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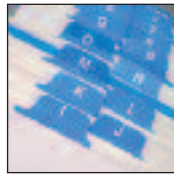
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Cover Story: Fly Elite is a full-service aircraft maintenance facility, offering flight instruction, aircraft rentals, FBO services, air shuttle service, a restaurant and more – with a goal to make Pottstown Municipal Airport a regional transportation hub.



11-15: A variety of gift giving options, dining, and services to help make your holiday unique and special.



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James Rouiller's goal is to make Pottstown Municipal Airport a regional transportation hub, complete with air shuttle service and restaurant — serving as a valuable cornerstone and contributor to the economic growth of the Borough of Pottstown and the region as a whole.

Rouiller has always had his “eye on the sky,” so-to-speak. He jokes that he grew up smelling jet fuel and never left. As a six-year-old living on a U.S. Air Force Base in Nebraska where his dad served as a forecasting meteorologist, his destiny was set when a 2nd Lieutenant placed him into the seat of his F-15 Fighter Jet and put the helmet on. “It’s something that has affected me to this day,” Rouiller recalls. “That was the coolest experience of my life and (I knew) that’s what I wanted to do. Somebody took the time to spend a couple of minutes with me and that’s where I kind of stayed forever.”

Rouiller went to school, earned good grades, saved up his money, went flying, and got his pilot’s license before he was old enough to drive a car. His mother was still dropping him off at the airport because he had a learner’s permit (to drive) but he had a pilot’s license to fly an airplane. He went to college and received an engineering degree, graduating at a time when there were no jobs in the aviation world because fuel prices were high while the economy was low.

FLIGHT TRAINING



Fly Elite prides itself on a proven record of success in training, but most importantly a consistent track record of safety.

Undaunted, Rouiller pumped gas in an airport, washed and worked on airplanes, and as the economy improved so did his opportunities for learning and advancement. “I started flying airplanes from here to there, repossessing airplanes, moving airplanes, the whole gamut. I never wanted to limit myself to one course in aviation,” Rouiller explains. “I always wanted to do all these things. There’s nothing better than taking off and going flying on a beautiful day with a beautiful view. You are up there the same place the birds are flying. There are no problems — Just quiet and serenity, and you come back and you are relaxed,” he said.

In 2013, Rouiller formed his own aviation company, Fly Elite, which as evolved into a one-stop-shop for everything aviation — from flight training and maintenance, to FBO (Fixed Base Operator) services aircraft rentals, and pilot supplies. The company began as a flight school under the name of Limerick Flight Center at Pottstown Heritage Field in Limerick PA. Along with its sister company, Fare Share LTD, they offered flight instruction, aircraft charter services, and pilot services in a variety of airplanes.

In September, 2014, Rouiller and Fly Elite took another leap forward, opening a full-service FBO at Pottstown Municipal Airport (N47), located at 1149 Glasgow Street, Pottstown PA, merging Limerick Flight Center into a full-service aviation business. The previous operator at Pottstown, TNT Air, had moved on and, as a publicly owned airport, the contract was put out to bid by the borough.

“It was a unique opportunity, something I had never tried before,” Rouiller said. “I have a lot of experience and background in running an airport. I was the airport manager at Wings Field for a number of years (Blue Bell, PA).

(Continued on page 8)



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COVER STORY

(Continued from page 7)

I decided to leave there for the opportunity to start flying professionally, and then this opportunity came along. So, I put a bid together, put all the numbers together, and after a little bit of back and forth with the borough council, I was awarded the contract to run the FBO (Fixed Base Operator), flight school, and maintenance at Pottstown Municipal Airport," he said.

Now operating out of two locations, Fly Elite owns a full-service aircraft maintenance facility, offering flight instruction to all levels of flying, aircraft rentals, FBO services such as aircraft refueling and detailing, and more. Owner James Rouiller, alongside his loving, supportive wife Amanda Rouiller and staff members Zack Trego, Alan Wilson and Andrew Giacobia, have combined experience of over 35 years in aviation.

