is not frivolous." (Consider how "not frivolous" is not necessarily the same thing as "meritorious".) The same rules also require lawyers to "make reasonable efforts to expedite litigation consistent with the interests of the client." (Consider the wiggle room afforded by the phrase "consistent with the interests of the client.")

But there are some kinds of cases where the lawyer doesn't need to charge an up-front fee. There are in fact cases where the lawyer doesn't need to ask the client to ever pay anything out of pocket. Think of the commercials you've seen for "the accident lawyer," or with tag lines like "problems with transvaginal mesh?" or "if you've been injured in a slip and fall, call me." These lawyers do not charge flat fees; they do not charge by the hour. They charge on a "contingent fee" basis, where the client pays nothing up front, and the

# CLEAN CUT



ESTABLISHED 1987

## LAWN & LANDSCAPING SERVICE

**Josh Rafalowski**

Owner/President

phone 610.495.6399

cell 610.812.8389

285 Linfield Road P.O. Box 1100, Parker Ford, PA 19457

[Josh.Cleancut@gmail.com](mailto:Josh.Cleancut@gmail.com)

**Power Washing • Snow Removal • Firewood**

### LAWN SERVICES

Mowing  
New Lawn Installation  
Seed or Sod  
Lawn Renovations  
Mulching & Edging  
Shrub Trimming  
Maintenance Contracts

### LANDSCAPING SERVICES

Creative Designs  
Trees & Shrub Installation  
Patios & Walkways  
Retaining Walls  
Enhancement Lighting  
Irrigation Systems  
Ponds & Waterfalls  
Fencing

# Harleysville

SINCE 1915 BANK

"We Make Everything You Value Our Priority"

Upper Providence Branch  
1889 East Ridge Pike  
Jo Wanamaker, Manager  
610-454-0391

West Norriton Branch  
2301 West Main Street  
Brian Murphy, Manager  
610-631-0887

Joe Bergquist, Commercial Lender  
267-664-5598



harleysvillebank.com



lawyer's fee is a percentage of the gross amount ultimately recovered from the defendant, typically 33.3 percent to 40 percent. There are plenty of lawyers and law firms throughout the United States whose entire business model is built on such "contingent fee" representation, where the plaintiff pays nothing at all unless and until the settlement or judgment has been received.

The contingent-fee arrangement would seem the perfect solution to exorbitant hourly rates. So why don't more lawyers take cases on a contingent-fee basis? Parts of the answer are simple. Some cases, like property boundary disputes and claims for injunctive relief, aren't really about money, so there won't be a cash settlement or judgment at the end of the case, and so there also won't be a fund against which the lawyer can charge a fee. And of course, if the client is the defendant, as roughly half of all litigants are, there will be no money coming in to the client at the end of the case. The defendant's ultimate goal will not be to collect money, but to prevent money from going out to an undeserving plaintiff.

The rest of the answer is also simple: insurance. A plaintiff's lawyer is far more likely to take a case on a contingent-fee basis if s/he knows that the defendant has insurance to pay the ultimate settlement or judgment. With insurance behind a settlement or judgment, the insurer typically pays up not just volun-

tarily, but also quickly. Without insurance to back up the defendant, the plaintiff's settlement or judgment might never be paid, and plaintiffs' attorneys know this. Why? Because judgments are not self-enforcing. Without insurance behind the defendant, winning a judgment is only half the battle, and often the easier half. As the saying goes, "you can't get blood from a stone." So, if a defendant has no assets and the judgment is not insured, then the plaintiff will not be able to easily recover on that judgment. These details are part of any lawyer's deliberations in deciding whether to take a case on a contingent-fee basis.

In the end, many if not most legally solid cases never get filed, either because the lawyer's hourly billing rates place legal services out of reach of the average consumer or because the case isn't big enough to justify the lawyer's expenditure of time. And in the end, a lawyer will prefer a legally weak case if there are big insurance dollars at stake. But each case must be examined and considered individually on its merits. A good lawyer will have experience with understanding the likely costs of a particular lawsuit and will be able to steer you in the right direction.

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

## U FINANCIAL GROUP

FINANCIAL PLANNING • INSURANCE • INVESTMENTS • SINCE 1899

Jessica J. Burger, ChFC®, CFDA® 111 East Uwchian Avenue  
Financial Advisor Exton, PA 19341

DIR: 484-348-6270

FAX: 610-458-7907

CELL: 570-294-1803

jburger@financialguide.com



MICHAEL'S  
Classic Limousine

www.michaelsclassiclimo.com

610.929.4919



Arrive in Style!

Well-maintained,  
chauffeur-driven  
luxury vehicles  
for any occasion.

41 North Centre Avenue  
PO Box 208 Route 61,  
Leesport, PA 19533  
PUC-A-6410449



# Printing and Signs Simplified!

Imagine it.  
Design it.  
Print it.



610.929.1200 • BerksDigital.com

**DRAINMEN PLUMBING INC.**

When You Have A Back Up In Your Main,  
Or A Problem In Your Drain . . Call Drainmen!

**484-366-9362**

**OCTOBER IS NATIONAL ENERGY AWARENESS MONTH**



**JLC ENERGY**

— ELECTRICITY  
— NATURAL GAS



Johnathan Chatman  
CEO/Founder

855-338-7333  
267-349-6600

jlcenergyllc@gmail.com

www.JLCEnergy.com

1150 1st Avenue, Ste 501  
King of Prussia, Pa 19404

# YOUR IPHONE USES TWO FACTOR AUTHENTICATION, BUT YOU'VE LOST IT. NOW WHAT?



## TECH TIPS

By Kelly McNeil, TechBldrs, Inc.

Last month, we covered what to do to protect your digital life if you lose an Android device with access to your online accounts. But what if you're a member of the 45% of Americans that have an iPhone as their smartphone of choice? This month, we'll be covering what to do if you lose your Apple device.

In case you missed last month's article, we'll recap: most people with online accounts have been asked to enable two-factor authentication (2FA) before. While it's not foolproof, it's one of the most accessible online security measures you can take, and we at TechBldrs recommend it highly. Companies like Google, Facebook, and Microsoft encourage users to add a device- like a mobile phone- to which they can send a login code when an attempted account login is registered.

If you're the owner of the account, great: you input the 2FA code when prompted and gain access. If the person trying to access your account *isn't* you, then that added layer of security just saved you a major headache.

But what happens if the person trying to access your account is you, you've just lost or broken your phone? And how do you prevent people using your phone to generate 2FA codes that they can use to gain access to your accounts?

In this article, we'll review what to do if you've lost a device (like an iPhone or iPad) with access to an Apple ID.

### Step #1: Before you lose your phone

Nobody plans on losing their phone, but there are some important preventative measures you can take right now that will help you in case the worst happens. If you want the best outcome, they're necessary!

#### •Add an additional trusted phone number to your Apple account

If your iPhone is your only trusted device and it goes missing or becomes damaged, you'll be unable to receive verification codes Apple requires in order for you to log into your account.

You can update your trusted phone numbers by following these steps:

1. Go to [appleid.apple.com](http://appleid.apple.com)
2. Sign-in with your Apple ID
3. Navigate to the "Security" section and click "Edit"
4. Select "Add a Trusted Number" and then enter the number you wish to add
5. Choose to verify the number with a text message or an automated phone call

**JWM Business Services**

JWM Direct  
Why Cool Email  
Kinetic Web Solutions

*We put your marketing in motion*

Proper implementation of your marketing ideas are a key ingredient to success.

www.jwmbusiness.com  
610-831-9030

## Marathon Capital Advisors Marathon Financing Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

Toll Free: 800.280.5927

www.vrmarathon.com

mmccarthy@vrmarathon.com

### Sell Your Business • Buy a Business Mergers and Acquisitions Strategic & Succession Planning

From confidential marketing, to securing qualified buyers, to structuring the transaction, you can depend on the experience and integrity of the Marathon professionals throughout the business transition process.



