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ROUTE 422 Business Advisor

NOVEMBER 2019

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Pottstown Hospital

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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



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iFly King of Prussia

Located in King of Prussia, iFLY takes the impossible and makes it possible. Our vertical wind tunnel is a one of kind experience that everyone can enjoy when they come to visit. There's no other feeling in the world like indoor skydiving. Here's what to expect from your experience at iFLY . . .

FLYERS OF ALL AGES AND ABILITIES CAN INDOOR SKYDIVE. Flyers can be as young as 3 years old. There is no upper age limit. Even people over 100 years-old have flown with us. You don't need to be an athlete or in the best shape of your life. Anyone can fly! Our world-class instructors are pros at making flying fun for everyone. We offer a safe, and overall awesome experience for all flyers.

When you arrive a member of our flight crew will navigate you through the check in process and answer any questions you may have. You will be outfitted with one of our stylish flight suits, goggles and a helmet, and then your off ready to go. Your highly trained, world-class iFLY instructor will take you through a short orientation where you will learn the basics of indoor skydiving. Our iFLY Instructors stand in the tunnel by your side and personally guide you through the experience. Indoor skydiving is one of the most exciting experiences you'll have in your life! It's also a very safe activity.

In fact, safety is the most important part of indoor skydiving. That's why the entire staff at iFLY is trained to make sure your experience is five stars!

Each flight within the wind tunnel lasts 60 seconds. However, total flight length depends on the package that you choose. When jumping out of an airplane, the free fall portion lasts approximately 45 seconds. If you reserve a package that contains two flights, you will have two turns in the wind tunnel with an instructor lasting 60 seconds each. Some of our packages include double-length flights which lasts double the time at a reduced cost. The entire iFLY first-time flyer experience takes approximately 1 hour and 30 minutes from start to finish. Your flight experience will be captured with videos and pictures that are available to purchase.

We do suggest that you make your flight reservation in advance. Due to the popularity of indoor skydiving, some sessions do sell out. We offer many types of events here such as birthday parties, corporate events, group events and Stem presentations, if you can dream it, we can make it happen.

J. M. Barrie wrote it best: "The moment you doubt whether you can fly, you cease forever to be able to do it." So why Wait? Give us a call today and let us help you book the experience of a lifetime.



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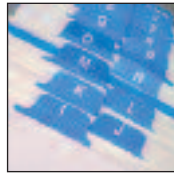
PHOTO BY STYLISH IMAGES

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Cover Story: In pursuit of its mission of “Advancing Health. Transforming Lives.,” Tower Health continues to invest in Pottstown Hospital with the recent addition of two new physicians and the introduction of Pulmonary Rehabilitation to serve the needs of chronic lung disease patients in the greater Pottstown area.



13-17: A variety of gift giving options, dining, and services to help make your holiday unique and special.



24-26 Browse the Business Marketplace to grow your business, network, and keep your money local.

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... AND MORE!

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TriCounty Home Health will soon celebrate “25 Years of Service.”

Since 1995, our agency has served our friends, neighbors, and communities in Southeastern Pennsylvania with quality home healthcare. Located in Pottstown, PA, we are a dedicated team of professional clinicians and support staff ready to serve your in-home healthcare needs.

We are guided by a simple pledge: to be person-centered, truly know the people we serve, understand their needs, and tailor healthcare to ensure the best journey possible. With a focus on quality, we are passionately committed to making healthcare better every day by leading our industry in clinical excellence and service quality. Most importantly, we empower our clinicians and staff to embrace the communities we serve – because the best care happens in the context of strong relationships.

Today, millions of America’s seniors and disabled citizens depend on home care services to remain healthy, stable, and out of costly traditional settings. Utilizing advanced technologies, home-based care has been proven clinically effective. It also provides cost-effective management of chronic diseases, which account for 75 percent of our nation’s health care spending.

As we approach our 25th anniversary, we are proud to announce the implementation of an exciting new program – the Advanced Life Balance Program. This multisensory approach to balance assessment and treatment differs from traditional therapy. With this service, we can provide patients with more specific treatments for improved outcomes. TriCounty Home Health can help you remain independent in your home.

TriCounty Home Health’s skilled medical homecare services – ordered and overseen by your physician – include, but are not limited to:

- RN available 24 hours per day
- Occupational, physical, and speech therapy services
- Medical social worker services
- Home health aide services
- Skilled nursing teaching
- Managing medications
- Education on a disease or condition
- Teaching healthy food choices
- Monitoring treatment progress
- Managing risk for falls

In addition, and to help keep you safer, we offer a **FREE** PERS monitor program to help patients who may be at risk for falls while on service.

In 2019, TriCounty Home Health was recognized as an SHP Best “Superior Performer” for achieving an overall score that ranked above the top 20 percent in the SHP national average for each HCAHPS quality measure during the 2018 calendar year. We are proud to serve as a hard-working, quality-conscious organization that demonstrates dedication, compassion, and care for our patients on a daily basis.

We can be reached 24/7 at 1.855.237.0195.



POTTSTOWN HOSPITAL / TOWER HEALTH

Dr. Asihene



Dr. Moyer



Dr. Behr



ADVANCING HEALTH. TRANSFORMING LIVES.



Pottstown Hospital – Tower Health located at 1600 E High St, Pottstown, PA 19464

Ever since Pottstown Hospital (formerly Pottstown Memorial Medical Center) became a part of the West Reading-based non-profit Tower Health in October 2017, a remarkable transformation has taken place. Within the first six weeks, the parking lots were re-paved – the beginning of nearly \$6.5 million in infrastructure investments over the next 12 months, including new back-up generators, upgrades to the hospital’s HVAC and IT systems, and the addition of new technology.

But the improvements go far beyond infrastructure investments. As a not-for-profit institution serving communities throughout the Route 422 Corridor and beyond, Tower Health has nurtured a culture of focusing on community service. This month, Pottstown Hospital - Tower Health will unveil its implementation plan resulting from its first comprehensive Community Health Needs Assessment released in July.

In pursuit of fulfilling its promise of “*Advancing Health. Transforming Lives.*,” Tower Health continues to invest in Pottstown Hospital, including the recent addition of two new physicians to the team at Surgical Partners of Pottstown, Tower Health Medical Group - William Y. Asihene, Ph.D., FACS, and Jeffrey Moyer, DO. The Hospital also introduced a comprehensive, outpatient Pulmonary Rehabilitation program to serve the

Pulmonary Rehabilitation



needs of chronic lung disease patients in the greater Pottstown area.

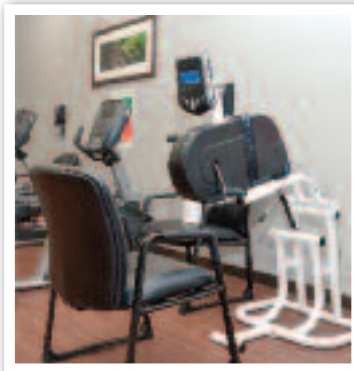
In recent months, Drs. Asihene and Moyer have joined Edith Behr, MD, FACS to complete the team of Surgical Partners of Pottstown, headquartered at 1597 Medical Drive, 2nd Floor, in Pottstown. Surgical Partners of Pottstown offers minimally invasive techniques proven to maximize comfort and recovery time while providing improved outcome for patients, offering a full range of surgical services, including: General Surgery; Gastrointestinal Surgery; Breast Surgery; Laparoscopic Surgery; and Colorectal Surgery.

Dr. Asihene is board certified in general surgery and is a Fellow of the American College of Surgeons. He has twenty years of surgical experience, and his expertise includes abdominal surgery, benign anorectal disease, biliary/gallbladder surgery, hernia surgery, colorectal surgery, laparoscopic surgery, breast surgery, skin and soft tissue tumors and wound care.

A graduate of Temple University Lewis Katz School of Medicine, Dr. Asihene completed a residency at New York-Presbyterian Brooklyn Methodist Hospital, NY, and a Fellowship at Robert Wood Johnson University Hospital New Brunswick, NJ. He is a member of the Society of Surgical Oncology, Society of Gastrointestinal and Endoscopic Surgeon and the American Medical Association.

His decision to come to work at Pottstown Hospital was a personal one. "I was working in hospitals in Illinois and I was missing the East Coast because I have family here — a son who is a physician. I started looking and eventually came to Tower Health," he said, adding, "I was inspired to come and practice at Pottstown Hospital – Tower Health, after witnessing the cordial and close knit relationships that existed between Pottstown Hospital and the community, in striving to provide the best quality of health care to all residents."

(Continued on page 8)



The introduction of Pulmonary Rehabilitation, a comprehensive outpatient program to serve the needs of chronic lung disease patients in the greater Pottstown area, is yet another example of Tower Health's commitment to fulfilling its mission in the greater Pottstown area and throughout the region.



PHOTOS BY STYLISH IMAGES

INVESTING IN THE HEALTH AND WELL-BEING OF POTTSTOWN

Enhancing the quality of our care to improve the quality of your life — this is our commitment to Pottstown. That's why we invest any profits we generate back into our people, our hospital, our technology, and our community. With \$11 million reinvested in the past 12 months and \$7 million planned for the upcoming year, we're strengthening nearly every aspect of your care by:

- **Raising the quality of your care with advanced technology**, including 3D mammography, state-of-the-art radiology and operating room equipment, plus a new pulmonary rehabilitation program
- **Implementing a robust electronic medical record system** that connects all of your health information across Tower Health providers — enabling more informed clinical decisions and improved outcomes along with convenient access to your health information 24/7
- **Elevating your comfort as a patient** through facility enhancements, including new patient beds as well as renovations to stairwells and elevators
- **Offering health and wellness resources and support in our community**, like Operation Backpack®, as well as partnerships with Alvernia University and Gwynedd Mercy University — providing nursing students with hands-on clinical experience
- **Sponsoring and supporting local events and organizations** including the Foundation for Pottstown Education, TriCounty Health Council, the Pottstown YMCA, and many others
- **Understanding and acting on Pottstown's health priorities** by bringing together local health, government, religious, higher education, minority, and low-income representatives for our 2019 Community Health Needs Assessment — with results publicly available by July 2019, and the implementation plan publicly available by November 2019

Discover more ways we're investing in our community so that you can thrive at AdvancingForPottstown.org.



AdvancingForPottstown.org



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COVER STORY

(Continued from page 7)

Dr. Asihene, who joined Surgical Partners of Pottstown in September, is thriving in his new environment. "I really like it," he said. "We've developed as a team. Also, everyone I've met here, at every level, has been so supportive. You don't find that (camaraderie) at a teaching hospital," he said. "And I am pleased to see how Tower Health is involved in the community far beyond just Pottstown. One of the most important things, for me, is to be part of the community, and to support the community, not only as a caregiver, but to be seen as part of the community. I feel at home. This is the place where I will eventually retire, hopefully," he said.

Dr. Jeffrey Moyer, who came on board in August, is a general surgeon skilled in laparoscopic surgery. His surgical practice focuses on breast surgery, ventral and inguinal hernia repairs, as well as complex abdominal wall reconstruction and skin lesions including pilonidal disease. Additionally, he performs gastrointestinal surgery including small bowel, colon, appendix, gallbladder and hemorrhoid surgery.

Dr. Moyer is a graduate of Philadelphia College of Osteopathic Medicine, where he also completed an internship and residency. He is a member of the American College of Osteopathic Surgeons, the American Medical Association and the American Osteopathic Association.

Dr. Moyer grew up in nearby Collegeville and enjoys living and working in the community in which he was raised. His decision to work at Tower Health was prompted by his positive experiences working at Reading Hospital during his residency program.

"I had some experience with Reading Hospital and Tower Health," he explains. "It struck me as a very good hospital system. They have goals, and they make very clear plans to meet those goals. They

have excellent patient care and a focus on community outreach. I always thought that Reading Hospital was the cream of the crop, he continued. "It is one of the better systems I've worked in - it is well organized, and has excellent, friendly staff. The nurses are great and everybody is very friendly and helpful. The staff in the operating room is great here, on par with any of the other good hospitals where I've worked. Pottstown Hospital - Tower Health also a nice community hospital feel, which is what I wanted to get into," he said, adding, "I think it's important for a community hospital to have a good relationship with the community. Tower Health is building a name that the community can trust."

Edith Behr, MD, FACS, rounds out the Surgical Partners of Pottstown team. Dr. Behr is board certified in general surgery and is a Fellow of the American College of Surgeons. She is a seasoned surgeon with over 30 years of experience, performing breast cancer procedures and surgical treatments including benign breast disease treatment, hernia repair and gallbladder procedures.

Dr. Behr is a graduate of the Medical College of Pennsylvania and completed a residency at Mercy Catholic Medical Center, PA. She is a member of the American College of Surgeons, the American Society of Breast Surgeons, the American Association of Anti-Aging Medicine, the Society of Laparoscopic Surgeons, the American Medical Women's Association and the Pennsylvania Medical Society.