Fly Elite operates 10 aircraft as part of the flight training department, allowing for all levels of training, from basic to advanced. Private Pilot training is the first step for all aspiring aviators to start with. The training includes the FAA mandated 40 total flight hours, encompassing training areas such as fundamentals of flight, navigation, emergency procedures, and preparation for the FAA practical flight test.

The instructors at Fly Elite have a combined 75+ years of flight training experience. Fly Elite prides itself on a proven record of success in training, but most importantly a consistent track record of safety. They also offer advanced license and rating training to help any pilot further his or her piloting experience, as well as Instrument training, Commercial Pilot training, Flight Instructor training, and High Performance and High-Altitude training in their state-of-the-art Cirrus aircraft. Fly Elite currently offers instruction in Cessna, Piper, Beechcraft, Cirrus, and Diamond aircraft.

Fly Elite also has a full-service maintenance shop available to meet all of your aviation needs. They offer a wide variety of services from annual inspections and oil changes to pre-buy inspections as well as major repairs. Their mechanics have over 30 years' experience dealing with Cirrus, Cessna, Piper and Beechcraft aircraft, allowing them to meet all of your needs.

Fly Elite is proud to be a key player in the economic stimulus in the Pottstown area and beyond, and to help lay the groundwork for economic growth and the creation of more jobs to help provide the boost that the area needs to emerge as a valuable player in the business community.

Rouiller is currently working with the borough to develop plans to renovate and expand the existing Pottstown Municipal Airport with a larger runway and offer air shuttle service. Funding for lengthening the runway at Pottstown Municipal Airport and the eventual airport expansion will depend on a combination of local and non-local sources, including the Federal Bureau of Aviation and other federal programs, PennDOT, and some private investment.

"It's really expensive to build these runways," Rouiller explains. "It's a more costly project than a small borough like Pottstown could undertake themselves. With the help of these other agencies, we can get that done, and then start really expanding into the future," he opines optimistically. "We're working with borough to basically revamp the entire airport and modernize everything — add more hangars, a better terminal, and include a restaurant at some point," he said, pointing out that, "Federal funds don't pay for things like restaurants and terminal buildings. That's something that we'd have to privately source funding for. Within the short term, that's something

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that we'll sit down with the borough to work through, but it's probably going to be privately funded. I foresee it as something like an Italian BYOB restaurant where you can sit on the roof and have a glass of wine and watch the airplanes take off. I think that would be kind of cool for Pottstown," he said.

Rouiller said it is Fly Elite's goal to bring daily commuter air service from Pottstown to Philadelphia International Airport back again, "Where you would check in for your American Airlines flight here in Pottstown," he said. "You'd park your car here, load your luggage on an airplane, and ten minutes later at Philadelphia International Airport, you've already cleared security, your bags are already checked through for you, and you just go right to your gate and you're done," he said.

Overall, Rouiller is encouraged by the recent spate of investment and growth in Pottstown. "The more business that come in, the more opportunity there is, and the more opportunity it creates for us," he

said, adding, "I think I found my home. I really do. Between the airplane charter and the flight school, the maintenance shop, we've had a lot of growth. I see this as the place that I want to continue to see grow. I really want to feel like, when I leave here and retire that I've put something better here than what was here before. We've done it in the right way. We're going to do our part to make the airport look attractive to these business to come in, and Pottstown Borough is doing everything they can to bring those businesses in also, and I think we're starting to move in a good direction."

Every year, Fly Elite hosts an Open House at the airport to provide a step into aviation for everyone, and has proven to be a huge community event, typically bringing in 250-500 people. "We hope to make Pottstown Muni a destination airport with great customer service as well as a flight school that everyone can afford," Rouiller said. "Aviation is an industry that needs to work with the community and help kids realize they too can fly!"

Fly Elite is located at 1149 Glasgow Street, Pottstown, PA 19464. For additional information about flight training or services, please call 610.495.6366 ext. 1, and visit www.fly-elite.com.



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STARTING OR GROWING A BUSINESS? SCORE CAN HELP.