VR has sold more businesses in North America than anyone else

#### • Activate Find My iPhone

Most of Apple's recovery and security features require you to have *Find My iPhone* enabled. Here's how you enable it:

1. On your device, go to "Settings"
2. Tap your name
3. Select "iCloud"
4. In the "Apps Using iCloud" section, scroll to "Find My iPhone"
5. If "Find My iPhone" is set to "Off," tap "Find My iPhone"
6. In the "Find My iPhone" screen, turn on the "Find My iPhone" slider

If you've lost your iPhone, using *Find My iPhone* is the best step you can take towards trying to get your phone back. If you haven't set up *Find My iPhone* yet, then go do it now! (We'll wait). Without it, your options are severely limited.

#### Step #2: After you lose your phone

The worst happened. But if you've done Step #1, don't panic! There's a lot you can do to secure your online life and regain access to your accounts.

It's important to note that for many of the following steps to work you **must** know your Apple ID information before you lose your phone, and you **must** have previously set up *Find My iPhone* on your device.

#### • Activate Call and Text Forwarding

If your 2FA codes come via text, you can gain access to them by asking your cell phone provider to forward all incoming calls and texts to another mobile device of your choice, like a family member's phone or a work phone. (And if your 2FA codes come in via email, this step could help you gain access to your email account.) All major carriers have Help phone numbers and live chat details listed on their websites that you can use to talk to them about turning on call and text forwarding for your account.

#### • Turn on Lost Mode

Using Lost Mode, you can remotely lock your device with a passcode, display a custom message with your contact information, and disable the ability to use Apple Pay. This will also prevent someone with your phone from seeing any generated 2FA texts that your phone receives.

1. Sign into [icloud.com/find](http://icloud.com/find) on a computer
2. Click "All Devices," then select the missing device you want to lock and put into Lost Mode
3. Follow the onscreen instructions, keeping in mind that whatever contact information you input will be displayed on the screen of your missing device

(Continued on page 48)



PENNSYLVANIA  
**DERMATOLOGY**  
PARTNERS

FOR ALL YOUR MEDICAL &  
SURGICAL DERMATOLOGY NEEDS



Board Certified Dermatologists

Immediate Appointments

Online Appointment Scheduling

Most Insurances Accepted

Accepting New Patients


Multiple Locations in Berks, Montgomery,  
Bucks, Lehigh & Philadelphia Counties



610.288.2908

www.padermpartners.com

“I think we’re protected” isn’t enough. It’s time to be sure.

 (610) 937-0900

Call for a FREE cybersecurity assessment

Better, smarter IT support from TechBldrs

-  Live Help Desk Support
-  Backup & Disaster Recovery
-  Cybersecurity Protection & Training
-  Office 365 Migration & Support
-  Cloud Integration

...and more!



TECHBLDRS



Celebrating 20 Years



(610) 937-0900



www.TechBldrs.com



info@techbldrs.com



604 Gordon Drive  
Exton, PA 19341

LOOMIS  
THE LOOMIS COMPANY



The Loomis Company Provides Insurance Services For:

- Commercial Property
- General Liability
- Workers Compensation
- Cyber Liability
- Marine & Aviation
- Fully Funded Benefits
- Self Funded Benefits
- Level Funded Benefits
- Third Party Administration
- Personal Auto, Home & Life



PROTECTING WHAT YOU VALUE MOST. YOUR PEOPLE. YOUR ASSETS. YOUR FUTURE.

850 N. Park Road, PO Box 7011, Wyomissing, PA 19610 | 610.374.4040 | www.loomisco.com

## TECH TIPS

(Continued from page 47)

If your device is online when you put it into Lost Mode, it locks and tracking begins (even if you’ve manually turned off Location Services on your device). If your device is offline, the passcode lock and tracking take effect the next time your phone comes online.

### • Erase your device

If you can’t locate your phone, you worry whose hands your missing device has gotten into, or it’s been lost for awhile, you can use the same *Find My iPhone* portal to erase the data off of your phone.

1. Sign into [icloud.com/find](http://icloud.com/find) on a computer
2. Select “All Devices,” then select the missing device you want to erase
3. In the device’s “Info” window, click “Erase”
4. When prompted, input your Apple ID password

If you find your device again, you can restore the information on your phone from any previous iCloud backup you have.

### But what if I don’t have Find My iPhone enabled?

If you didn’t set up *Find My iPhone* before your device was lost, you can’t use it to locate your device. But you can still follow these steps to help protect your data:

1. Change your Apple ID password. By changing your Apple ID password, you can prevent anyone from accessing your iCloud data or using other services (such as iMessage or iTunes) from your missing device.
2. Change the passwords for the other online accounts on your device, like email accounts, Facebook, or Twitter.
3. Report your lost or stolen device to local law enforcement and to your wireless carrier. Your carrier can disable your account, preventing phone calls, texts, and data use.

We store our entire lives on our mobile phones- pictures, emails, important account information, financial data, etc.- so make sure you’re familiar with the steps we’ve outlined above in order to keep the information on your phone safe. If you need further, detailed help, we recommend searching Apple Support’s articles.

Remember, the only way to ensure your cyber life is protected is through careful preparation and preventative measures like two-factor authentication!

Still have questions? Want to know what else you can do to protect your personal information online? Call us at (610) 937-0900 for advice or for a free cybersecurity assessment for your business, or check out our blog at [www.TechBldrs.com/blog](http://www.TechBldrs.com/blog) for more tips!



# FOCUS ON CYBER SECURITY AND IT SERVICES

NATIONAL CYBER SECURITY AWARENESS MONTH

## eb Logix, Inc. — Your IT Solution. Simple. Smart. Secure.

Cybersecurity is the fastest growing area of concern for businesses, with 69 percent of senior executives reevaluating and changing their approach to internet safety. Small Business Cyber Security Statistics are alarming and most small businesses underestimate the financial damage of an attack. 43 percent of cyber-attacks target small business. Only 14 percent of small businesses rate their ability to mitigate cyber risks, vulnerabilities and attacks as highly effective. 60 percent of small companies go out of business within six months of a cyber-attack. The cost of a cyber-attack can be upwards of a million of dollars. eb Logix, a family-oriented team-first IT consultancy firm that specializes in providing customized networking solutions for small to medium size businesses that are secure, reliable and just right for the needs of the businesses, is committed to providing the highest level of network security possible. They provide custom solutions designed to ensure that your network is more resilient, and they partner with best-of-breed manufacturers to keep your company safe from internet threats and malicious attacks.

eb Logix Security Services include: Network reliability to maximize your IT investment; Proactive planning for business continuity; and Ongoing management and support, along with the peace of mind that comes from the knowledge and assurance that no holes exist within your network. Let eb Logix keep your systems safe, your data secure, and your company focused on business.

The eb Logix team has grown to a family of ten employees, partnering with a growing list of non-profit organizations and for-profit businesses throughout the Delaware Valley, providing both on-site and remote IT services from their centrally-located office in Royersford.

From the beginning, eb Logix has grown steadily and expanded its services, while refining its focus on delivering a Managed Service Platform. As a Managed Service Provider (MSP), eb Logix provides a defined set of services to their clients. Their scalable solutions ensure that you'll always have just the right level of monitoring, security, and support for your business — now and in the future. Through its Managed Services platform, eb Logix offers expertise in: Security; Cloud Computing; Network Infrastructure; Network Management; Hosting; Backup & Disaster Recovery; Next Gen Firewalls; AV/Malware Protection; and VOIP Solutions.

In addition to working with financial companies, investment firms, engineering firms, and a wide range of other for-profit businesses, eb Logix also specializes in assisting non-profit organizations with their IT needs. Above all, the non-profit model aligns perfectly with eb Logix's service and hiring philosophy of putting the needs of their clients first.