For more information about Surgical Partners of Pottstown, visit pottstown.towerhealth.org or call 610.327.7770. Surgical Partners of Pottstown is located at 1597 Medical Drive, 2nd Floor, Pottstown, PA 19464. The practice is accepting new patients, and most major insurance plans are accepted.

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The introduction of Pulmonary Rehabilitation, a comprehensive outpatient program to serve the needs of chronic lung disease patients in the greater Pottstown area, is yet another example of Tower Health's commitment to fulfilling its mission in the greater Pottstown area and throughout the region.

Pottstown Hospital's outpatient Pulmonary Rehabilitation program, the product of a two-year planning process, is designed to improve the physical and emotional health, fitness, and quality of life for patients with pulmonary conditions. The program's emphasis is on cardiopulmonary fitness, nutritional and behavioral counseling, and education. Respiratory Therapists support and encourage patients to achieve their personal goals.

People with conditions such as chronic obstructive pulmonary disease, asthma, chronic bronchitis, emphysema, bronchiectasis, and cystic fibrosis may benefit from pulmonary rehabilitation. Those with pulmonary vascular disease, or environmental lung disease may also benefit from the program.

Pottstown Hospital's pulmonary rehabilitation team of doctors, dietitians, and respiratory therapists hold a variety of certifications in specialties such as respiratory therapy, clinical exercise, advanced cardiac life support, exercise test technology, and registered dietitian studies.

Each patient is under the care of the program's medical director, respiratory therapist, and his or her own doctor. Regular progress reports are made available to the referring physician. Maintenance exercise sessions, which are supervised by highly qualified ACLS (advanced cardiac life support) trained staff, are held several times per week for those who have completed their preliminary pulmonary rehabilitation program and wish to maintain their progress.

Pottstown Hospital's outpatient Pulmonary Rehabilitation program meets two to three times a week for 12 to 18 weeks, depending on insurance coverage. Each session uses education and exercise to help reduce respiratory symptoms, optimize capability of performing daily activities and address the psychological and physical aspects of everyday living with respiratory disease.

To enter the program, participants must have a referral from their primary physician. Most insurance companies cover the cost of this program. However, participants are encouraged to inquire about coverage with their personal insurance plan. Pulmonary rehabilitation is located on the main floor of the hospital. Dedicated, free parking is available. For more information, visit pottstown.towerhealth.org or call 610.327.7429.

Pottstown Hospital CEO Rich Newell credits the influence of Tower Health's commitment to excellence for the Hospital's growth and progress over the last two years. "Tower has been very supportive in looking to connect and build bridges with this community," he said. "We've gotten tremendous support from Tower Health leadership to make an impact and expand our role in the community. Tower Health recognizes the mission for this community. They have a vision in terms of providing high level, very safe, and high-quality care. And it is having a real impact in real time. It's very refreshing to see how Tower Health is investing back in the community," he said.

For additional information, please visit pottstown.towerhealth.org.



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FOCUS ON WYOMISSING & WEST READING

Berks Digital Inc.

Gary and Elaine Brown founded Berks Digital Inc. in 2005, with a focus on maturing digital printing technologies, which have changed the printing industry. Starting in the basement of their Muhlenberg township home they quickly outgrew the home business. In 2008 they moved operations to their current location at 2620 Hampden Boulevard, Reading PA. In 2010 Berks Digital acquired a competing company that focused on the "Large Format" market and 2017 marked the 12th consecutive year of sales growth for the firm. 2017 also was the seventh consecutive year that Berks Digital placed on the Greater Reading Chamber Alliance Entrepreneurial growth list.

"Last year we upgraded our digital color press for expanded service and quality," said Gary Brown, partner at Berks Digital. With continued investment in automation technologies they have been able to offer both large and small companies fast turnaround times on high quality digitally printed materials at competitive prices.

Berks Digital can take on large production print, sign and banner orders, producing thousands of high-quality pieces for large companies in a few days. "We've been able to prove that we can meet the needs of big businesses. When we get to speak to the right person in these companies, the value we provide is pretty clear" said Gary Brown.

Berks Digital offers small format printed materials that businesses use, such as brochures, flyers, postcards and much more. Large format printing includes banners, pop-up displays, fine art reproductions and store signage.

With a focus on quality and customer service, Berks Digital has both national and local customers that rely on their expertise to make their print buying pleasant and affordable.

For additional information, please call 610.929.1200 and visit www.berksdigital.com.



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We appreciate the opportunity to participate in the bidding process and ask that we may be added to the bidders list. LinkTech is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB.



For additional information please contact:

Ramon Melecio, President
rmelecio@linktechinc.com
610.927.2126 Ext: 3001
Cell: 610.587.0406
www.linktechinc.com

www.linktechinc.com

200 Penn Ave., West Reading, PA 19611

LinkTech Incorporated Receives 2019 Best of Reading Award

LinkTech Incorporated, located at 200 Penn Avenue in West Reading, has been selected for the 2019 Best of Reading Award in the Data & Voice Networking Engineers category by the Reading Award Program. Each year, the Reading Award Program identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and our community. These exceptional companies help make the Reading area a great place to live, work and play.

LinkTech, Inc. is a structured cabling system provider that designs, installs, and maintains cabling systems for all technologies and security systems/access control systems. The professionals at LinkTech, Inc. strive to provide reliable, high-performance data connectivity for our customers.

LinkTech, Inc. is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB. LinkTech,

Inc. would appreciate the opportunity to participate in the bidding process. If you require any additional information please contact Ramon Melecio, president of LinkTech Inc. at rmelecio@linktechinc.com.

LinkTech, Inc. is located at 200 Penn Ave., West Reading, PA 19611; Phone: 610.927.2126 Ext: 3001; Cell: 610.587.0406; www.linktechinc.com.

About Reading Award Program:

The Reading Award Program is an annual awards program honoring the achievements and accomplishments of local businesses throughout the Reading area. Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value. Various sources of information were gathered and analyzed to choose the winners in each category. The 2019 Reading Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the Reading Award Program and data provided by third parties.



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Keystone Direct Primary Care

Keystone Direct Primary Care, Dr. Scot DePue, located at 833 N. Park Road, Suite 204, Wyomissing, PA 19610, is a health care provider specializing in the treatment of depression, chronic pain, and addiction.

Dr. DePue is a University of Delaware graduate and Uniformed Services University Medical school graduate. He completed an internship in Internal Medicine and served as a general practitioner in the Air Force. On leaving the Air Force he completed a residency in Emergency Medicine at Yale. He has worked all over the state of PA as a Locum Tenens Emergency Physician and started Berks Alliance for Substance Abuse Recovery with Dr. Shollenberger. He is expanding the clinic to include general practice medicine, direct primary care and ketamine infusion medicine.



"The opiate crisis caught my attention first, seeing so many young people die needlessly from overdose," Dr. DePue said. "Opening the Substance Abuse Recovery clinic has brought much happiness." Dr. DePue applies advances in depression therapy using an old safe drug that Emergency Physicians use daily for procedural sedation have brought a powerful new tool to combat depression, chronic pain and addiction. More cutting-edge therapies are available including using phosphodiesterase inhibitors in combination to reduce inflammation in autoimmune diseases.

"It is tremendously rewarding to help people" Dr. DePue explains, "and if you need help please give us a call at 610.334.8131." For additional information, please visit www.keystonedirectpc.com.

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keystonedirectpc.com



Dr. Scot DePue

Dr. Depue has improved the physical and mental health of patients throughout the greater Wyomissing area. We understand that addiction treatment is essential for keeping the entire body healthy.

- Suboxone treatment for opioid addiction.

- Ketamine Infusion Therapy for depression, anxiety, PTSD, OCD, and chronic neuropathic pain.

- Cutting-edge therapies including using phosphodiesterase inhibitors in combination to reduce inflammation in autoimmune diseases.

Dr. Depue and our staff at Keystone Direct Primary Care are dedicated to patients, creating an atmosphere where everyone can feel comfortable, relaxed, and at home. We understand that you have several local drug rehabilitation centers to choose from, and our goal is to provide the best patient experience in the greater Wyomissing area.

Our staff educates patients, and provides detailed information about their diagnosis and treatment options. Keystone Direct Primary Care believes that an informed patient will be more comfortable with whatever procedures they undertake.

ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

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.

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 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 get-away, 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.



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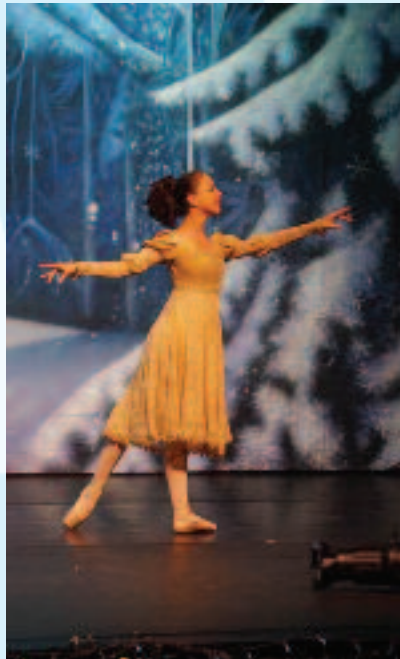
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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

Local Dancers Present Beloved Christmas Classic



The Pottstown Dance Theatre Repertory Ensemble will once again present the timeless classic "The Nutcracker" at the Hill School Center for the Arts located at Beech and Sheridan Streets. The performances will take place on Saturday Dec. 7 at 7pm as well as Sunday Dec. 8 at 3pm utilizing over thirty local performers that will take Clara from her living room on Christmas Eve, through the Land of Snow, to be greeted by the Sugar Plum Fairy in the Land of Sweets. The production is directed by International Dance Artist and award winning choreographer Michelle Jones Wurtz with assistance from dancer/teacher/choreographers Diane Alex-Brody and Megan Schultz. The performance is a treat for the entire family!

Sofia Bischof will be dancing the role of Clara, while Ashley Reicher will take on the Sugar Plum and Dew Drop Fairy roles. Brianna Shank will portray the Mouse King who battles with "Nutcracker" Lily Perano.



Instructor Megan Schultz will dance as the Snow Queen and Diane Alex-Brody will be Mother Ginger. All of the dancers have trained at Pottstown Dance Theatre, the ONLY local studio that is funded by the PA Council on the Arts. Amazing sets, costumes, and lighting effects will enhance the performance.

Tickets for adults are \$19 in advance (\$22 at the box office upon arrival) and \$15 for students with ID and seniors (60 and over) in advance (\$18 at the box office upon arrival). They can be purchased at the Pottstown Dance Theatre (72 West Main St., Pottstown 19465), by calling 610.323.2569, by visiting www.pottstowndance.com, or at the box office for the higher rate. Group rates are also available.

See the ONLY local production that has been cited by the PA Council on the Arts!



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"The Nutcracker"

presented by The Pottstown Dance Theatre

Dec. 7 at 7pm & Dec. 8 at 3pm

Hill School Center for the Arts
(Beech & Sheridan Streets, Pottstown)

This FULL production has tickets available at Pottstown Dance Theatre or, online at www.pottstowndance.com or by calling 610-323-2569.

Tickets also available at the Box Office upon arrival. Adults in advance: \$19 (\$22 at box office). Students/Seniors in advance: \$15 (\$18 at box office) Group rates available!



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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

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.

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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 for the latest news.

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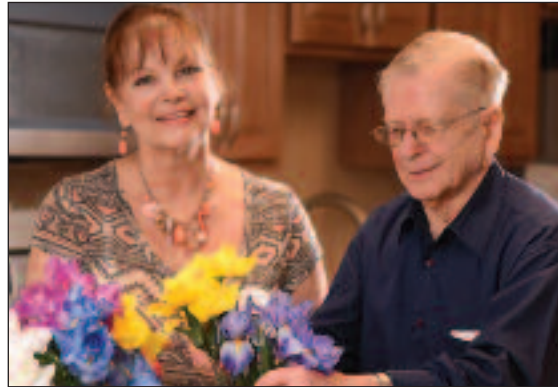
Providence Place Senior Living, a family-owned company, opened their newest location in August at the historic Collegeville Inn. This senior living community is pet-friendly and offers independent living, assisted living, along with two levels of memory support programs. Featuring a beautiful setting on 20 acres overlooking the Perkiomen Creek, Providence Place Senior Living of Collegeville offers the chance to live in one of the area's most beloved landmarks.

A tour of the facility can showcase the home-like amenities and convenience the community offers. Residents enjoy three chef-prepared meals per day in a restaurant-style setting, as well as daily activities and regular off-campus outings. Transportation is available to residents and is included in the monthly fee. Residents can stay active and enjoy the scenic walking path along the creek daily.