SCORE, "Counselors to America's Small Business," is a nonprofit organization that provides unlimited, free, confidential, business counselling and mentoring services to entrepreneurs starting or growing a small business. It was started by a group of Dupont executives in Delaware in the 1950s and in 1964 became a part of the U. S. Small Business Administration. Today SCORE has over 10,000 volunteer members in over 300 Chapters across the country.

The Reading Chapter of SCORE became the 8th Chapter nationally when it was chartered in 1965. The Schuylkill branch was added in 2010. The name was officially changed in April 2016 to the Berks Schuylkill Chapter of SCORE. There are currently 48 business owners and executives in the Berks Schuylkill Chapter dedicated to business education and helping small businesses get started and grow. SCORE provides business mentoring, workshops, seminars, and business tools and resources to entrepreneurs.

Our membership includes many small business owners working full time or part time, subject matter experts, retirees and business savvy professionals who donate their time and expertise as mentors to assist new and established small businesses. In the year ending Sept. 2017, the Chapter provided 489 mentoring sessions and provided a variety of business education to 1211 participants. SCORE mentors understand the needs and challenges of managing successful businesses because they've experienced them. By sharing their

valuable "been there, done that" know-how they help others achieve their dreams.

SCORE uses an acronym (BLAIME) as a check list for critical business needs. B is for Banker, L is for Lawyer, A is for Accountant, I is for Insurance, M is for Mentor (this could be SCORE) and E is for E commerce. To enjoy long term success, entrepreneurs must have all these areas represented on their team. SCORE mentors are available to provide experienced insight to help the entrepreneur address each of these needs.

To learn more or sign up for a free, confidential counselling session at a time that is convenient for you, visit www.score.org. You may also call 610-376-3497 in Reading, 610-327-2673 in Pottstown or 717-397-3092 in Lancaster to speak to a volunteer. Mentoring may also be requested to be conducted by email, telephone or video-conferencing.

To continue our track record of success, SCORE needs new members who are looking for a way to share their business success by helping others start and grow a small business. If you would like to give back to your region and help maintain a vibrant and growing business community, SCORE needs volunteers who are willing to share their expertise. SCORE provides free training and assistance in learning SCORE's processes. Please contact SCORE to arrange a personal meeting with a volunteer and meet our members at a regular monthly meeting. We need your help and will put your experience to good use.



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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

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

Three Daughters Inn

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



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

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

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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.

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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

Pottstown Auto Wash and Detail Center

Gift certificates makes a great gift for the automobile-owners on your holiday shopping list! The Pottstown Auto Wash and Detail Center, located at 150 Shoemaker Road, Pottstown, PA 19464, is committed to customer satisfaction, and provides a level of service which surpasses most car washes in the area.

The Pottstown facility was opened in July, 2011, and is supported by a great team of employees who take pride in their work and they have grown a very



devoted customer base. This state-of-the-art facility is equipped with the latest energy efficient, soft cloth equipment, and uses environmentally friendly chemicals. The attention to detail and level of service — from the basic exterior wash to complete full-service details — will exceed your every expectation. Our motto: *If you are not satisfied with any aspect of your car wash experience, please let one of our service advisors or managers know and we will make it right. If you are*

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satisfied, please tell your friends, family and colleagues about us! Once you get to know the staff, it feels more like a car wash club than just an ordinary car wash because the staff are happy to help out in any way they can!

Pottstown Auto Wash and Detail Center is a family-owned and operated businesses. The business also supports the local communities by holding

fundraisers and providing donations to many local charities and organizations. Please feel free to stop by to tour the facility, try the services, or just ask questions. Please call 610.323.7474 or visit www.PottstownAutowash.com to contact the owners and managers at any time. Hours of operation: Mon-Sat: 8am - 6pm (Summer); Mon-Sat: 8am - 5pm (Winter); Sun: 9am - 5pm.

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For additional information, please call: 610.374.9330, and visit: www.vanscoy.com.