*Eb Logix is located at 412 N. Lewis Road, Royersford, PA 19468. For additional information, please call 610.813.4900; Email: [info@eblogix.com](mailto:info@eblogix.com); and visit [www.eblogix.com](http://www.eblogix.com).*

The advertisement graphic for eb Logix features a blue header with the website [www.eblogix.com](http://www.eblogix.com) on the left and the phone number 610.813.4900 on the right. Below the header is the eb Logix logo, which consists of a stylized 'e' and 'b' inside a triangle, with the word 'LOGIX' underneath. A banner below the logo reads 'Simple. Smart. Secure.' Below this banner are four icons representing different services: Security, Cloud and Hosted Services, Managed Services, and Network Administration & Communications. The text below the icons reads 'Connecting the Business and IT Worlds — Cultivating the Perfect Partnership'. Below this is the headline 'The top three reasons clients choose eb Logix:'. There are three columns of text, each with a small image above it. The first column is titled 'WE KEEP IT SIMPLE.' and describes how eb Logix understands technology as a vital component of business. The second column is titled 'WE KEEP IT SMART.' and describes the team's wealth of knowledge and ability to resolve everyday technology issues. The third column is titled 'WE KEEP IT SECURE.' and describes the team's commitment to security and partnership with manufacturers. At the bottom of the graphic is the address '412 N. Lewis Road, Royersford, PA 19468'.

## TechBldrs, Inc. — Cyber Security and IT Support Services for Small & Medium Size Businesses

TechBldrs, Inc. is a regional leader in providing professional IT Support Services, Cyber Security and Audit Training, and additional technologies. "We are IT health experts," explains Joseph Awe, TechBldrs, Inc. founder and president. "Our job is to help prevent IT heart attacks from happening. We have all the recovery plans to help you recover from an IT heart attack, but we like to help prevent it from happening. It's like going to a doctor on a regular basis, but rather than you going to a doctor, we come to you. It's a concierge service at a different level and very affordable price," he said.

"We understand what most people are looking for out of IT," Awe continues. "They want it to be safe. They want it to be secure. They want it to be invisible, behind the scenes, seamless. It's our job to under-

stand all the technology that is necessary to make everything work and to communicate recommendations that our clients should take. We want to make sure that when we service our clients, we take their entire health into account, and give them a way to easily take that program into their business life and get those recommendations executed," he says.

"If we do our job right, we are invisible to the client, but one of the ways we keep ourselves in front of what they are looking at is we make house calls." Awe said. "We make visits on a monthly basis to all of our clients, to let them know that these are the things that are happening. Some things, people will only tell you face-to-face — Just like you won't tell your doctor certain things until you are in a private setting. We

use that as a flag. Is this an IT heart attack or is this just an inconvenience, or is it a user training issue?"

Awe explains that most IT issues or problems can be prevented through a combination of user training and applied automation. In terms of user training, in addition to the "TechBldrs Cornerstones" hand-outs that provide clients with an understanding of what's most important in terms of preventing IT heart attacks, Awe and his team give specialized attention to each and every client. They also offer free talks about the state of IT threats in the world (and how to keep yourself safe) to chambers of commerce, associations, and to their clients.

Cyber security services are part of a customized technology stack for each TechBldrs

client. "When you engage us, we implement our technologies," Awe explains. "This is not something that you need to worry about. We have your back. We'll do all the right things to make sure you are covered. That's the way we look at our services. It's a retained service to keep you running," he said.

Technology is advancing at a rapid pace, and security threats are becoming more and more prevalent — TechBldrs actively works to adapt to an ever-changing IT world to keep you, your company, and what you care about safe while providing you with world-class IT training and support.

*TechBldrs is headquartered at 604 Gordon Drive, Exton, PA 19341; For additional information, please call 610.937.0859; email: [jawe@techbldrs.com](mailto:jawe@techbldrs.com). For a complete list of services offered please visit: [www.techbldrs.com](http://www.techbldrs.com).*



**Mercer's TruCraft Collision** Turn your Collision into Compassion

*mpassion*

Mercer's TruCraft Collision

Had a minor fender bender or major collision? Bring your vehicle to Mercer's TruCraft Collision and a portion of the repair will be donated to the animal rescue organization of your choice! All insurance claims welcome. Visit [www.TruCraftCollision.com](http://www.TruCraftCollision.com) or call (610) 327-8787 for more details.

**Red Kieffer's Auto Repairs, Inc.**



Specializing in Mercedes-Benz since 1961!

1404 Ben Franklin Highway  
Douglassville, PA 19518  
610-326-5754  
[www.kieffersauto.com](http://www.kieffersauto.com)

## Pottstown Auto Wash and Detail Center

The Pottstown Auto Wash and Detail Center, located at 150 Shoemaker Road, Pottstown, PA 19464, is committed to customer satisfaction, and provides a level of service which surpasses most car washes in the area.

The Pottstown facility was opened in July, 2011, and is supported by a great team of employees who take pride in their work and they have grown a very devoted customer base. This state-of-the-art facility is equipped with the latest energy efficient, soft cloth equipment, and uses environmentally friendly chemicals. The attention to detail and level of service — from the basic exterior wash to complete full-service details — will exceed your every expectation. Our motto: *If you are not satisfied with any aspect of your car wash experience, please let one of our service advisors or managers know and we will make it right. If you are satisfied, please tell your friends, family and colleagues about us!* Once you get to know the staff, it feels more like a car wash club than just an ordinary car wash because the staff are happy to help out in any way they can!

Pottstown Auto Wash and Detail Center is a family-owned and operated business. The business also supports the local communities by holding fundraisers and providing donations to many local charities and organizations. Please feel free to stop by to tour the facility, try the services, or just ask questions. Please call 610.323.7474 or visit [www.PottstownAutowash.com](http://www.PottstownAutowash.com) to contact the owners and managers at any time. Hours of operation: Mon-Sat: 8am - 6pm (Summer); Mon-Sat: 8am - 5pm (Winter); Sun: 9am - 5pm.



18 locations in the tri-county area including:

King of Prussia 484-864-5005	West Chester 610-455-0400	Lionville 610-524-1002	Kimberton 610-933-5984
Limerick 610-409-0400	Coventry 610-705-5501	Birdsboro 610-582-4266	West Lawn 610-670-5922
Lansdale 267-641-9010	<b>CJTIRE.COM</b>		

**SAVE UP TO \$100**



**DEADLINES DON'T INCLUDE DOWNTIME.**

30-DAY SATISFACTION GUARANTEE | 24-HOUR WORKSITE & ROADSIDE ASSISTANCE | EXCLUSIVE DISCOUNT

SEE US TODAY!  
Text "TRADE" to 30486.

MNA, Inc. reserves the right to modify or discontinue the program at any time. Copyright © 2019 MNA, Inc. All rights reserved.



**BFGOODRICH® ALL-TERRAIN T/A KO2® Benefits**

- Core Guard Technology provides split and bruise resistant sidewalls
- Self-cleaning shoulders push out mud for the best traction
- Interlocking tread blocks deliver stability and more even treadwear



**Saving you time & money is our business!**




## POTTSTOWN AUTO WASH AND DETAIL CENTER

150 Shoemaker Rd, Pottstown, PA 19464



Phone: 610.323.7474

Fax: 610.323.7479

Hours: Monday-Saturday: 8am - 6pm (Summer)

Monday-Saturday: 8am - 5pm (Winter)

Sunday: 9am - 5pm

### FULL SERVICE INTERIOR AND EXTERIOR CAR CARE

- Exterior Car Wash Services
- Full Service with Elite Interior Cleaning
- Express Detail Service
- Full Service Detailing



We Offer Everyday Discounts  
to our Repeat Customers!