The property, located at 4000 Ridge Pike, is open and welcoming new residents into the brand-new apartments. Floor plans range from studio to 1 bedroom for your specific needs. Tours are available by appointment.



For more information, contact the main office at 610.222.5007, or visit the Providence Place website at Providence-Place.com.



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IS SOCIAL MEDIA WORTH THE HEADACHE?



By Tiras Buck,
Amity Digital

We think so, and here are eight reasons why we believe Social Media offers some of the most important promotional channels for your business.

1. Social media is an extension of your customer service. Even if you don't want them to, your customers will seek you out on social media and use it to contact you with questions or issues.

2. Social media helps you manage your reputation. Like it or not, when people have a bad experience, they turn to social media to leave a review, and then others tune in to see your responses. Social media gives you the opportunity to display your concern, and potentially resolve an unfavorable customer experience.

3. Social media builds your brand presence and keeps your name popping up in front of your customer base.

4. Social media builds trust. A company that posts regularly and is open about what they do builds trust within their audience.

5. Gain real customer insights. Social Media is an excellent way to get almost instantaneous feedback from your customer base.

6. Social media is a great way to announce new content or services.

7. It lets your customers engage with you. People like working with people they know and companies they like. Your brand has a personality, so show it to them.

8. Social media will drive website traffic either directly or indirectly by giving you a boost on Google.

Amity Digital is a full-service web design and marketing company, and SEO is one of our most popular services. For more information, or to get a free evaluation of your current website, contact Tiras Buck at 215.801.0290 or at tiras@amitydigital.com.



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SELLING YOUR HOUSE? DON'T FORGET THE FLUSH!



By Andrew Kearney, All County & Associates

As a homeowner, you already know that buying a house can be stressful. But there are things to consider when selling your home that can slow things down or complicate the process. Having an issue-free onsite sewage disposal system, or septic system which it is normally called, is a point that can make selling your house easier to do.

Your home is your castle and your septic system is your invisible and critical moat. We often forget that all of our wastewater from the kitchen sink, wash tub and bathtub, toilets, even a water softener backwash are supposed to be connected to our septic system. The septic system can be in a few different forms, but most commonly it is a cement tank that is underground connected to a drain field. The top of your septic tank (to a lot of people's surprise) is only a foot below the ground surface. It is usually divided by a wall or walls that allows water to flow gradually from one side to the other to let the sedimentation occur in the first chamber(s) of the septic tank. As we go about our daily lives, we don't always give our septic system another thought. But when it is time to move, the septic system should take on a new priority, not only for the environmental concerns, but for removing an obstacle in selling your home. We, at All County and Associates, Inc. see this happen very frequently in real estate transactions. We often get the call after a deal "goes south" when we could have been there with inspection and consulting services before the house goes on the market. You don't want a Buyer to complete an inspection of your septic system and review very bad news. We hear on a daily basis "it works fine." "Working fine" and passing an inspection for the sale of real estate are two entirely separate conversations.

I am a firm believer in the old axiom, "An ounce of prevention is worth a pound of cure." (thank you Ben Franklin). I also realize that, in the scheme of things, getting your septic system in irrefutable selling condition can feel like

a lot MORE than an OUNCE of prevention. It can be expensive or at the very least an expense you originally did not foresee when beginning to sell your home. But take pleasure in knowing that your efforts will be rewarded by a smooth settlement and you avoid the depression that comes with your buyer walking away when septic system issues turn them away from the deal.

If you hire a realtor to sell your home, a good realtor will tell you to have the septic system inspected if it has not been inspected recently. The realtor will tell you this because: 1) they know it is smart to do and 2) an issue with the septic system may hold up the deal. So, the realtor you hire could also be half of that ounce of prevention. Until the time comes when you want to sell your home, take care of your septic system. Here are some real common-sense things that you can do to treat your septic system properly: a) BIG #1 - NEVER flush solid or non-degradable things down the toilet. Don't flush hair, dental floss, cat litter or disposable wipes; b) have the system pumped out every one-to-three years. During the pumping the components should be inspected as well; c) use fixtures in your home that are water efficient and d) follow the system manufacturers instructions when adding cleaners and additives.

You can certainly call me, Andrew Kearney at All County Associates, Inc. at 610.469.3830 or email us at info@all-county-assoc.com. Having worked in the on-site sewage disposal system arena for 30 years we are an authority on the subject and can provide the direction you need to take care of your system.

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North Montco Technical Career Center is now offering a course in Plumbing Basics. Taught by master plumber, Andrew Cappello, students will gain a broad understanding of the plumbing trade. The course is ideal for homeowners, landlords, maintenance professionals, or those interested in an entry-level position in the plumbing industry. Through a combination of lecture and hands-on lab work, students will learn the basics of plumbing theory as well as the processes and skills needed to safely repair, install and do preventative maintenance on residential plumbing equipment. Topics will include the repair or replacement of faucets, toilets, water heaters, garbage disposals and installation of appliances such as dishwashers. The instructor will include topics on safety, use of tools, and how to locate zoning and permitting information.



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Ask SCORE

FROM BOOTS TO BUSINESS *Veterans Excel As Entrepreneurs*

In the course of serving our nation, veterans learn valuable skills and self-discipline that they can carry through to their post-military careers. One professional path that some veterans take is entrepreneurship. According to the most recent U.S. Census data in 2012, the number of veteran-owned businesses was 2,521,682 (nine percent of all companies in the U.S.). Those businesses employed over five million people.

What Traits Do Veterans Have That Make Them Successful Business Owners?

Some of the characteristics that many veterans and successful entrepreneurs have in common include:

- Leadership skills
- Proficiency in assessing risks
- The drive to rise to the challenge
- Adept at strategic thinking
- Ability to adapt to the situation at hand

Veterans' military training and experiences in their tour of duty lay a foundation of responsibility and accountability. That can be a tremendous advantage when navigating the challenging of entrepreneurship.

Of course, starting and growing a business also requires additional learning. Fortunately, some excellent resources exist to help veterans as they embrace their dreams of business ownership.

Business Startup Resources for Veterans

• Boots 2 Business Reboot

This entrepreneurship-training program through the U.S. Small Business Administration (SBA) helps veterans and their spouses learn what is involved in starting a business. Classes are held throughout the U.S. and are available online, as well. Learn more about this program at <https://www.sba.gov/offices/headquarters/ovbd/resources/160511>.

• Office of Veterans Business Development

The OVBD facilitates the use of all SBA programs by veterans, active military personnel, and their spouses and children. Services and resources include funding for veteran-owned small businesses, entrepreneurship training programs and veteran contracting. Learn more about these services and resources at <https://www.sba.gov/business-guide/grow/veteran-owned-businesses-programs#section-header-0>.

• Veteran Entrepreneur Portal

VEP provides veterans with direct online access to resources that can help guide them through the steps of starting and running a business. Learn more about these resources at <https://www.va.gov/OSDBU/entrepreneur/>.

• Veteran Women Igniting the Spirit of Entrepreneurship

V-WISE helps women veterans and female military partners learn the skills necessary to develop their ideas and start their businesses. The training program involves an online course, a three-day training event, and ongoing mentoring and training. Learn more about this program at <https://ivmf.syracuse.edu/veteran-and-family-resources/starting-growing-a-business/v-wise/>.

• Entrepreneurship Bootcamp for Veterans with Disabilities

The EBV program helps post-9/11 veterans with service-related disabilities develop their business knowledge and entrepreneurial skills. Since it was founded at Syracuse University in 2007, it has expanded to other universities throughout America, too. Learn more about this program at <https://ivmf.syracuse.edu/veteran-and-family-resources/starting-growing-a-business/ebv/>.

• Resources for Veteran Entrepreneurs from SCORE

SCORE website has numerous links to additional resources useful to Veterans in starting a business at <https://www.score.org/resources-veteran-entrepreneurs>.

In addition to these resources, veterans can also gain valuable guidance and insight by meeting with a SCORE mentor. SCORE volunteers understand the many challenges facing small business owners, and they have experience in all aspects of starting and growing a company. Mentoring provided by SCORE is free and available through in-person sessions, email, phone calls, and Skype and Google Hangout video meetings.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org.

(More Ask SCORE on page 55).

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In 2007, Bill and Dianne were joined by their daughter Sarah. Premier continued to grow and moved to their current location in Royersford, PA where they remodeled the National Bank of Royersford. Celebrating their 20th anniversary next year, Premier continues to serve the tri-state area with the notion that customer service goes a long way in payroll and HR.

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ESTABLISHING BUSINESS CREDIT



Bladimir Mercedes, Member, Small Business Resource Association

As a small business owner, it is important to know how to access financing and credit for your business. Running a small business is not an easy feat, which is why you need a good business credit profile to help you execute your business plans.

Why do you need a good business credit profile and score? The merits of a great credit line can never be overemphasized. Here are some of the benefits associated with having a great business credit score and profile: With a good business credit score, business owners can gain access to better interest rates, secure better terms of trade with suppliers and avoid having to prepay for certain products and services. This is actually a great way to save money while sourcing for funds to grow your business.

EIGHT WAYS TO ESTABLISH A GREAT BUSINESS CREDIT

Now that you understand the benefits of getting a good business credit score, the next step is to understand how best to achieve the objective:

- **Establish Your Business and Put It on the Map** – You cannot just open a business and expect it to start establishing credit on its own if you don't make efforts to put it on the map. You need to ensure that your business is properly established before you can establish any form of credit. You can start by listing your business phone number in the directory. A business phone number is something any serious business should have. You can also use your business name to open an official bank account that will be used to pay bills.
- **Build a Good Credit Relationship with your Vendors** – Nothing beats

having a great credit relationship with the major vendors in the industry. A great relationship with your vendors means, you're less likely to worry about having to pay for certain services upfront. Securing payment terms like net-30 or a credit line with some of the vendors who report such payments to credit reporting agencies, is a great way to build business credit history.

There is actually nothing that forces vendors to report to business credit bureaus, which means you might have to look for those who actually report the payment history.

- **Get your Employer Identification Number** – An EIN is a Federal Tax Identification Number that serves as the equivalent of a Social Security Number for businesses. They are required for incorporation and might be requested when you are opening a bank account with your business name. The EIN will also be needed to vendors and creditor to issue accounts for your business.

- **Make Prompt Payments All the Time** – This goes without saying. By paying your bills promptly, you are letting vendors know that they can rely on you to manage your debts effectively. Your credit score is automatically affected by late payments which has an adverse effect on your business credit profile.

- **Get a Business Credit Card** – You can also establish a great business credit by getting your business a credit card from any of those companies that report back to the main credit reporting agencies. Operate an open credit card, even if it is just one. However, be careful not to overstretch your business finances. You don't have to use the credit for everything that hits your fancy.

- **Incorporate your Business** – Every serious businessperson knows when it is time to get incorporated. Incorporation helps you separate your business profile from your personal profile. Not incorporating your business means having your personal and business credit histories legally attached.

(Continued on page 28)



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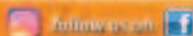
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ESTABLISHING BUSINESS CREDIT

(Continued from page 27)

- **Separate your Commercial Expenses from your Personal Finances** – This should be fairly obvious in light of the above-mentioned steps. Using your business name to open lines of credits, bank accounts and credit cards is a great way to detach your personal finances from your business finance. This separation becomes even more obvious when you incorporate your business. It is also easier to handle your taxes when your expenses are clearly separated!

- **Pay Attention to your Credit** – Errors on credit reports are not new to small businesses. At least 25 percent of small businesses have experienced credit card errors at some point. By monitoring your business credit history, you can easily spot any inaccuracy that might cause issues later on. Don't hesitate to let the reporting agencies know if you discover any errors.

Building a Great Business Credit

First, you establish your business, then you build a strong business credit relationships with vendors and lenders. This can be achieved with most of the above-mentioned steps, but you need to focus on these two steps if you are really serious about boosting that commercial credit history.

Pay early. The fact that certain business credit scores qualify you for higher credit lines when bills are paid before their due date is a great incentive to pay early. Business credit reports often focus more on payment information and history than personal credit reports. By paying faster, you will be building your credit scores faster than you know.

Get accounts that report to business credit agencies. Lenders and vendors do not have to report to all the business credit reporting agencies. E.g. it is possible for a business card issuer to report to D&B and not report to Experian or Equifax; this information is only available to you when you go through your reports. Monitor your credit scores and reports with different credit reporting agencies to know if having an account with them has a positive effect on your scores and if it doesn't you might want to add to your credit references.

If you would like a free consultation which includes a complimentary copy of your business credit report please contact the author, Bladimir Mercedes is the CEO and Founder of Mercedes Enterprises INC and American Capital Express LLC. He is a Business Loan Broker, Personal and Business Credit Expert.