- Frequent Customer Program
- Free Birthday Wash (\$12.00 Value)
- 48 HR Clean Car Guarantee
- Electronic Punch Card
- Carwash Ticket Books - SAVES\$\$
- Various Membership Programs
- Gift Cards



Credit Cards Accepted

[www.PottstownAutowash.com](http://www.PottstownAutowash.com)

# Wes Jackson

AUTOMOTIVE CENTER

1851 E Ridge Pike Royersford, PA [www.wesjackson.com](http://www.wesjackson.com)



WE CAN HANDLE ALLOF YOUR  
AUTO REPAIR SERVICES INCLUDING

- Complete Computer Diagnostics
- Complete Safety Analysis
- Pennsylvania State Inspections
- Enhanced Inspection (Salvage Title)
- Oil Changes
- Tires
- Brake Repair Specialists
- Mufflers and Exhaust Systems
- Steering and Suspensions
- Tune-ups
- Alignments
- Fuel System Services
- Coolant Systems
- Emission Repair Facility
- Air Conditioning Service
- Electrical Systems
- Engine Work
- Drivability Problems

Shop Manager - Keith Smith  
Service Advisor - Kim Galloway

610-489-6888

## H & F Tire Service

With fall and winter around the corner, it's probably time to prepare for driving in difficult conditions. H & F Tire Service can help make sure your vehicle and its tires are ready for the challenges of winter driving. A car tire has to carry more than 50 times its own weight and steer the vehicle in a straight path regardless of road and weather conditions. It also must absorb bumps on uneven road surfaces and provide a stable ride for you and your passengers. Tires transmit the engine's power to accelerate and the braking force to stop. How well your tires perform these functions depends in part on the quality of the tires and how well they are maintained.

Let H & F Tire Service check your tires' inflation, alignment and determine if any need replaced. In the long run, cheap tires won't save you money. They don't last as long as higher quality tires and may result in a rougher ride and inferior handling. Let our tire professionals help you maintain your tires and choose the right tire for your vehicle. Check us out at any of our four locations: Pottstown, Lancaster Ephrata, and Reading or on the web at [www.hftire.com](http://www.hftire.com).

FAMILY OWNED & OPERATED SINCE 1987

**TIRE SERVICE**

Bridgestone • Firestone • Fuzion  
Goodyear • Kelly • Dunlop • Michelin  
Uniroyal • B.F. Goodrich • Carlisle  
Continental • General • National

**Performance  
Touring  
All Season Radial Tires**

- Computerized Wheel Alignment / Balancing
- Full Brake Service
- Struts/Shocks
- Batteries
- Tire Repair / Wheels
- Emission Inspections
- Front End Specialists

**SAME DAY SERVICE**

POTTSTOWN

**610-326-2326**

1379 E. Schuylkill Rd.  
Pottstown, PA 19465

MON-FRI 8-5 • SAT 8-12

- COMPLETE AUTO & LIGHT TRUCK REPAIR
- Oil & Lube
- Inspection Station
- Exhaust Systems
- Fleet Service
- National Accounts Welcome

Visit Us At [www.hftire.com](http://www.hftire.com)

THE LOCAL TOOLS FOR YOUR BUSINESS

Investment Accounts  
Strategies for the future  
with high returns

Business Mastercard®  
Flexibility to operate your business  
as you want and need to



diamondcu.org/business-services 610-326-5490

Trusted by over 1,400 businesses in this region.

Equal Housing Opportunity. | Federally Insured by NCUA.

# WHAT'S YOUR WORKFORCE CONSUMING?



## WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

By Abigail Mirarchi, Accelerated Instructional Media, Inc.

How do you know the fruit sitting on the counter, the marbled steak, or the carton of milk is no longer edible?

Maybe it's easy to assess its quality by observation and smell. Sometimes we figure it out while we are consuming it. More likely, it's a combination of many factors. In our household, the top norms about food responsibility are 1) planning and purchasing, 2) self-assessment 3) if Mom didn't throw it away yet – it's still good and 4) if in doubt, ask Mom to taste it.

Similarly, we consume learning opportunities on and off the job every day. Our awareness, skills, and competencies increase our personal and professional potential with each experience. Indeed our family has group oversight for food; however, frequently overlooked by companies is organizational learning.

The end of the fiscal year is right around the corner, so we've compiled top strategic transformational and development questions for HR, L&D, and CM. To ensure talent is consuming the best possible experience answer the following:

### IN THE LAST 6, 12, 18-MONTHS...

1. Has the business strategy, goals, and KPIs changed?
2. Do existing programs/offerings still align and support the organization?
3. Have new initiatives been synchronized across existing programs to avoid redundancy and/or inconsistency?
4. Was the offerings and reinforcement materials reviewed for accuracy and relevancy?

5. How was the result of the offering(s) measured and reported?

6. Has the standard process to add, update, enhance, and remove offerings/materials changed?

Whether organically or prescribed in your organization, continual planning and assessment are needed to ensure the learning content is accurate, relevant, timely, retainable, and impactful.

What's one takeaway you learned that you will apply to your organization's strategic menu?

Abigail Mirarchi is the owner of Accelerated Instructional Media, Inc, a workforce performance & development consulting company in Leesport, PA. For more information, call 610.730.7681; website: AIM2train.com.

CONNECT  
WORKFORCE

ENGAGE  
PERFORMANCE

INSPIRE  
DEVELOPMENT

## What change do you need to see?

From end-to-end or anywhere in between, we'll help you get your talent there.



- Instructional Design
- ILT, VILT, e/mLearning
- Content Conversions
- Program Management
- Training & Graphic Assets
- Contextually Rich Experiences
- Engaging Delivery
- Scalable Blended Offerings
- Reinforcement Materials
- Training and Team Support
- Evidence-based Results

EXPECT US TO ASK THE RIGHT QUESTIONS  
www.AIM2train.com

AIM

ACCELERATED  
INSTRUCTIONAL  
MEDIA, INC.

(610) 730.7681  
LEESPORT, PA

WORKFORCE PERFORMANCE CONSULTING

## BusinessAdvisor

Visit us online to view  
valuable supplemental  
content – **it's FREE!**



422bizmag.com

# Zoetic

Zo-etic (Zoh-ee-ick)  
Of or relating to life,  
vital living

- Monthly weight management challenges
- Outdoor activity retreats
- Self-care seminars
- Professional development
- Nutritional, makeup and skincare workshops
- Youth Enhancement Products offered by Zoetic.zoeticmag.com

Zoetic life was formed to create a community for those who are interested in making changes in their lives, not only their physical body, health and wealth but also how we relate to one another. We have one life, one body and one chance to make an impression.



Lynne Ernst  
(610) 914-7854  
lynneernst262@gmail.com  
Facebook@zoeticlife  
Instagram zoetic\_life

# THE KEN GEYER REAL ESTATE AUCTIONEERS INC. CELEBRATING 20 YEARS IN THE AUCTION BUSINESS

Mark Akins is celebrating his 20th year in the auction business in 2019. Mark has been the president and owner of The Ken Geyer Real Estate Auctioneers Inc. since 1999. Akins has worked in every aspect of the auction business and was trained by the previous owner and founder Ken Geyer, who was one of the leading auctioneers in the country.


The Ken Geyer Real Estate Auctioneers Inc. is a member of the PA Auctioneer Association (P.A.A.) and the National Auction Association (N.A.A.). Their auctioneers have won first place awards in the P.A.A. bid calling contest and have placed in the top 10 in the nation.

The Ken Geyer Real Estate Auctioneers, Inc. is a leading real estate company in the tri-state area. They are also a licensed auction company in the states of New Jersey and Delaware. They hold Absolute Auctions, Auctions Subject to Owners Confirmation, and Liquidations for a wide range of property types. The Ken Geyer Auction Company has been

the leader in the Tri-State area in liquidations. They have conducted one of the largest liquidations on the East Coast, Garden State Park Racetrack — a five-day auction with three and four auctioneers selling at the same time! More than \$2 million in artwork, equipment, restaurant equipment, trucks, and building components were sold.

The Ken Geyer Auction company has held auctions for major corporations including Mobile Oil, General Motors, Agway and Enterprise. Auctions have also been held for municipalities like PGW, City of Pittsburgh, Borough of Malvern, Oley Township and more. Real Estate and personal property auction have been held all over the North East. References are always available.

Contact Mark Akins for additional information or to schedule an appointment at: 800.554.5005 (O); 484.239.3273 (C); email: mark@geyerauctions.com; and visit: www.Geyerauctions.com.



**ALL COUNTY & ASSOCIATES**

Land Surveying • Civil Engineering  
Environmental Permitting

**Building Permit Plans...  
The Maze.**

**BE SURE TO ASK THESE IMPORTANT QUESTIONS!**

<p>How Do I know if I need a Building Permit Plan? What does the typical Building Permit Plan consist of? What grading or elevation needs to be shown?</p>	<p>What other Agencies will be involved? How long of a process is this? How much does a Building Permit Plan cost?</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------

When do I need the help I need to get a Building Permit Plan done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your Building Permit needs. Our experienced staff works throughout Pennsylvania and has done so since our inception in 1992. As a full service company, ACA has the knowledge and experience to make your goals become a reality.

We offer many other services, including:

<ul style="list-style-type: none"> <li>• Subdivision/Land Development Design</li> <li>• Environmental Permitting</li> <li>• Hydraulic Load Testing</li> </ul>	<ul style="list-style-type: none"> <li>• On-site Sewage Disposal System Inspections</li> <li>• Boundary Surveys</li> <li>• Wetland Investigations</li> </ul>
---------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------

**On-site Sewage Disposal System Inspections...Let it flow.**

**BE SURE TO ASK THESE IMPORTANT QUESTIONS!**

<p>Are you buying a house served by a septic system? What type of Septic System do I have? Where are the components of my Septic System located? What is a septic tank?</p>	<p>What is a drainfield? Should the septic system be inspected? How much does an On-Site Sewage Disposal System Inspection cost?</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------

When do I need the help I need to get an On-site Sewage Disposal System Inspection done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your On-site Sewage Disposal System Inspection needs. Our experienced staff performs inspections throughout eastern Pennsylvania and has done so since our inception in 1992. As a full service company, ACA has the knowledge and experience to make your goals become a reality.

We offer many other services, including:

<ul style="list-style-type: none"> <li>• Subdivision/Land Development Design</li> <li>• Boundary Surveys</li> <li>• Wetland Investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental Permitting</li> <li>• Hydraulic Load Testing</li> <li>• Building Permit Plans</li> </ul>
-------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------

Land Surveying • Civil Engineering • Environmental Permitting  
www.all-county-assoc.com  
e-mail: info@all-county-assoc.com • 1-800-220-9165  
P.O. Box 472, St. Peters, PA 19470 • 610-499-2830 • fax: 610-499-8385  
610-987-9165 • fax: 610-987-9787



**1114 N STATE STREET  
POTTSTOWN, PA 19464**

## ESTATE AUCTION OCTOBER 12 @ 9 AM

PREVIEW OCTOBER 8TH 2-4PM

**3 Bedroom 1 Bath Ranch Home on +/- 1 Acre  
1 Story Barn, On Site Well and Septic  
Road frontage on Route 100  
Home needs remodeling and repairs  
Also Selling Tractors, Farm Equipment  
Tools and Collectibles**

Terms: 10% Buyer's Premium, 15% Down, Settlement in 45 days.



**7311 BOYERTOWN PIKE  
DOUGLASSVILLE, PA 19518**

## ESTATE AUCTION 13 ACRE FARM OCTOBER 19 @ 9AM

PREVIEW OCT 8TH 5-7PM

**1800's Farmhouse on 12.37 acres  
Stone Fireplace, Spacious Dining Rm  
Eat-In Kitchen, Large Master  
1 Bedroom Apt, Guest House,  
3000 sq ft Stone Bank Barn, Workshop  
Corevette, Backhoe, Tools and More**

Terms: 8% Buyer's Premium, 15% Down, Settlement in 45 days.  
Sold in Conjunction with Chris Monte, ReMax 640 Contact Chris  
Monte Direct 610-416-9138 with any pre-auction offers.



**339 TOWNSHILINE RD  
PERKIOMENVILLE, PA 18074**

## REAL ESTATE AUCTION FARMHOUSE on 20+ACRES NOVEMBER 9 @ 9AM

PREVIEW OCTOBER 27TH 1-3PM

**6 Bed, 4 Bath, Renovated Farmhouse  
20+ Acres w/ Pond, Bank Barn  
Private Master, 2 Offices  
Heated 3-Car Garage, Upgraded Electric,  
Newly Redone Roof, In-Law Suite  
Also Selling Personal Property**

Terms: 8% Buyer's Premium, 15% Down, Settlement in 45 days.  
Sold in Conjunction with Michael Rapp, Weichert Realtors.  
Call 610-409-9911 with any pre-auction offers.



**Toll Free (800) 554-5005  
www.GeyerAuctions.com**

*Mark Akins, President*  
647 Congo Road, Gilbertsville, PA 19525

# Your Injury Specialists

AUTO • WORK • SPORTS • CHRONIC PAIN • EVERYDAY INJURIES



**Dr. Patrick Borja**  
Chiropractor

Dr. Patrick Borja, owner and chiropractor at the Spine and Wellness Center of Exeter Township, graduated from West Chester University with a B.A. in Psychology. While there, he became certified as an Emergency Medical Technician and was nationally certified in Phlebotomy. He went on to chiropractic school in Atlanta, GA, at Life University, where he graduated cum laude in 1999.

He started his business in 2000 in Mount Penn in a 900-square-foot office with a single staff

member and his wife Lori. Today, the Spine and Wellness Center has grown to be the preeminent wellness center in southeastern Pa., encompassing over 22,000 square feet and employing 37 plus individuals. On March 4, 2015, Borja became the first Doctor of Chiropractic to attain Staff Privileges at a Berks county hospital. He is now finishing his final year of a fellowship program in spinal biomechanics and trauma. The Spine and Wellness Center specializes in injury care management.

The Spine and Wellness center started as mainly a chiropractic office, it now includes: massage therapy, acupuncture, nutritional counseling, pain management, family medicine, personal training, yoga, tai chi, emotional counseling, physical therapy and spa services.

Lori Borja, RN, MS, CNS, has always been involved in the business. About seven years ago she became more involved and headed up the weight loss program. Two years ago she started the clinical nutrition department.

Lori's interest in the field of nutrition has evolved over the years through her professional experiences and as the parent of three children. With a background as a registered nurse, Lori recognized the great need to prevent disease processes as well as treating them. She wanted to utilize her education and experience in an area that would promote health and wellness. The desire to promote healthy eating and lifestyle changes led her to continue her education in the field of nutrition. She obtained a Master's degree in Applied Clinical Nutrition from New York Chiropractic College. Lori is a Certified Nutrition Specialist, the gold standard for advanced nutrition professionals.

Lori offers nutritional support to individuals to optimize their health and for health concerns that may include aches and pains, fatigue, digestive health, thyroid issues, high cholesterol, high blood pressure, food intolerances, hormonal imbalances, weight loss and weight management.

The combination of Dr. Borja and Lori Borja's expertise with all the other health providers in the office makes Spine and Wellness Center the place to go for your pain, health and wellness needs.