WHY IT PAYS TO ELIMINATE THE PAYROLL BURDEN



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

When is it best to focus on the serving your customers and spend less time doing administrative chores? Almost ALWAYS.

Payroll services immediately come to mind. If you do administer payroll yourself as a business owner, simply keeping abreast of changing regulations and fielding employees' questions regarding compensation, PTO, deductions and overtime can be an overwhelming task. Add in garnishments, child support orders and payroll tax deposits, and payroll administration can strike fear into the hearts of office managers and business owners alike.

That being said, many business owners still handle the chore of payroll themselves. If you're one of them, understand that you can start processing payroll anytime during the year but it's best to start the initial payroll for your business the first day of a new quarter or the first day of the New Year. This is in order to avoid the expenses of having to prepare quarterly payroll tax returns for less than one full month.

While saving money by processing payroll yourself may be great, be aware of some things that can prove very costly. If you're dependent on saving costs and reducing liability by using non-conventional talent to operate your business such as independent contractors, consultants and free lancers, misclassification of those employees could be a problem. Some business owners intentionally misclassify employees as contractors to avoid paying taxes and benefits for those employees. Hefty fines can be assessed for failure to ensure compliance.

Withholding taxes is one of the most complicated aspects of payroll. Mistakes made through the withholding process can also result in major fines and penalties for your business. Missing tax deadlines is a fairly common mistake made by small business owners, which often results from

not establishing reminders or simply not being aware of the rules.

The failure to account for deductible expenses and the improper recording of employee hours can also be costly to business owners who prefer to do it for themselves. And ask yourself, providing you have good record keeping system, do you have the proper system backup? Being able to produce accurate documentation when requested is vital.

Simply put, the peace of mind you'll enjoy by having a professional process your payroll and knowing it will be done right the first time may very well be worth the cost. And that cost may not be as much as you think. Ask your accountant if they offer payroll as an add-on to tax preparation services, or even part of a package of other business services you may already be using. It may be cheaper in the long run to eliminate some of the administrative services you do to save money and focus that time and energy on servicing your clients.

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.

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MAKING THE MOST OUT OF YOUR BIO



SOCIAL MEDIA TIPS

By Theresa Mintzer

Social Media Bios help potential customers find you. They can also be the first impression a customer will have about your brand. It's important to make a good impression.

Two factors to keep in mind are the platform and your audience. If you are writing your bio for LinkedIn, it will be more formal and professional than if you are writing it for Facebook or Instagram. For all platforms, think about keywords that your ideal customer will be searching for when you write the bio. Someone should read your bio and have a clear understanding of what you will do for them.

Make sure that your branding is consistent, such as your picture, logo, colors, and tone. If you have an employee or someone else managing your social media, you should have a style guide with all of that information available to them. That way your business is recognizable across platforms.

You also want to have some sort of call to action. It could be "Join my email list,"

or "Check out my blog." Then give them a link for them to go to. You can change this depending on the season or your current offers. For Instagram, I have a link to a web page with all of my social media information. I place my current offer on the top. Right now, it is a link to my free Facebook group, 15-Minute-A-Day Social Media.

Every month or two, quickly look over your bios to make sure that all the information is current and the links work. This could be a task to delegate to an employee. Good luck with you new and improved bio.

Theresa Mintzer can be reached at 484.686.2995; email: bytheresamarie@outlook.com; website: ByTheresaMarie.com.

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Knee pain is a very common issue which affects people of all ages. It can be the result of a specific injury or the result of wear and tear over time. Knee pain can appear years after an injury, and it can last a few hours or a few months. The pain can impact your day to day activities and lead to a negative impact on your quality of life. While all of these statements are true, that fact is that knee pain can be treated and can improve with the right course of action. So, where do you start?

The first step is figuring out the source of your pain. The knee is a major weight bearing joint with many components. The two main bones that make up the inner surface of your knee are the femur (thigh bone) and tibia (shin bone). The surfaces of these bones are covered with cartilage to allow for smooth movement of one bone on the other, including your meniscus, which is a thicker pad of cartilage that helps absorb the shock of walking, running, jumping, twisting, etc. There are also four main ligaments, both on the inside

and surrounding the outside of your knee to further help stabilize the joint. Lastly, your patella, or knee-cap, sits on the outside of your knee joint to protect the joint. A sudden injury to any of these structures can cause pain, which can become chronic if not addressed right away.

However, pain does not always arise from a sudden injury. Conditions such as arthritis, patellofemoral pain syndrome (or PFPS), or tendinitis can occur from repetitive overuse of the joint and surrounding soft tissue (ligaments, tendons, muscles).

Arthritis is common condition which can impact knee pain, but not often explained. Over time, the cartilage which provides lubrication for joint movement starts to break down, causing pain, swelling and stiffness within the joint.

PFPS is a more broad diagnosis, describing pain at the front of the knee joint and around the knee cap that is often the result of weakness either above or below the knee joint (at the core, hip, thigh, or lower leg) or poor mobility in any of these areas. This altered mobility and/or strength often causes your body to change the way you move such as when walking, squatting or stair climbing, which can result in increased force placed on your knee joint.

Lastly, tendinitis is the overuse of a tendon, which is the strong, fibrous tissue that connects muscle to bone and can occur at either the front of your knee or the back of your knee.

If you are experiencing these types of pain, physical therapy can help! Through a thorough evaluation, your physical therapist will determine where there are deficits in mobility and strength and develop a comprehensive and individualized plan geared toward your specific needs to help you achieve your health goals. This therapy will include hands on manual therapy, therapeutic exercise and education on techniques to prevent an injury recurrence.

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SO THAT YOU DON'T HAVE TO!

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

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barbara_decoratingden.com

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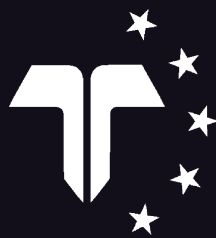
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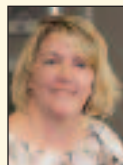
We are there for you and your business

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TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE



October was designated by Pennsylvania Governor Tom Wolf as

Chamber of Commerce Month (see proclamation to the right). Also, October 16 was declared and recognized as National Chamber of Commerce Day! Thank you to all our Members who showed their support for the Chamber through Social Media posts during this time.

We are appreciative of the recognition given to organizations like ours. We don't do our job alone...and as a thank you to our valued Members, we are again holding the Gathering of Gratitude Luncheon as a way for us to show our thanks to all of you!

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.

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

Eileen Dautrich, President,
eileen@tricountyareachamber.com

Michele Barrett,
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michele@tricountyareachamber.com

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

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

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

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

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



Gathering of Gratitude Luncheon

Thursday, December 5 from 12 – 1:30 PM

Western Montgomery Career & Technology Center, Limerick



This **Member's Only**
Luncheon is **FREE** thanks
to our Presenting Sponsor:



Lunch is prepared by WMCTC culinary students, and after lunch you will have an opportunity to tour the facilities at the school if you are interested.

Limited Seats are available – register at tricountyareachamber.com or by calling 610.326.2900.

MAKING A DIFFERENCE IS WHAT WE DO!

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors in October. 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!

Allure Hair & Beauty Supply
799 State Street, Suite 21
Pottstown, PA 19464
Beauty Supply
Family beauty supply for the Pottstown community.

American Telecommunications Inc.
1050 E. Philadelphia Ave #10
Gilbertsville, PA 19525
484.415.0059
www.tmobile.com
Retail Sales
T-Mobile store owned and operated by Ameritel.

Deliah & Dean
219 E. High St.
Pottstown, PA 19464
610.551.4288
www.deliahanddean.com
Grocery Stores

Deliah & Dean provides high quality, healthy food options that include organic produce, non-GMO gluten-free products and items for personal as well as pet care. The store has a wide variety of foods and products to help achieve and maintain good health.

GnD Junk Removal
116 Horsham Road
Suite 4
Ambler, PA 19002
215.583.2055
www.gndjunkremoval.com

Recycling Services; Trash and Recycling Services
Our mission here at Gus & Daughters Junk Removal is to service our customers with the highest level of professionalism and integrity. Our promise is to deliver fair and affordable pricing, while still focusing on supporting our environment by being an Eco-friendly Junk Removal solution company.

KUSBDC (Kutztown University Small Business Development Center)
24 Old Main
Kutztown, PA 19530
484.646.5937
https://www.kutztown.edu/about-ku/administrative-offices/small-business-development-center.html
Nonprofit Organizations

The Kutztown Small Business Development Center offers existing businesses and early-stage entrepreneurs access to no cost, confidential consulting services, and learning opportunities. We provide services at our outreach offices in Kutztown, Reading, Harrisburg, Exton, Lancaster, and York.

Martarano Engineering, Inc.
2 Meridian Blvd
Wyomissing, PA 19610
484.706.9779
www.martaranoengineering.com
Engineering

We are a mechanical, electrical and plumbing design firm creating permit and construction documents for renovations and new construction.

N.A.A.C.P. Pottstown Chapter 2288
PO Box 1472
Pottstown, PA 19464
61.547.2440
www.pottstownnaacpbranch2288.org
Government/Governmental Agencies; Non-profit Organizations; Public Affairs/Government Relations

The Pottstown NAACP addresses the following issues on both the local and national levels: Education, Health, Media Diversity, Civic Engagement, Environment & Climate Justice, Economic Development, and Criminal Justice.

Oliver Construction Inc.
414 Dekalb Street
Norristown, PA 19401
610.275.3300
www.ocidesignbuild.com
Building Contractors; Construction Contractors
Construction management firm that provides: construction management, building assessment, design build, pre-construction, ground-up construction, historical renovation, building renovation.

Open Hearts Home Care
31 Sycamore Drive
Reading, PA 19606
484.772.5833
www.ohhcs.org
Home Health Care Services
Provide home care services to adults and children in the community and surrounding areas.

Styer and Associates Inc.
412 Dekalb Street
Norristown, PA 19401
610.275.6000
www.styergroup.com
Architects/Architectural Services; Interior Decorators/Designers
Design build company fully employed in house with services of architectural, interior design, and construction management.

Washington Layne Photographs, LLC
332 Evergreen Road
Pottstown, PA 19464
484.366.1252
Photographers/Photography Studios
We are a photography company located in Pottstown, Pa created by husband and wife, Scott and Shakeema (Washington) Layne. We take joy in capturing the personalities of our clients and delivering quality service and products. We love to have fun with our clients and capture genuine smiles and moments. We believe that if we can capture the inner beauty in our clients that is what creates a beautiful portrait.



TRICOUNTY AREA
CHAMBER OF COMMERCE

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

30 YEARS

Borough of Boyertown

10 YEARS

Clothes to Home, LLC

C. Raymond Davis & Sons, Inc.

FASTSIGNS

5 YEARS

Fred Beans Ford of Boyertown, Inc.

Gerhart, Hartman & Ritner Insurance Agency

Sunnybrook Village Business Campus

1 YEAR

Alpine Cyber Solutions

Arrowhead Golf Course, Inc.

Baird's Catering LLC

Beauty Inside Out

Bethel Community Church of Pottstown

Byrd's BarBeQue

Giuseppe's Pizza, Burgers, and Subs

Hard Hat Services

Once Upon a Time Consignment Boutique, LLC

The PCTV Network

Pottstown United Brewing Company

Sandler Training

Tornetta's Italian Restaurant

Welcome to the Avenue

Member Renewals

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

Beacon Container Corp.

Borough of Boyertown

James M. Capinski and Associates

Colebrookdale Railroad Preservation Trust

Colorworks

Decorating Den Interiors

Evans, Hauseman & Richard, Inc.

First National Bank

FlagZone LLC

Gage Personnel/ Gage Professionals

Longstreth Sporting Goods, LLC

Lower Pottsgrove Township

Malvern Bank, National Association

Orlando Law Offices, P.C.

Permabond, LLC

Pottstown Area Health & Wellness Foundation

Schultz Technology

Seedcopa

Service Electric Cablevision, Inc.

Sheila Nester & Associates P.C. dba Larry E. Hoffa & Company

Staybridge Suites Royersford - Valley Forge

Steel River Playhouse

The SunnyBrook Ballroom

Tri County Area Federal Credit Union

Universal Machine Co.

VideoRay LLC

Willow House Paints

Yucha Hearing Aids

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success.

Contact Michele Barrett at 610.326.2900 or michele@tricountyareachamber.com



Always Buy Chamber!



Mark Your Calendars!

NETWORKING

Wed., Nov. 13

Economic Development Luncheon

11:30 AM – 1:30 PM

RiverCrest Golf Club & Preserve, 100 Golf Club Drive, Phoenixville 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, they regularly engage policymakers of both parties and help them develop and analyze proposals to improve the country's fiscal condition.

Presenting Sponsor: **Pottstown Hospital Tower Health**

Platinum Sponsors: **Pottstown Area Health & Wellness Foundation; Pottstown Area Industrial Development, Inc; Tompkins VIST Bank; The Victory Bank**

Co-Sponsors: **Boyertown Oil and Propane; Herbein + Company; Maillie LLP; Montgomery County Community College; O'Donnell, Weiss & Mattei, P.C.; PECO**

Members: \$55; Member table of 8: \$400; Non-Members: \$70

Fri., Nov. 22

Business Card Exchange: Reading Royals Hockey

6 – 9 PM

700 Penn St., Reading 19602

The Reading Royals & Santander Arena would like to invite Chamber Members and their families to a unique event at the Santander Arena Top Shelf Lounge. 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. Join us for a fun Business Card Exchange and stay and enjoy an exciting Reading Royals hockey game!

Members Only; Free.

Thurs., Dec. 5

Membership Luncheon: Gathering of Gratitude

12 – 1:30 PM

Western Montgomery Career & Technology Center, 77 Graterford Rd., Limerick 19468

TriCounty Area Chamber of Commerce welcomes you to a FREE Membership Luncheon that will be taking the place of our monthly breakfast. Join us at the Western Montgomery Career & Technology Center for an amazing lunch prepared by the students and staff. During the holiday's we all feel a sense of gratitude towards one another and the Chamber is no different.

This **Members Only** event is **FREE** thanks to our Presenting Sponsor **Exelon**
Sponsor: **Pottstown Area Rapid Transit (PART)**

Tues., Dec. 10

REACH for Opportunity Circles

5 – 7 PM

The Blue Elephant, 152 East High St., Pottstown 19464

Opportunity Circles: Access new resources and push through roadblocks - featuring facilitated networking!

Silver Sponsors: **CEDARVILLE Engineering Group, LLC; Tompkins VIST Bank**

\$30 per person (prepaid by 12/5); \$36 per person (invoiced or paid after 12/5)

Tues., Dec. 17

Holiday Mixer – The Victory Bank

5 – 7 PM

548 N. Lewis Rd., Limerick 19468

It's the Holiday Season and Victory Bank would like all Chamber Members to come out to their offices and celebrate! This mixer features wonderful decorations and holiday music to get you in the holiday mood.

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



REACH RECAP



Networking is more than just handing out your business card - it's about creating connections. On October 9, over 60 women gathered for the first REACH event at Cutillo's.

Thank you to our presenter, Coach Adrean Turner, for inspiring us to step out of our comfort zones, be confident and bold, and create meaningful connections that lead to success! Thank you also to all the women who came out to the very first event of our REACH 2019-2020 program year.



Adrean Turner, Turner Coaching Training & Consulting, LLC



Thank you to our REACH Silver Sponsors:



Next REACH event is on Tuesday, December 10
– more details are located in the calendar of events on this page.

Register today; connect tomorrow. Visit tricountyareachamber.com or call 610.326.2900.

October Membership Breakfast

At the October 3 Membership Breakfast, we were honored to have the superintendents of four local school districts in attendance to speak on business and economic impacts and challenges of education. Thank you to Dr. Dana T. Bedden of Boyertown Area School District, Dr. Susan T. Lloyd of Owen J. Roberts School District, Dr. William R. Shirk, Jr. of Pottsgrove School District, and Mr. Stephen Rodriguez of Pottstown School District (pictured left to right) for joining us!



THE SUPERINTENDENTS

We welcomed the following New Members to the Chamber:

- **AFLAC**
- **Cole's Tobacco, Inc.**
- **Happy 2 Be Home**



- **Honey's Homebrewed Café** was unable to make it to the breakfast but Greg stopped by to deliver their plaque!



Do you know a business that would benefit by being a 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.

THANK YOU TO OUR EVENT SPONSORS:



MAKING A DIFFERENCE IS WHAT WE DO!

ANNUAL GOLF OUTING

Members enjoyed a lovely day on Reading Country Club's course on September 9 for the Chamber's Annual Golf Outing.

Congratulations to the following winning foursomes:

Firstplace: Exelon

Secondplace: MacKissic, Inc.

Thirdplace: Diamond Credit Union

Additional Winners:

Chamber Cup – MacKissic, Inc.

Longest Drive – Nick Nocero

Closest to the Pin – Mike Cross

Straightest Drive – Scott Peart

**THANK YOU
TO OUR SPONSORS**

Presenting Sponsor:



Dinner/Clambake Sponsor:



Goodie Bag Sponsor: BODY-BORNEMAN

Golf Cart Sponsor:



Trophy Sponsor:



On-Course Snack & Drink Sponsor:



Hole Game & Prizes Surprise Squad Sponsor:



RIBBON CUTTINGS



1. Barrister's Bagels, 300 East High Street, Pottstown, PA 19464; 484.432.6795; www.barristersbagels.com

2. Brakeman's Café, 56 South Washington Street, Boyertown, PA 19512; 484.824.3938; www.brakemanscafe.com

3. Lennar at Whispering Woods, 108 Ellis Woods Road, Pottstown, PA 19465; 484.818.0339; www.lennar.com

4. Pottstown Metro 100 Diner, 99 West King Street, Pottstown, PA 19464; 484.366.1408; www.pottstownmetro100diner.com

5. Seed and Soil, 300 East High Street, Pottstown, PA 19464; 484.949.8821; www.seedandsoilpa.com



Celebrate your new business or new location by hosting a Ribbon Cutting/Grand Opening. The TriCounty Area Chamber of Commerce provides this complimentary service to ALL businesses in the tri-county region.

For more details or to schedule your Ribbon Cutting, please contact Michele Barrett, Events & Member Engagement Director, at 610.326.2900 or michele@tricityareaeachamber.com.

MAKING A DIFFERENCE IS WHAT WE DO!

SEPTEMBER BUSINESS CARD EXCHANGE



On September 24, the staff of Yucha Medical Pain Management & Chiropractic Rehabilitation welcomed Members for a Business Card Exchange. Thank you to all who came out to check out their facility!



REFRESH FRIDAY

On October 18, John Whitehall, President of Sandler Training, provided Members with great outside-of-the-box networking tips. Attendees learned how to write a 30-second commercial for their business, fantastic ice breaker questions, and much more!



Thank you to everyone who attended!

SMALL BUSINESS SATURDAY

November 30



#SHOPSMALL #SMALLBIZSAT

SUPPORT TRICOUNTY SMALL BUSINESSES!



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

CORE Program

OCTOBER



• Mr. Stephen Rodriguez, Superintendent of Pottstown School District, spoke to the class about fair education funding.



• David Livengood, Director of Career and Technology at Pottstown High School Career & Technical Education Center, gave the class a tour of the center and highlighted the many professions it prepares students for.

SEPTEMBER



- Leadership Workshop with Jenna Armato of Attract Engage Inspire, LLC
- Team building and connecting on the ropes course at GreenAllies
- Welcome Coffee to meet Leadership Tri-County Alumni



• The class participated in a DISC Workshop facilitated by Mindy Lipsky of Innovative Coaching Services to better understand themselves and their behavior patterns.



• Chef Steve Irick and Culinary students at the center prepared a special lunch for the class.



Lead | Engage |
Young | Professionals



PROFESSIONAL DEVELOPMENT

Andre Young of You Evolving Now, LLC shared an inspiring message about managing change and using it as an opportunity for growth and learning



VOLUNTEERING

In collaboration with Veterans Affairs of Montgomery County, LEYP members helped identify veterans in Highland Memorial Park so that they can be properly recognized on Memorial Day and Veterans Day

JOIN LEYP FOR ONLY \$35 ANNUALLY!

Includes access to volunteer opportunities, social networking events, professional development, interest clubs, and more!

www.leadershiptricounty.org/young-professionals

SAVE THE DATE!

Leadercast

THURSDAY, MAY 7



For more information on LEYP, Leadership Tri-County, or Leadercast, please contact

Jennifer O'Donnell
IOM, Director
Leadership Tri-County

jennifer@tricountyareachamber.com
610.326.2900

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ROUTE 422 BUSINESS ADVISOR



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 864 East High Street, Pottstown, PA 19464

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 320 Penn Street, Reading, PA 19602

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 Open Monday - Saturday
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 Sat. 9am to 4pm

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FEDERAL OPPORTUNITY ZONES AND THE DISENFRANCHISED



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

How do you breathe life into a dying town or a census district that has a lot of poverty and disinvestment?

It is pretty tricky when you come to the realization that no one has invested in these areas or properties for a

good amount of time. Stores are vacant and the housing becomes the refuge of the low-income population.

Sometimes in our system, low-income people get steered in different locations. In cities, much of the time, the low-income renters are also a racial or ethnic minority. Low-income people become low-income for many reasons, and it is difficult to pinpoint one cause of poverty, so it is a diverse mix being clustered in a community.

These people are living life as they know it and calling it home. The common tie in the cohort group is the location of the housing in which they live. Low apartment rent, clustered subsidized housing policies by government entities, combined with years of redlining and real estate steering has created an area ripe for deterioration, both on the housing end and in the public sector spaces and the downtown.

Now enter the Federal Opportunity Zone, which offers the benefits of reduced capital gains tax for real estate investment and a hold of five, seven or 10 years. In most cases, in theory, investors will fix up the commercial spaces, create jobs and improve the area. Rental housing is also eligible, as it is a business investment and many of the residential units could be a good investment in the rapidly appreciating area that is seeing a boom in investment.

In an ideal world, everyone gets well as the downtown develops a retail and employment base, and the property values are rising. The next question is what happens to the people currently residing in the zone housing? In some cases, the low-income residents already have their rent maximized according to their income and spend over 30 percent of their income on housing and related housing expenses. For example, 66 percent of the renters in Coatesville's Federal Opportunity Zone are over the 30 percent threshold. The building has gone through the appreciation cycle and commands higher rent.

I would think that since some of the same families have lived in a zone location for at least three or four generations, they should have some consideration in the process. In a scenario like this, the key for the investor is the appreciation, and the key for the low-income individual is the status quo. In most of these cases it is the appreciation that wins.

The system is decentralized, so a gradual change occurs, as individual owners decide what the rents will be in the area.

(Continued on page 44)

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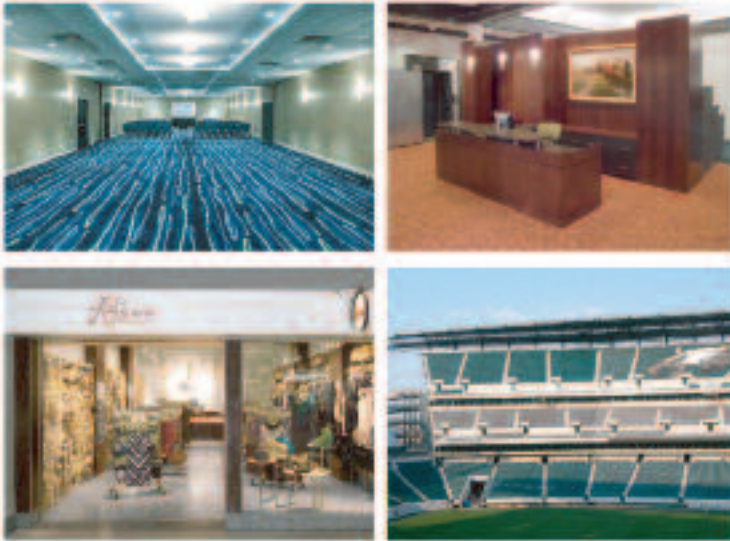
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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 43)

It is not impossible to see significant change, but it depends how the real estate market reacts and what the expectation is for the area. It is playing with local residents' lives as people strive not to pay capital gains. Is that an acceptable way to approach investments in this zone?

I would think that there is no straight answer to the question, but it is more of a mobility and migration issue, one socio-economic group to another. Migrations happen all of the time, since the early days of the Asian steppe region. This iteration may not know any geographical bound for its origin other than the Federal Opportunity Zone designation map.

It would appear to me that this would be a good time for people from all of the communities surrounding the zone to make housing more affordable — to culturally and economically diversify a little bit to more represent America, rather than what has been. To a great extent that will never happen as things have changed but not that much. People associate lower income with lesser housing values, and it is their nest egg. In some cases, it is racial prejudice.

On a more positive note, one way would be to interpret the regulations to work in favor of the low-income population and help them share in the

prosperity. There are a few things that you could do on the job front, such as have a hiring preference for local people, and create job specific training programs to help the people compete in the local job market. Normally you find these kinds of training programs are popular, and if it is able to link a skill to a need, these could be powerful in transforming people's lives.