**Lori Borja, RN, MS, CNS**  
Nutrition Counselor



**Spine and Wellness Center Providers:**

Bottom row (l to r): Denise Helfer, MSW, LCSW; Dr. Patrick Borja Chiropractor; Lori Borja, RN, MS, CNS; Top row (l to r): Carol A. Roach CRNP, NP-C, MSN, CDE; Harold J. Einsig, MD, ATC, C; Dr. Tyler Rank, Chiropractor; Dr. Charles Bucklar, Chiropractor

## Our Integrated Health Center Provides:

- Chiropractic
- Massage Therapy
- Acupuncture
- Pain Management
- Family Medicine
- Nutrition
- Emotional Counseling
- Spa Services
- Yoga, Tai Chi, Personal Training
- Physical Therapy coming soon



*People's Choice  
Award Winner*  
2013, 2015, 2016, 2017, 2018, 2019



**Spine & Wellness Center**

3933 Perkiomen Avenue, Suite 101  
Exeter, PA 19606  
610-779-4588  
spineandwellness.org

# HOW TO AVOID SIMPLE, SILLY MISTAKES ON WORDPRESS



By Freddy Vasquez, FXV Digital Design

We all make mistakes, but sharpening your WordPress skillset will help your website outshine the competition. Learn some quick tips on how to strengthen your skills.

WordPress is relatively easy to use compared to other website creators. Many times, you can keep a blank template for your blog or website and just fill in content. WordPress offers themes for your page to help make something unique and original. However, there are some avoidable mistakes users encounter. Things like, leaving in dead links throughout your page. What can be done about a mistake? It can be corrected, then avoided for future reference. Nobody is perfect, but we can stop creating unnecessary issues. Mistakes can be avoided with a little help from FXV Digital Design. WordPress is something we know a thing or two about. Allow us to help your WordPress conquest.

## Avoid the Infamous 404 Error Message.

Everyone knows of the 404: Pages not found, message. We've all seen it on other sites, and it unanimously annoys everyone who comes across it. It is statistically proven that users make a snap call on your business within a few seconds of being on a website. Receiving a 404 error message is a sure way to drive away potential business. The error code usually comes from man-made mistakes, like permalink changes, or deleting a page incorrectly. If changing a permalink, make sure you

change your URL as well. If the URL is not changed with the permalink, users will click on broken links. Viewers of your website will be greeted without a page and the infamous message. Your WordPress skills are better than that. You're better than that, rookie! Do everything in your power to avoid the 404.

## Be Selective with Plugins.

What is a plugin, and how do I use one in WordPress? WordPress has numerous plugins that you can attach to your site to add more functionality. We encourage some plugin usage, but don't overdo it. You may feel tempted to add plugins for any and every reason, and if you decide to add plugins, make sure you keep track of them and don't forget to update. If they are not updated, your blog may suffer from slow loading times, and if you have too many plugins, your website speed will slow down, thus taking away from your bottom line.

## Delete the Default Content and Create Your Own!

When you create your own site, WordPress creates a "sample page" for you. That is your default page that viewers will experience. Delete it! Play around with the menus, find a design that you enjoy.

*(Continued on page 56)*

## THE PCTV NETWORK

*Your Hometown Station...  
We're Home For You!*

**NOW OFFERING:**

- *Streaming on Three Channels. 24/7*
- *Unbeatable Pricing for Commercial Productions and Airtime*
- *Webisode Productions*
- *Internet Placement*
- *Live Remote Broadcasts at The Location of Your Choice*
- *Local Sports Advertising Packages*

Powered By **TellisVision**

**ThePCTVNetwork.com**  
ThePCTVNetwork@gmail.com • 610.327.1866

**LET'S  
CREATE  
SOMETHING  
AWESOME  
TODAY**

WEB SEO  
SOCIAL ADS  
BRANDING DESIGN

**FXV DIGITAL DESIGN**  
a digital marketing agency  
www.FXVd6i8L.com

## HOW TO AVOID MISTAKES ON WORDPRESS

(Continued from page 55)

Think of a theme that represents your brand, and business well. Make sure the page is easy to navigate. Don't complicate your theme; keep it simple for users and yourself. Add content that caters to your company, website, and consumers. Stand out! Try to add content daily, if not regularly. As soon as you stop adding new content, the populace will forget. The last thing your business wants is to be forgotten.

Mistakes will happen, correct them. It's only natural that you go through content creation in a trial and error fashion (unless you're FXV Digital Design). Your business now obtains the knowledge, stronger tools in your arsenal, and a better understanding on how to use WordPress. Creating something spectacular elevates your brand, and your website is the cornerstone of your business.

If you feel timid creating your own website, fret not. FXV Digital Design is here to help your business stand out from your competitors. Give us a call today at 484.509.4285 or visit us online at [www.fxvdigital.com](http://www.fxvdigital.com)



## The Pottstown Rotary Club Wants You!



Join us at 6:30 on Wednesday evenings at Brookside Country Club for a delicious meal, camaraderie, and a Rotary meeting where we plan and execute projects to improve the community.

Visit

[www.pottstownrotary.org](http://www.pottstownrotary.org)  
or call Bill Wellen at 484.886.5396 to learn more!

## REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

### PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660

• [info@PVchamber.net](mailto:info@PVchamber.net) • [www.PVchamber.net](http://www.PVchamber.net)



Welcome to the Perkiomen Valley Chamber of Commerce!

For 60 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks.

For more information contact Executive Director, Renee Blomstrom, 610-489-6660, [renee@PVchamber.net](mailto:renee@PVchamber.net). Visit [www.PVchamber.net](http://www.PVchamber.net) to view membership directory.

**Don't miss Chamber events, member news, special offers and more...** Like us on Facebook @PerkValleyChamber and email [info@PVchamber.net](mailto:info@PVchamber.net) to receive weekly e-news!

### WELCOME NEW MEMBERS:

**Physical Therapy & Wellness Institute,** Steve Taylor, [www.ptwinstitute.com](http://www.ptwinstitute.com)

**Anchor Pest Control,** Cathy Gear, [www.anchorpestcontrol.net](http://www.anchorpestcontrol.net)

**Penn Wealth Accounting Group,** Jerry Barlow, [www.pennwealthaccountinggroup.com](http://www.pennwealthaccountinggroup.com)

**Profile by Sanford,** Sean McCloud, [www.profileplan.com](http://www.profileplan.com)

**Nothing Bundt Cakes,** Melissa Ayers  
\*Opening early 2020 in Providence Towne Center

Visit [PVchamber.net](http://PVchamber.net) to view membership directory

### UPCOMING EVENTS

#### October 10, 2019 - Annual Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Then Annual Mixer is always a great networking event! Once again, Mr. Orlando will prepare a delicious meal and Jeremy Fanucci will entertain us on the piano. Join the large crowd in the stunning offices at The Victory Bank...bring plenty of business cards and an extra one to enter the gift basket raffle! RSVP 610-489-6660.

The Victory Bank, 548 N. Lewis Road, Limerick 5:00-7:00pm. Members: FREE; Nonmembers \$10.



#### October 16, 2019 - PV Stars Nomination Event

The Annual PV Stars Gala recognizes businesses and individuals for their efforts to make a positive impact on life in the region. We are now accepting nominations for PV Stars in 6 award categories. On October 16th between 8:30am - 10am, meet one-on-one with a committee member who will help complete your nomination. RSVP: 610-489-6660.

PVCC office, 521 W. Main Street, Trappe.

#### October 17, 2019 - PV MEN Networking Happy Hour

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at DaVinci's Pub from 4:30pm - 6:30pm! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Cash bar with Happy Hour Specials 'til 6:00pm. RSVP: 610-489-6660 or email [info@pvchamber.net](mailto:info@pvchamber.net) [renee@PVchamber.net](mailto:renee@PVchamber.net). Register online [www.PVchamber.net](http://www.PVchamber.net)

#### October 29, 2019 - Morning Mixer at Limerick Chiropractic Center

Network before work at our Morning Mixer hosted by Dr. Baker at Limerick Chiropractic Center. Fuel your morning with coffee, refreshments and great networking at this Morning Business Card Exchange.

RSVP 610-489-6660.

Limerick Chiropractic Center, 332 Ridge Pike, Limerick.

7:30am - 9:30am

#### October 30, 2019 - New Member Orientation, sponsored by Maillie

Wednesday, October 30, 8:30am - 9:30am at the new PVCC office, 521 W. Main Street, Trappe.