Another way to do it would be to help people buy houses. Make them homeowners if they are qualified. I have found that there are many people living in low income areas who are not low income, and just residents of the city, but not blended in because of racial of ethnic considerations for living in a certain area.

Either course of action will bring critics, especially on the homeownership front. Considering that much of the real estate bought is for specific hold period of five, seven, or 10 years, the front-end renter could be the back end, take out buyer. As more and more people are becoming aware of the opportunity zone, more strategies to work with the existing residents will evolve as the capitalist investment climate changes.

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

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Leadership begins with [you].



By Jennifer O'Donnell, IOM, Director, Leadership Tri-County

Your title may mean something to you, but does it translate to effectively leading others? How you show up, inspire, and influence those around you – does. Sometimes we are fortunate to exude all three and that's a powerful combination.

The process by which a person grows their level of influence can be largely attributed to the awareness of the resources and challenges that exist in our region and pairing it with their new knowledge and skillset to make a positive impact on their team, workplace, and the community. It is up to each individual, regardless of title, to recognize the hidden talent of our peers and connect them to an opportunity for growth.

How often do we welcome young professionals into the workforce and connect them with a network of like-minded individuals? How often do we identify an employee on staff or colleague that shows drive and initiative and connect them to a leadership development program that provides eye-opening experiences to the resources and challenges that exist in the region?

(Continued on page 46)



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LEADERSHIP BEGINS WITH [You].

(Continued from page 45)

How often do you seek out a growth opportunity for yourself outside the four walls of your office or cubicle?

Consider the level of impact these experiences might have on someone's leadership in an organization: taking part in a dynamic discussion about the stark differences between two corporate cultures after back to back on-site tours, direct access to inside prison walls following a briefing with a ground-breaking warden and team of dedicated guards, traveling the winding depths of a stone quarry and its rich history, hearing from a second and third generation executive who has successfully grown the family business while valuing the importance of staying active and investing in their local community. Whether it's learning behind the scenes about the various resources and assets embedded in the tri-county region or the moment a new passion has been uncovered by touring facilities and organizations that thrive on meeting the needs of our community. Any one of these experiences lend itself to growing an influencer among us. Who wouldn't want to work alongside that person?

What I've learned, is that when we embark on a career path, we don't often plan on incorporating leadership development into our journey. We tend to rely on others

to see something in us. Maybe it's time to change the narrative and raise your level of influence: offer an opportunity or program to develop someone else to become part of the next generation of leaders in our workplace and our community.

When you do, you'll say to yourself that "Leadership Begins with Me".

For more information about Leadership Tri-County programs, please call Jennifer O'Donnell at 610.326.2900 ext. 103 or visit www.leadership-tricounty.org. Leadership Tri-County is a division of the TriCounty Area Chamber of Commerce Foundation, Inc.

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WHEN YOU ARE INJURED AT WORK, DO YOU HAVE TO GO TO A "WORKERS' COMP" DOCTOR?



LEGAL PERSPECTIVES

By Daniel E. McCabe, Esq., Wolf, Baldwin & Associates, P.C.

One of the questions that I am asked as a Workers' Compensation attorney the most after meeting with a new client is, "do I have to see a workers' comp doctor?" In other words, if an employee is injured at work, does he or she have to go to a particular doctor? The answer to that question is often "yes." However, the rules governing where the injured employee gets treatment are a little more complicated.

Generally, the Workers' Compensation Act provides that an injured worker must treat with panel physicians chosen by the employer within the first 90 days of being injured. This is often referred to as the "90-day rule." With the passage of Act 57 in 1996, Section 306(f.1)(1)(i), 77 P.S. §531(1)(i), employees are required to treat with a medical provider on the employer's list of designated physicians for the first 90 days after the date of injury. However, this rule only applies if the employer provides written notice to the employee that treatment with a designated physician is required. The employer is required to notify the employees that treatment with a panel provider is required, and obtain a signed acknowledgement of that notification at the time of hire and immediately after the injury or as soon thereafter as possible under the circumstances of the injury. *Pennsylvania Department of Corrections Somerset v. WCAB (Kirchner) 805 A. 2d 633 (Pa.Cmwlth. 2002)*. So, what exactly does that mean?

First, the employer must notify the employee when he is hired that if he is ever injured on the job, the employer has designated a list of doctors that should be used. Keep in mind, employers are not required to designate doctors and if they do not designate any doctors to treat a work-related injury, the employee is free to treat with whomever he wishes. Second, after the injury occurs the employer is required to get written authorization that it has notified the employee of the list of designated physicians, often called panel physicians. This is usually done by presenting the injured worker with a one-page document with the list of doctors that has a signature line at the bottom. If this is all done, then the employer and its insurance company are required to pay for only doctors who are on the list. If the injured worker chooses to treat with a provider who is not on the panel list, the insurance carrier can refuse to pay for any such treatment within the first 90 days after the injury.

(Continued on page 48)

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LEGAL PERSPECTIVES

(Continued from page 47)

So, for instance if the injured employee first goes to his family doctor after being presented with a panel list and signing the same, the workers' compensation insurance carrier can refuse to pay for that treatment.

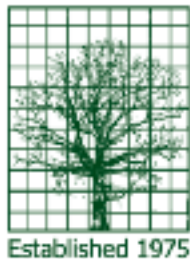
If the injured worker, despite being presented with a designated physicians list, decides to treat with a doctor of his own choosing, this action alone does not result in a forfeiture of weekly benefits or medical benefits. The insurance company who is on the risk at the time of injury simply does not have to pay the bills for that doctor. However, treating with a doctor not on the panel list can often be the very reason that a claim is denied. Whether it is because the employer does not trust a non-designated physician, or perhaps the non-designated physician might not submit the bills properly to the insurance carrier, going off of the designated physicians list can result in the claim being denied. Thus, it is certainly in the injured workers' best interest to try to use the doctors on the designated list.

More often than not, the employer does not actually have a designated list but simply gives the injured worker one choice of a particular doctor. The

employee may still be best advised to use the doctor designated by the employer, but it is certainly not a requirement. If the injured worker decides to get a second opinion with a doctor of his choice this would not be any bar to future benefits, nor be a true reason to deny the claim. Further, doctors designated by an employer are often biased towards the employer's needs. The designated doctor often knows that the employer wants injured workers back at work as soon as possible. Further, the designated doctor knows that the employer is a good source of patients and therefore cooperation in pushing the injured workers back to work as fast as possible might be in the doctor's best interest, but not necessarily in the best interest of the injured worker.

The part of the law that employers miss most often is getting the injured worker to sign the designated positions list *after* the injury occurs. If this requirement is missed, the insurance carrier cannot later argue that non-designated physicians will not be paid as part of the claim.

Another issue that often is confusing for injured workers is whether they need to continue to treat with a designated physician after the 90 days expires. The



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answer to this question is certainly "no." If the injured worker feels that the designated physician has offered good treatment, he is welcome to continue that treatment, but is not required to continue there. Without representation, injured workers are often told that they need to go to the doctors that the carrier picks. However, this is far from the truth. After 90 days, the injured worker is free to treat with whomever he wishes. Further, the injured worker is not required to ask permission from the insurance carrier to see a particular doctor. Once the 90 days has expired and the claim has been accepted by the insurance company, the injured worker is free to choose whatever provider he or she wishes. The insurance company's role at that point is only to pay the bills so long as the treatment is reasonable and necessary and related to the work injury. Injured workers are often told by the carrier that all treatment must be set up by a nurse case manager assigned to the case. However, the injured worker is always in charge of his own treatment, and while a nurse case manager can be helpful, the injured worker always has final say as to what treatment he or she wants and receives, as long as the worker is not refusing reasonable treatment which is likely to make him or her better.

So, is it still in the injured worker's best interest to treat with designated physicians even if written authorization after the date of injury has not been obtained? In other words, should the injured worker treat with the doctor the employer has chosen even if the employer doesn't follow the rules? Generally, insurance companies may be less likely to deny the claim if the doctors who are reviewing claimant's injuries are doctors with whom they are familiar with and whom they trust. So, this author would certainly recommend that a claimant treat with designated physicians for the first 90 days to make it that less likely that the claim might be denied. However, once the 90 days is up, it is very rare that I would recommend my clients treat with any designated physicians.

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C. He and managing attorney Levi S. Wolf are two of about 200 lawyers across the state who have been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

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FBI BULLETIN: ARE YOU PROTECTING YOUR COMPUTER?



TECH TIPS

By Kelly McNeil, TechBldrs, Inc.

On October 2nd, the FBI issued a warning that malware, ransomware, and other sorts of cybercrime is on the rise, detailing steps you and your business can take to protect yourself. We're glad the FBI caught up! If you've listened to TechBldrs' advice before, you're likely already putting into action the defensive steps the FBI recommended. Or, if you're one of our clients, we've been doing them for you. The best time to start following these tips? Right now, before you need them.

Want to know what the FBI recommended, and what we suggest for each step? We've broken it down for you.

could be lost forever. The only way to ensure you'll never lose a file? Backup, backup, backup!

1. Back up your files

Imagine what would happen if your computer suddenly stopped working. Could you replace everything that was lost? Family photos, financial documents, archived work projects? It may be possible to repair your computer, but your files

External hard drives

- The contents of your computer can be copied to an external hard drive to create duplicates of the files you've stored. This means that in case of an emergency, you can restore your files to a new device, or (at the very least) be confident that you still have the files

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you need. Follow-up backups should be conducted on a regular basis to keep your backup current.

- An external hard drive can be lost, damaged, or stolen, just like your computer. That’s why it’s important to keep your external hard drive in a secure location when you’re not using it.

Online backup services

- Online backup services offer secure, Cloud-based storage. Since they store files on the Cloud, you’ll be able to recover them from any computer with an internet connection. As with external hard drives, it’s important that you backup your computer regularly. TechBldrs uses an industrial-strength product called CloudBerry for our clients, but for your personal computer we recommend a service like Carbonite, IDrive, or Backblaze.

- It’s important to note that Cloud sync, like the service offered by Apple’s iCloud and Dropbox, are *not* a form of secure backup! Don’t expect them to be a reliable source for file restoration - always have a form of backup!

2. Safeguard against cybercriminals

Malware- like viruses, ransomware, and spyware- is a type of software that’s sent over the internet and is designed to

damage your computer or gain unauthorized access to your information. It’s cheap to use, and readily found on the Dark Web, meaning it’s become less of an internet boogeyman and more of an everyday threat. It’s so wide-spread that even government computer systems are being attacked, as was the case with the cities of Baltimore, MD, Augusta, ME, and Albany, NY in the last year alone.

Antimalware alone isn’t enough

- If you get a flu shot, you can still catch a cold. One form of protection is better than none at all, but the only way to be as secure is to have multiple forms of security. Intrusion detection software, such as OSSEC and Splunk, can offer ongoing data protection, while antivirus and antimalware software like Avast and Malwarebytes will alert you to any potentially dangerous programs on your computer.

Develop smart browsing habits

- Most system intrusions and cyberattacks happen because of user action (even if you don’t realize it!). Clicking on a link, unthinkingly opening an attachment, or responding to an email without checking the sender are all risky actions and can open your computer up to unknown actors.

(Continued on page 52)



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TECH TIPS

(Continued from page 51)

• What can you do? Hover over links before you click on them to make sure they're going to the right place, don't download and open unknown files, and always check to make sure that you know the sender of an email before opening links or responding to requests.

3. Keep your security current

Hackers love out-of-date systems and software, and love bad user habits even more. They've learned how to take advantage of known openings in programs and can buy leaked personal data (like usernames, passwords, and email addresses) on the Dark Web for less money than you might spend on lunch. Follow these two recommendations to keep your security current.

Up-to-date patches

• Tech companies send out patches for vulnerabilities in their programs and systems frequently. They also provide maintenance patches that keep your computer running smoothly and will help expand its life expectancy. But unless you're choosing to update, some of those vital patches might not be applied to your computer. If you have a habit of clicking "Remind Me Later" when you're notified of updates, start choosing "Update Now," instead.

Good password habits

• Information for at least 2.2 billion online accounts is up for sale on the Dark Web. Can you be sure one (or more) of your accounts isn't among them? If you use the same password for multiple accounts, then all it takes is for one to be compromised before cybercriminals could have access to your entire online life. That's why TechBldrs recommends having a

different complex password for each account (it's easier than you think - check out our blog about creating hackproof passwords at www.techbldrs.com to learn more!) and recommends changing your passwords once a year, at least.

These are just some of the steps the FBI (and TechBldrs) suggests taking to protect your online life. Other security steps- like employing best practices for the use of RDP, managing end-user access, and employee training- can only be implemented in your workplace by trained IT professionals. If you'd like to learn more about keeping your information safe, call TechBldrs at 610.937.0900, email us at info@techbldrs.com, or visit our website at www.TechBldrs.com. Mention this article for a FREE Dark Web scan of online accounts associated with your email.