All welcome to attend! **New members, prospects and current members** are invited to learn how to maximize your Chamber membership. FREE event. Optional Networking training, 9:30am - 10:00am. Register online [www.PVchamber.net](http://www.PVchamber.net)

#### October 31, 2018 - Business Owner Roundtable Luncheon

The PV Chamber welcomes business owners and key decision makers to participate in Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only. Cost: \$25.

Luncheon will be held at the NEW PVCC Training Center located at 521 W. Main Street, Suite 103, Trappe. Time: 11:45am - 1pm

#### December 11, 2019 @ 5-7PM - Annual Holiday Mixer Join us in celebration and gratitude as PVCC Honors our Community Leaders!

Two-Hour reception includes delicious station and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!** More details available online [www.PVChamber.net](http://www.PVChamber.net) or call the PV Chamber office at 610-489-6660 to donate a raffle prize (\$25+ value) or silent auction donation (value \$100+).

Spring Ford Country Club, 48 Country Club Road, Royersford

December 10, 2019 @ 5:00 - 7:00PM

Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members

Sponsorship Levels starting at \$250

Visit the Chamber website for complete list of upcoming events including PV Chamber Business Book Club, PV MEN, Business Roundtables, Mixers, PV WIN and more!

[www.PVchamber.net](http://www.PVchamber.net)

### FEATURED EVENT PV CHAMBER BUSINESS EXPO 2019

October 9

#### 100 Exhibiting Businesses!

The PV Chamber **Annual Fall Business Expo** at Pfizer will be held on **Wednesday, October 9,** 2019. This 3-hour event is an opportunity to showcase YOUR business to fellow PV Chamber members and employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives.



**Register early...this event sells-out every year!** Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Call the Chamber for details - 610-489-6660 or email [renee@pvchamber.net](mailto:renee@pvchamber.net).

Exhibitor table \$200 (\$35 additional cost for electric).

Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).

Pfizer Business Expo Details & Registration:

<https://perkiomenvalleychamber.org/event/pfizer-business-expo-2-2/>

or email [info@PVchamber.net](mailto:info@PVchamber.net) or contact the Chamber office at 610-489-6660

### SAVE THE DATE:

November 14th, Mixer at The Village Cafe



The 2019 Online Savings Book will be unveiled at our Annual Pfizer Business Expo on October 9th. The book can be viewed on [www.PVChamber.net](http://www.PVChamber.net) beginning October 9th. To reserve ad space, contact the Chamber office at 610-489-6660.



## REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

### PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• 171 East Bridge Street, Phoenixville, PA 19460

• 610.933.3070 • fax 610.917.0503

• [info@phoenixvillechamber.org](mailto:info@phoenixvillechamber.org) • [www.phoenixvillechamber.org](http://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."

### WELCOME NEW CHAMBER MEMBERS!

Appluent Business Solutions

Camphill Soltane

Danny's General Contractor

Darling Skin Studio

Entwine

Glow Skin Boutique

Grapewood Florals

New Light Logistics

Reynolds Develin Speech Services

Sol Kitchen

Soltane Cafe

Phoenixville Community Arts Center

Trinity Wealth Management

### UPCOMING EVENTS

#### Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – Tuesday, October 1st, 6:00 PM @ the Clubhouse at The Point Riverworks, Phoenixville

Join the Phoenixville Chamber and the Jaycees at the Professional Networking Group in the Phoenixville Area. Created for business minded people aged 21 to 40 to gather in a relaxed atmosphere, YPN meets the first Tuesday of every month.

Join us to network with other young professionals. Refreshments will be provided with a Cash Bar. Bring plenty of business cards. Visit our website at [www.phoenixvillechamber.org](http://www.phoenixvillechamber.org) for information and registration

#### Chamber Monthly Member Luncheon ft. 'What's Happening in Phoenixville' by Borough Manager, Mr. Jean Krack - Tuesday, October 8th, 11:30 AM, Kimberton Conference Center, Kimberton

Join us for lunch, networking, and a presentation on all things Phoenixville - construction updates, information, and what the future holds for our incredible town.

Cost: \$20/pre-registered members, \$25/members at the door, \$30/non-members



#### Roaring 20s Charity Gala -

#### Saturday, November 23rd, 5:30-9:00 PM, Afterparty till 10:30 PM, Rivercrest Golf Club & Preserve

The Chamber is closing out its 90th year in style with a Roaring 20s Charity Gala to raise money for Barnstone Art for Kids. Dress in your 20s best and celebrate with us as we transform Rivercrest into the Volstead, a speakeasy complete with signature cocktails and a whiskey tasting. (Pssst... there's a secret password to enter... DON'T TELL THE COPPERS.) Learn to dance the Charleston with lessons by the Jazz Dance Social Club, oddities and magic. Stay for an awesome afterparty featuring live music by Swing Fever!

Tickets are \$125 and include two drink tickets. Please visit [www.phoenixvillechamber.org](http://www.phoenixvillechamber.org) for information

#### Join us for the Final First Friday in Downtown Phoenixville!

Phoenixville's First Responders will be on hand at October's First Friday to show off their vehicles, educate kids about safety and fire prevention, and give away some cool things!

October 4 6:00-10:00 PM



#### Ribbon Cutting: The Mural Experience, Thursday, October 17th, 5:30 PM, Main & Bridge Street Parking Lot, Phoenixville

Teresa Haag and her Summer Mural Camp students will be cutting the ribbon on their incredible creation, and Phoenixville's newest mural! Don't miss this awesome event!



#### Fall Food Truck Fest in Downtown Phoenixville

30+ Food Trucks, 20+ Vendors, a ton of great restaurants, breweries, and a festival atmosphere that can't be topped! Join us for the OG Phoenixville Food Truck Festival on Saturday, October 5th, 12-6 PM in Downtown Phoenixville! As always, admission is FREE, we have seating, live music, fun, and tons of food. Come hungry!



# REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

## SPRING-FORD CHAMBER OF COMMERCE

**Building a Better Community Through Business**

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200



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](http://www.springfordchamber.com) for Chamber Events, Press Releases, Online Newsletters and more!



## UPCOMING EVENTS

### Thursday, October 10th – Mix and Mingle

Creekside Bar and Grill  
5:00pm – 7:30pm

Come learn how Old Smokey Distillery makes and distributes all of their fine beverages; Taste and enjoy food and mixed drinks demonstrated by the Old Smokey representatives.

\$35.00 – Members and Non-Members Welcome

### Thursday, October 17th – Shark Think Tank

Copperfield Inn at Lakeside  
11:30am – 1:00pm

\*Business Owner Members only

### Thursday, October 24 – Chamber Luncheon

Western Montgomery Career and Technology Center  
11:30am – 1:00pm

\*Speaker Topic: School Update

Speakers include representatives from the Spring-Ford School District, Western Montgomery Career and Technology Center and the Pope John Paul II High School

\$25 Members - \$35.00 Non-Members

RSVP for all events online at [www.springfordchamber.com](http://www.springfordchamber.com)

## Limerick Community Day

Thank you to everyone who attended and volunteered to help make the Limerick Community Day a grand success.



## Chamber Notes

- The Holiday are upon us so mark your calendars for December 5th for the Chamber Happy Hour and December 18th for our Chamber High Tea.
- Members please remember to submit any of your upcoming fall events to be included on the Chamber newsletter email.
- The Spring-Ford Chamber will be joining with the Spring-Ford Area School District on a new endeavor. The "In Spring-Ford" magazine. The Chamber will be looking for members who would be interested in writing articles and business focused information. If you are interested please contact the chamber office.
- The Chamber offers advertising opportunities on our website, event postcard and our email blasts. If you are interested in any advertising opportunities, please contact the chamber office.
- If you are interested in hosting a mixer or workshop in 2019 please contact the chamber at 610-489-7200 or email at [info@springfordchamber.com](mailto:info@springfordchamber.com)

## MIX and Mingle



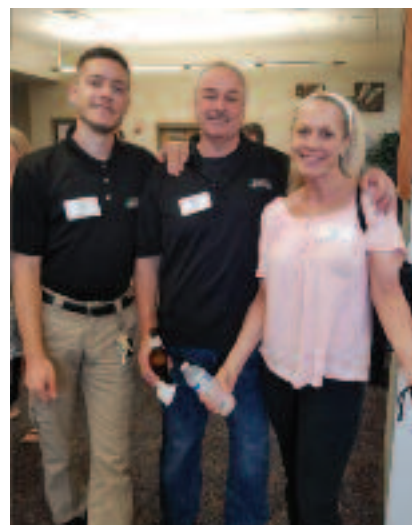
Featuring Ole Smokey Whiskey & Moonshine Beverages!