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WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

By Abigail Mirarchi, Accelerated Instructional Media, Inc.

Imagine the following scenario: For the second time this month, Isabel is unexpectedly called into the VP's office. Her high-performing team, looking more like startled prairie dogs, peek their heads over the cube walls to catch a glimpse of the situation.

Calmly Isabel enters the fishbowl office and closes the door behind her. She appears to be engaged in the impromptu one-on-one conversation. Afterward, as Isabel returns to her office, she smiles and with confidence, says to her team, "I always know I am going to leave the room more aware and informed than before I entered it, which in reality helps all of us."

Would you have possibly responded like Isabel or differently?

Achieving desired business results starts by cultivating trust where employees at all levels feel safe to **receive, solicit, AND give feedback**. A healthy and mature workplace culture **balances appreciative and constructive feedback** to improve quality and satisfaction while encouraging a productive and respectful work environment. Provide too much appreciative feedback; you'll reduce development opportunities and innovation. On the flip side, providing only constructive feedback will discourage and frustrate the most productive engaged dedicated employee.

Do you:

- Struggle to follow unclear goals, expectations, and desired outcomes?
- Frequently find yourself stressed and frustrated at work?
- Loath goal setting and performance review conversations?
- Find a less than desirable performance review result a surprise?

What's keeping you from asking for _____? (help, feedback, clarification, etc.)

Here are a few valuable steps to begin an anytime feedback culture:

- 1 Build awareness around feedback. (Give, Solicit and Receive, Appreciative, Constructive)
- 2 Discuss the value and benefits gained from regular and anytime feedback.
- 3 Identify how regular feedback can potentially impact the company, departments, teams, individuals.
- 4 Establish and agree on the appropriate values and behaviors that promote trust and encourage authentic mutually respectful conversations.
- 5 Determine and remove barriers that get in the way of giving, asking, and receiving honest feedback.
- 6 Agree ownership in performance and development are a collective responsibility of both the manager and the employee.
- 7 Embed anytime feedback as part of the culture's DNA.

Think of an example of a time you received feedback that was of great benefit to you. When was it given to you, and by whom? What was the immediate/long-term result? Who else did it impact?

Great leaders (not roles or titles) believe in providing rewards and recognition as well as offering time, guidance, and tools to help others achieve their professional and developmental goals. Let's continue to lead by example by deliberately integrating anytime feedback into our daily routine.

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.

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Ask SCORE

6 SIMPLE STEPS FOR GETTING THINGS DONE AT YOUR SMALL BUSINESS

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

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

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

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

Your 6-Step Guide to Successful Project Management

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

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

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

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

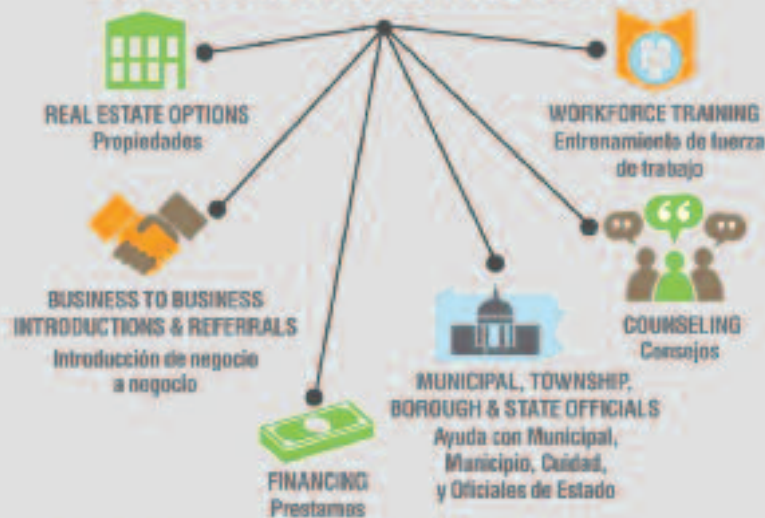
5. Define the collaborative process: Determine how often your team members will meet as a group to report their progress and share any challenges that might prevent them from fulfilling their deadlines. Schedule your meetings well in advance, so everyone on your team can reserve the dates and times on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

6. Select a tool to help you stay organized and keep all project documentation in a single place accessible to all team members: A variety of online tools exist that can help you manage projects.

(Continued on page 56)

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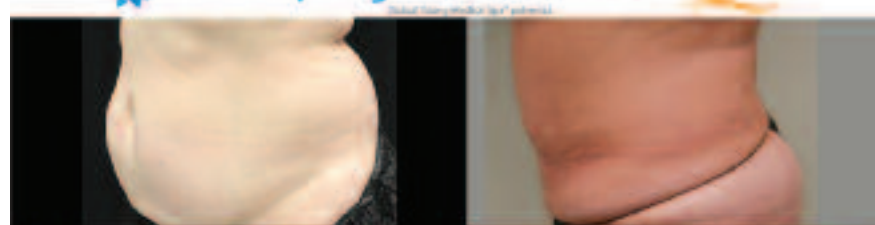
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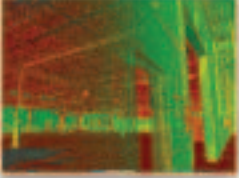



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Ask SCORE

(Continued from page 55)

Some are more intuitive than others, so assess your team members' comfort level with the technology involved before choosing what you will use. A few examples that might be a good fit for your business include Trello, Evernote, Asana, Dropbox and Google Drive.

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

If you need suggestions on how to manage your projects more efficiently,

consider reaching out to SCORE. SCORE mentors have expertise in all aspects of starting and growing a small business, and they can provide you with free guidance as you hone your project management skills.

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Facebook has two billion users worldwide. Using this platform to elevate your brand is necessary.

Social Media can be a surreal platform and sometimes difficult to navigate. However, it can be used to grow your business platform, and essential to use. Facebook has 183 million users in North America. Why not increase your online presence on the largest social media platform, ever? FXV Digital Design is here to give you some tips and tricks to help navigate and dominate Facebook marketing.

Know Your Demographic.


Who is your audience and clientele? How old are they? Where are they located?

On average, what are they spending? Do they use Facebook, and if so, when are they using Facebook? Can Facebook marketing reach your demographic? Getting to know your business demographic is essential for growth. Knowing your consumer base means knowing what they want. You don't want to pander. You want to give them what they need. Knowing is more than half the battle. With the information gathered, strategize on how to market your business. Try to focus on previous customers and identify similarities to capture your demographic and obtain that sweet customer feedback. Hold off on being "Like" driven.

Set Your Goals.

You know your demographic. Where does your business go from here? For any achievement, you must set goals. Goal setting will help tackle all areas of your online presence that is looking to be strengthened.


(Continued on page 58)



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


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



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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

www.360tourdesigns.com

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a digital marketing agency
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FACEBOOK MARKETING FOR SMALL BUSINESS

(Continued from page 57)

Perhaps you'd like to double your online content to increase customer traffic. Focus on the big picture: How will this help my bottom line? Goals should be centered on lead generating, interaction on your posts and page, customer feedback, reviews, etc. Goals should be serious. Having a goal of increasing sales by 1000 percent in a month span off Facebook advertisements is ludicrous. Be realistic, understand that this is a process, but do not give up on your goals.

and how that service is needed in your community. It is not a solo mission. Seek some assistance from other local businesses. A simple share-for-share on Facebook allows two different businesses to gain attention from a new audience all for free. Posts that engage have staying power. Everyone loves absorbing new content, so try to make as much fresh and original content the public can stomach without pushing sales too much.

Create Quality Content.

The goals are set. Now it's time for some (digital) elbow grease. Content creation may not be a tip, but it is vital. Quality content is hard to come by, but not hard to create. We recommend most of your content entertains, informs, and educates. Try using all mediums that Facebook offers. That means creating posts, photos, and videos. If your company has excellent user reviews, create user testimonies. Share this information on a new format. Facebook is crucial for networking and starting relationships within your digital diaspora. Obviously, a company must add posts about themselves, what their service is,

Track Your Goals.

Let's circle back to those goals. Posts were created, now what? Set some goals on what you want from posts. Keep an eye on your goals. Is this approach working? Check what did and didn't work. How can you improve content that will elevate your Facebook marketing even further? Facebook has a tool called Page Insights that will measure likes, views, and engagement. This tool will keep you on track on what is or isn't working.

If you feel timid about Facebook marketing, 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.

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BILL HALEY, JR., LOCAL AUTHOR, AT POTTSTOWN LIBRARY

Author of *Crazy Man, Crazy: The Bill Haley Story* appears Nov. 8, 2019

Bill Haley, Jr., local businessman, publisher, musician, and now author, will appear at the Pottstown Regional Public Library on Friday, November 8, 2019, from 2:00 pm – 4:00 pm, to discuss his new book, *Crazy Man, Crazy: The Bill Haley Story*, a biography of his father, Bill Haley, and his band, the Comets.

Bill Haley and the Comets were a breakthrough group who introduced the biggest change in mainstream music up until that time. In 1953, the song “Crazy Man, Crazy” became the first rock ‘n’ roll song to be in the Billboard Top 20, followed by “Rock Around the Clock” at number one. The music of Bill Haley and the Comets has been a constant in American culture ever since, even if Bill Haley, Senior himself had but a fast-burning, short-lived presence in all of it.

Bill Jr. tells the history of a time in American music, set against the dysfunction and

tragedy his father created for his family. The family stories and background are as interesting as the music, even after all these many years. The book, written by Bill Jr. with noted biographer Peter Benjaminson, has been celebrated as the first complete biography to tell the story of the first star of rock ‘n’ roll.

You know the melodies and basslines, you know the words, you probably even know the dance steps. Come to the Library to hear stories about all of it, compiled by Bill Jr. from years of research and interviews.

RSVPs are appreciated for the author-program and book-signing on November 8th, but not necessary. There is no charge to attend. Bill will have copies of his book available for purchase and signing. The Library is located at 500 E. High Street, Pottstown, at the corner of E. High and Washington Streets.



BOOK REVIEW – CRAZY MAN CRAZY: THE BILL HALEY STORY by Bill Haley Jr & Peter Benjaminson

By Bill Shute

In 1990, Bill Haley’s son John co-wrote a now-rare book, *Sound And Glory*, which many consider the go-to source for Haley’s work up through the early ‘60s and his move to Mexico. Now, another of Haley’s sons, Bill Jr, has co-written a new biography, *Crazy Man Crazy*, which balances Haley’s music and his personal life. It has the benefit of the detailed insights from Haley’s first two wives, Dorothy (who was there for the years of struggle, when Bill was a regional artist and working on his fusion of country boogie/R&B in local bars and on local Philly labels), and Cuppy (who was there during Bill’s breakthrough in the founding days of rock & roll through his biggest fame until things crashed circa 1959 and he left the country), and Haley fans will thrill at the wealth of detail and specifics about the early tours and television appearances and band dynamics and business problems and the like. It’s as if you are there as “Crazy Man Crazy” flies up the charts in 1953,



and audiences and radio programmers are trying to figure out what this curious musical hybrid Haley calls rock ‘n’ roll is about—and as “Rock Around The Clock” is featured in the film *Blackboard Jungle*, months after its original release and modest reception (it wasn’t even the A-side of the single!), and Haley and his Comets become superstars, for a time at least.

Bill Haley had a passion to become a famous music personality and an equal passion to create a new form of music, combining the elements of the many American musical forms he loved, from gospel to polka (the early Comets had an accordion) to jazz to honky tonk (the Comets had a steel guitar), though especially country boogie and R&B. Haley tried various approaches, but hit the right combination in 1951 with his cover of “Rocket 88” and mastered the newly created form with his 1953 hit “Crazy Man Crazy.” This book puts you alongside Bill during those agonizing early days as things are coming together.

Unfortunately, you are also right beside Bill as things fall apart in the late ‘50s, mostly due to mismanagement and Bill’s loyalty to friends from the neighborhood who were in way over their heads in business affairs. Also, Bill was not a model father or model husband with his first two marriages, and the picture emerges of a solitary man with a pleasant and friendly public image who lived for music, but found life and family more difficult to master. Fortunately, his third marriage, to Martha, whom he met in Mexico, proved more successful, but by the late ‘60s, when he’d moved to South Texas and began working in the US again (his tax problems resolved), his drinking problem had taken its toll.

Crazy Man Crazy is not a happy read (with Haley’s inconsiderate behavior toward family members and the man’s own sad run of bad luck), but it’s inspiring in a way to see Haley soldier on decade after decade, often in reduced form, excitedly representing pure ‘50s rock and roll during periods where few cared. The book is a compelling read and will surely become the standard biography of one of the key architects of rock & roll.