A representative from Ole Smokey will discuss; How is it made and what amazing beverages can be enjoyed

Thursday, October 10, 2019  
Creekside Bar and Grill

6:00pm – 8:00pm  
Beverages and small food pairing included in price  
\$35.00 per person

## Five Chamber Mixer



# REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.



## THE GREATER READING CHAMBER ALLIANCE

• 606 Court Street, Reading, PA 19601

• 610.376.66766 • fax 610.376.4135

• info@greaterreading.org • www.greaterreading.org

Mission: To be Berks County's leading resource for building a healthy, competitive business community

Vision: Assist companies to retain, expand, and grow their operations and employment and attract new business to Berks County.

### UPCOMING EVENTS

#### Oct 1 - W2W Annual Evening of Empowerment with Tala Raassi

Crowne Plaza Reading  
1741 Papermill Road, Wyomissing  
5:00 – 8:00 p.m.  
\$50/person includes hor d'oeuvre/cash bar

#### Oct 2 – Wednesday Diversity Mixer

Hosted by Fulton Bank DoubleTree by Hilton Reading  
701 Penn St., Reading  
5:30 - 7:30 p.m.  
FREE/ advanced registration required

#### Oct 3 -Advanced Excel (Fall 2019)

Shearer Technical 727 Penn Ave., West Reading  
Four Sessions on Thursdays:  
Oct. 3rd, 10th, 17th, 24th  
8:00 - 10:30 a.m.  
\$220/person for GRCA members; \$320/person for not-yet GRCA members

#### Oct 8 - Networking@Night Tompkins Vist Bank Exeter

4361 Perkiomen Ave, Reading  
5:00 - 7:00 p.m.  
Member Exclusive/ Advanced Registration Requested

#### Oct 11 - Policy & Community Issues Update

RKL Meeting Room  
1330 Broadcasting Boulevard, Wyomissing  
8:00 - 9:15 a.m.  
Member Exclusive/Advanced Registration Requested

#### Oct 14 - Intro to Excel

Shearer Technical  
727 Penn Avenue, West Reading  
Four Sessions on Oct 14th, 21st, 28th, Nov 4th  
8:00 - 10:30 a.m.  
\$220/person for GRCA members; \$320/person for not-yet GRCA members

#### Oct 16 - 2019 Building Berks Awards & Expo

Doubletree by Hilton  
701 Penn Street, Reading  
5:00 - 8:00 p.m.  
\$100/person including expo, appetizers and cocktails, and awards ceremony

#### Oct 18 - No Pressure Prospecting & Cold Calling

Center for Business Excellence  
49 Commerce Drive, Wyomissing  
12:00 - 1:30 p.m.  
\$129/person for GRCA members; \$149/person for not-yet members

#### Oct 23 - Island Marketing - Social Media Unleashed

Center for Business Excellence  
49 Commerce Drive, Wyomissing  
12:00 - 1:15 p.m.  
\$50/person lunch included

#### Oct 30 - Coffee & Convo-Disrupting Health Insurance

Greater Reading Chamber Alliance  
606 Court Street, 3rd Floor  
Reading, Pa 19601  
7:45 - 9:00 a.m.  
Sessions are Free/ Advanced Registration Requested

#### Oct 30 - Supervisor Training Module 3 : Leveraging Workplace Relationships for Organizational Success (Fall 2019)

6 Weeks on Wednesdays : Oct 30th, Nov 6th, Nov 13th, Nov 20th, Dec 4th, Dec 11th  
Center for Business Excellence  
49 Commerce Drive, Wyomissing  
8:30 - 11:30 a.m.  
\$595/person for GRCA members; \$745/person for not-yet members

This fall we're excited to focus on Berks County's most amazing projects and dig into powerful stories and ideas to help you to grow and prosper.

On Oct. 1, join Women2Women at our Evening of Empowerment for a night of connections and inspiration featuring Tala Raassi, an Iranian American fashion designer, entrepreneur and author. This energizing event will be held at Crowne Plaza Reading, 5-8 p.m. Details and registration are at <https://bit.ly/2Knt8bf>.

On Oct. 16, we'll celebrate \$113+ million of residential, commercial, and industrial development projects in our community at the second annual Building Berks Awards & Expo. We've added restaurant + bar category and expanded the manufacturing awards. Sponsorships and tickets are available at: <https://bit.ly/2YTqkCf>.



### WELL CONNECTED TO ALL THE RIGHT RESOURCES

*Estamos conectados con todos los recursos*



#### Is Your Business Facing Opportunities or Challenges?

¿Tienes un desafío o buscas una nueva oportunidad para tu negocio?

We are here to help at no cost to you!  
We work to bring tools and resources to the table to help you grow your small business.

*Estamos aquí para ayudarte con la herramienta y recursos que tu negocio necesita para crecer.*



GREATER READING CHAMBER ALLIANCE  
610.898.7769 • [JBedoya@GreaterReading.org](mailto:JBedoya@GreaterReading.org)



Jobany Bedoya looks forward to meeting with you.

Jobany Bedoya esta disponible para reunirse contigo.

**SAVE THE DATE:** Our very popular Breakfast4Success, 3 Leaders: 30 Thoughts returns on **Nov. 19** at Crowne Plaza Reading. Presented in partnership with our Family Business Alliance, you'll hear more than just advice, you'll learn how three successful business leaders have put the phrases into practice.



Get a **FREE Website Evaluation and Action Plan**

- Call Tiras Buck at 215-801-0290 or email [tiras@amitydigital.com](mailto:tiras@amitydigital.com)

## AMITY DIGITAL

MAKING THE WEB WORK FOR YOU

### It All Starts With The Website

The first step of this process is to ensure that your website is responsive and will work on any device your potential clients want to view it on. Next we look at any issues that might be causing the site to underperform. We use that info to write up a personalized action plan just for you.

- AMITYDIGITAL.COM



### Not Just a Web Design Company

- Search Engine Optimization
- Paid Search
- Social Media Management
- Web Hosting
- Much More

# YUCHA

MEDICAL PAIN MANAGEMENT & CHIROPRACTIC REHABILITATION



## Growing to Better Serve You



- Medical Pain Management
- Medical Weight Loss  
~Lose up to 30lb in 30 Days!~
- Regenerative Medicine  
- Stem Cell and PRP Therapy
- In-House Pharmacy
- Medical Marijuana
- Physical Therapy
- Chiropractic

**Randy E. Yucha, DC**  
**Mary Kashurba, MD**  
**Rod Gabel, DC**  
**Lucas Rizzardi, DPT**  
**Shannon McCormick, PA-C**  
**Tony Odell, DC**

We are the only integrative pain management clinic in the region that offers services from a medical doctor, physician assistant, physical therapist and chiropractors!

### WE GET YOU BETTER FASTER

**\*NO LONG-TERM TREATMENT PLANS\***

**CALL US TODAY!**  
**610-326-2706**

Yucha Medical Pain Management & Chiropractic Rehabilitation  
435 W. Cedarville Road, Pottstown, PA 19465  
Tel 610.326.2706

[WWW.YUCHAMEDICALCHIRO.COM](http://WWW.YUCHAMEDICALCHIRO.COM)