REGIONAL CHAMBER ROUNDUP

Please see pages 33-39 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 • 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. Visit 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 to receive weekly e-news!



UPCOMING EVENTS

November 14, 2019 – Mixer at The Village Café

3044 Germantown Pike, Eagleville
All welcome to attend.
Please RSVP 610-489-6660
no later than 11/7/19.
Members: FREE; Nonmembers \$10.

November 15, 2019 – PV Chamber Business Book Club

Towne Book Center and Café
Join our for a facilitator-led book discussion on "That's Not How We Do It Here!" by John Kotter.

To reserve a copy of the book (audio or print) contact The Towne Book Center at 610-454-0640.

\$10/pp. All welcome to attend.

November 21, 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.

Discussion Topic: Technology Tools for Businesses

PVCC members-only. Cost: \$25.

Location: TBD Time: 11:45am – 1pm



NOMINATE A STAR BUSINESS OR INDIVIDUAL

Nominations are open for the 6th Annual PV Stars Best of the Valley Awards Gala. All nominees must be actively involved in efforts that make a positive impact on life in the Perkiomen Valley region this year. Nominees do NOT have to be a current member of the PV Chamber. Self-nominations are acceptable and encouraged. All nominations must be received in the Chamber office by December 1, 2019.

Award categories are as follows: *Local Business of the Year; Large Business of the Year; Emerging Business of the Year; Non-Profit of the Year; Business Star of the Year; Citizen of the Year*

Top 3 finalists in each category will be revealed at the holiday mixer on December 11, 2019.

Winners will be announced at the PV Stars Best of the Valley Awards Gala, February, 2020.

Stay tuned...Keynote Speaker will be announced soon!

Visit www.PVChamber.net for online nomination form.

FEATURED EVENT

Annual Holiday Mixer

December 11, 2019 @ 5-7PM

Join us in celebration and gratitude as PVCC Honors our Community Leaders!

Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase! More details available online 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 www.PVchamber.net for complete list of upcoming events including PV Chamber Business Book Club, PV MEN, Business Roundtables, Mixers, PV WIN and more!



WELCOME NEW MEMBERS:

US Health Advisors, Lynn Houtz
www.ushagent.com/lynnhoutz

Orangetheory Fitness, Rebecca Campbell
www.orangetheoryfitness.com

Beyond Windows LLC, Jennifer DeRosa
www.beyondwindowsllc.com

Too cool Apparel, David Akers
www.toocoolapparel.com

Raymour & Flanigan - Collegeville,
Ernie DiGiacomo
www.raymourflanigan.com/store-pa-collegeville

Liberty Mutual Insurance,
Sierra Hannough
www.libertymutual.com/agent/sierra-hannough

Elegant Dog Emporium, Kimberly Petriga
www.elegantdogemporium.com

Five Star Home Foods, Adam Zappan
www.fivestarthomefoods.com

Shelfgenie of Greater Philadelphia,
Vaughn Hunsicker
www.shelfgenie.com/locations/philadelphia

POST-EVENT

Annual Pfizer Business Expo

October 9, 2019



THANK YOU Pfizer for hosting the 2019 Annual PV Chamber Business Expo!



Special offers and promotions and a listing of the 90 participating exhibitors provided in the Fall 2019 Online Savings Book. To view, visit www.pvchamber.net



90 PV Chamber businesses participated in the annual expo, networking with chamber members and exhibiting to Pfizer employees from 11am – 2pm.



REGIONAL CHAMBER ROUNDUP

Please see pages 33-39 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 • 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."

UPCOMING EVENTS



Harvest Fest - October 31st – November 3rd - Phoenixville

This four-day festival kicks off with a Haunted Halloween-Night Tour in Morris Cemetery and continues through Sunday with a Harvest Carnival, Beer Garden, Softball Tournament, Pet Parade, and much more fun! Visit www.phoenixville-harvestfestival.com for more.



WELCOME NEW CHAMBER MEMBERS!

Reynolds Develin Speech Services
Nectar Yoga Studio
The SoundBank

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – Tuesday, November 5th, 6:00 PM @ PJ Ryan's

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.

Refreshments will be provided with a Cash Bar. Bring plenty of business cards. Visit our website at www.phoenixvillechamber.org for information and registration

Networking @ 9 - Wednesday, November 13th, 9:00 AM, Steel City Coffee House, 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

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 for information

Chamber Monthly Member Breakfast - SMALL BUSINESS SATURDAY: How to Maximize the Day. Tuesday, November 12th, 7:15-9:00 AM @ Phoenix Village, 131 Bridge Street, Phoenixville

Light breakfast and information on making the most of Small Business Saturday, including promotions, marketing, and other how-tos. Cost: \$20/pre-registered, \$25/at the door



REGIONAL CHAMBER ROUNDUP

Please see pages 33-39 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 for Chamber Events, Press Releases, Online Newsletters and more!



UPCOMING EVENTS

RSVP for all events online at www.springfordchamber.com

Wednesday, November 6th – Network Before Work

Lindt Chocolate
8:00am – 9:30am
Free for Members
\$10.00 Non-Members

Thursday, November 14th – Chamber Luncheon

Sunnybrook Ballroom
11:30am – 1:00pm
*Speaker: Adrean Turner
Principles of Persuasion:
How to Get More Yeses
\$25 Members - \$35.00 Non-Members

Thursday, November 21st – Shark Think Tank

Copperfield Inn at Lakeside
11:30am – 1:00pm
*Business Owner Members only

WELCOME NEW CHAMBER MEMBERS!

September/October 2019

Patient First Collegeville
B4 Village

Connelly Pest Control

Godfrey Properties, LLC

Home Instead Senior Care

Michelle Beaver, Realtor

Freedom Mountains Inc.

Adam J. Weiss, DMD, PC

Physicians Care Surgery Center

Publisher of Upper Providence Living and Limerick Living

All County and Associates, Inc.

Physicians Care Surgical Hospital

B4 Village



SPRING-FORD CHAMBER DONATES \$11,000 TO LIMERICK TOWNSHIP

At the October 1st meeting of the Limerick Township Board of Supervisors the Spring-Ford Chamber presented a check in the amount of \$11,000 to the Township from the proceeds of the August 24th Limerick Community Day. The Chamber and Township have worked collaboratively on Limerick Community for over ten years and have shared in the profits each year. The proceeds go to the Limerick Township Parks and Recreation Department which offer events and programming directly to our community.

Chamber Notes

- Thank you to everyone who attended the Chamber's Mix and Mingle event, this fun evening is brought to us by Ole Smokey Distillery. Thank you to Creekside Bar and Grill for helping us set this wonderful event in motion.
- The Holiday's 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 Chamber is ready to bring on new ambassador's for our 2020 year. If you are interested please Carla know.
- 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

MIX AND MINGLE EVENT PHOTOS



REGIONAL CHAMBER ROUNDUP

Please see pages 33-39 for the TriCounty Area Chamber of Commerce news and information section.

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

Nov 5 – Supervisor Training

Module 2: Managing Performance & Developing Employees (Fall 2019)

6 weeks on Tuesdays: November 5, 12, 19; December 3, 10, 17

(NOTE: No session on November 26 due to Thanksgiving week)

8:30 a.m. - 11:30 a.m.

\$595/person for Chamber Members;

\$745/person for Not-Yet Chamber Members

Nov 6 – W2W – Women in Medicine

Who Defines Us?

DoubleTree by Hilton Reading

8:00 – 9:30 a.m.

\$25/person (includes breakfast)

Advanced Registration is Required

Nov 6 – Diversity Mixer - First National Bank

2701 Shillington Road

Sinking Spring, PA 19608

5:30 – 7:30 p.m.

Free/ Advanced Registration Required

Nov 7 – Leadership Berks – Meet Greater Reading

Connect & Serve

Prospectus Berco

1800 Kutztown Road

Reading, PA 19604

5:00 – 7:00 p.m.

Free/Advanced Registration Required

Nov 13 – Digital Marketing Using Automation

Center for Business Excellence

49 Commerce Drive

Wyomissing, PA 19610

12:00 – 1:15 p.m.

\$50/person (lunch Included)

Nov 14 – De Mujer a Mujer – Cultural Awareness in the Workplace

Crowne Plaza

1741 Papermill Road

Reading, PA 19610

5:30 – 7:00 p.m.

\$5/person (includes admission to Caliente)

Nov 15 – No Pressure Prospecting & Cold Calling

Center for Business Excellence

49 Commerce Drive

Wyomissing, PA 19610

12:00 – 1:30 p.m.

\$129/person for GRCA members

\$149/person for not-yet members

Nov 19 – Breakfast4Success FBA Fall Forum – 3 Leaders: 30 Thoughts 2019

Crowne Plaza

1741 Papermill Road

Reading, PA 19610

7:30 – 9:30 a.m.

\$25/person for GRCA & FBA Members

\$45/person for not-yet chamber members

Advanced Registration Required

Nov 26 – Intro to Excel

Shearer Technical

727 Penn Avenue

West Reading, PA 19611

4 sessions: November 26th, December 3rd,

December 10th, December 17th

\$220/person for Chamber Members

\$320/person for not-yet Chamber Members

Nov 27 – Coffee & Convos

Strategic Planning for Small Businesses

Greater Reading Chamber Alliance

606 Court Street, 3rd Floor Conference Room

Reading, PA 19601

8:00 – 9:00 am

Free/ Advanced Registration Required

We are proud to present our second annual **3 Leaders: 30 Thoughts** as our final Breakfast4Success of 2019.

Please join us at Crowne Plaza Reading on Tuesday, November 19, 2019 @ 7:30 - 9:30 a.m.

All the traditions you know and love about Chamber Breakfast - announcements about opportunities through the Chamber Alliance, recognition of new and long-standing members, and time to network! But most importantly, topic-focused breakfast presentations designed to support you.

In partnership with the **Berks Family Business Alliance**, we bring you top thought

leaders across successful family businesses, and more, to help you develop and grow a healthy family business.

Three of our area's top CEOs will each share 10 of their best ideas. Whether big or small, frank or philosophical, funny or serious, family business or not, hear advice that helped shape their careers and their companies' trajectories and may just set you in motion!

Register @ <https://business.greaterreading.org/events/register/9452>

December 3, 2019 @ Crowne Plaza

The Greater Reading Chamber Alliance cordially invites you to attend the 2019 Economic Forecast Breakfast. Back by popular demand, keynote Speaker **Jay H. Bryson, Ph.D.**, Global Economist, Wells Fargo Securities will join us.

When Companies Come Knocking, GRCA answers



By Pamela Shupp, EVP, COO, GRCA

In true David Letterman fashion, a few years ago I shared the top ten reasons why companies should contact the Greater Reading Chamber Alliance (GRCA). Recognizing that everything in the world is now even more fast paced and attention spans are limited, (and we only have so many hours in the day), I've shortened it to the top five.

#5 LOCAL KNOWLEDGE: GRCA knows Berks County. We provide access to all the local information that you can't get from data tools or online. We know who just laid-off skilled workers, who closed, who expanded, who has training programs and dollars. We usually even know some information that you can't get over the water cooler. We provide customized data and information packages on available buildings and sites, demographics, wages, and employers. Better yet, we can tell you some of the best ways to access our local and regional talent pool.

#4 INCENTIVES: Everyone wants them, but not everybody knows how or where to access them. Whether it is workforce training dollars, job creation tax credits, low interest financing, infrastructure, and/or brownfields assistance. In some instances, GRCA is the conduit for federal, state and local financial project support.

#3 INTRODUCTIONS: GRCA offers facilitation and introductions to local and

state approving agencies, boards, municipalities, potential supply chain and customers, elected officials, and business leaders. We can also advocate for projects that will have a high priority positive economic impact in the community. Engaging with us early in the permitting process can be beneficial – it will most likely be us that you call when a project runs into permitting challenges.

#2 INTERPRETATION: Okay, I don't mean for foreign language speakers. LERTA, TIF, KOEZ, KIZ, MTF, BIOS, RACP, CDBG, WEDNet, FTZ – in the world of community and economic development, we love our alphabet soup of terminology. So, if you need help with these acronyms, call us. We know them so you don't have to and will get you to the right program and the right place.

#1 RED CARPET TREATMENT: GRCA rolls out the red carpet for business prospects. Companies want to locate in communities that want them and exude a business-friendly environment. GRCA readily sets the stage for deal-making conversations with the top business leaders in the community. We fully understand and embrace the importance of confidentiality and maintaining the integrity of company's expansion and site selection process. We are committed to the highest standards of professionalism and customer service.

The Greater Reading Chamber Alliance (GRCA) is home to over 100+ years of economic development, financing, and business attraction marketing experience. So, when companies come knocking... we are here to answer.

ROUTE 422 **Business Advisor**

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