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Phoenixville Today An Interview with Manny DeMutis



By Barry Cassidy

Manny DeMutis is a Phoenixville native who attended Phoenixville School District along with his two sisters Dodi and Ann. They currently comprise the 3D Group, which was responsible for the revitalization of Phoenixville. Manny is married to Kate and they have three daughters Hope, Paige and Ava.

The ultimate family man, he currently spends time traveling to Paige's Field Hockey events in East Carolina or visiting Hope at Penn State. Because of the nature of his work, Manny spends most of his summers doing business in his beach chair at Cape May.

Manny's grandfather was the town barber and real estate investor with a barber shop on Bridge Street, and his descendants have a large real estate presence in the downtown area. Manny is responsible for much of the downtown infill development which at one time were vacant lots.

Manny's dad, Emmanuel DeMutis has an office on Bridge Street at the Main Stay Hotel. His mother Betsy has passed away, but her memory lives on at the Main Stay. She hated the blue light poles and complained about them pretty much every day.

Manny currently works out of the lobby at 131 Bridge Street Phoenixville apartments. Although one of the most powerful people in Phoenixville, he is always accessible to anyone who comes in the lobby and wants to talk about Phoenixville.

Cassidy: What do you think are Phoenixville's most significant assets?

DeMutis: There are a couple, but I think the top asset is the people of Phoenixville. The strong sense of community, limitless energy, and creativity of the people who want to enrich the lives of the people around them. It is almost a selfless town where people are always ready to help each other.

There is an incredible number of creative people who live in Phoenixville, and that is not just after the revitalization. The core of artists that were here in 2003 are still around, but many of the newer members of the community have made a significant impact on the local arts scene.

There is also the leadership in Phoenixville from the Borough Council and Borough Administration to the business leaders. They do a lot to keep Phoenixville first. There also is a strong sense of commitment monetarily from the philanthropic community concerning the health and welfare of the less fortunate.

I also think this is a town where people put their money where their mouth is. Investment in the town is thriving, as more and more people are buying into the town. There were some early pioneers like Steve Friedman and Dave Chawaga, who had a vision concerning how the town could evolve. There is no lack of projects in the town, and the investment climate is somewhat competitive.

Finally, I think that our location is an asset. We have a strategic location along the DC-New York corridor.

Cassidy: What kind of constraints do you have in Phoenixville today?

DeMutis: We need to improve parking. Our parking is very tight in town. As a victim of our success, we desperately need to remedy the situation. Phoenixville has become a regional draw, and the people patronizing the stores need to have a place to park.

One of the essential things which need to be remedied is the transportation network. We have put together a committee concerning improving public transportation in and around Phoenixville. That committee has focused on providing train service to the area as an answer to the gridlock.

We tried to do this a few years ago with the greenline but were unsuccessful. We learned some lessons from that experience and have made some adjustments in the way we are approaching the prospect of train service.

Cassidy: What do you think of the current store mix and the breweries that have clustered?

DeMutis: I think that the store mix is getting better. As the town matures, we see some excellent retail offerings in the downtown. The downtown is developing a well-rounded selection of goods and services to the consumer.

There has been a massive influx of people living downtown, considering that all of the development and the retail moving in is very much in tune with new markets that have developed with the latest arrivals.

As for the breweries, I have to say that they are one of our greatest assets as every one of them offers a crafted product that is unique and special. I do not look at it as we have a lot of bars in town. I believe we do not have a lot of bars in town. We have a lot of choices in town, with each brewer offering something different.

I believe the breweries and the coffee houses are very much alike. They offer something you can get nowhere else. The food selection is extensive, the art of not only crafting a product but the cooperation with visual artists to display works around town lends to the sense of community which has developed here over the years.

Cassidy: You don't rent to just anyone that wants a store front and some of your properties remain vacant.

DeMutis: I want to get the business mix right. Money isn't the primary thing when you are talking about creating downtown competition for your neighbors and life-long friends and acquaintances.

Cassidy: Are you happy with the way things turned out with the revitalization?

DeMutis: I think that is a wrong question because the revitalization is ongoing. Could we have predicted which way it would turn out? No, because it was something completely different from whatever I could have thought is 2003.

What we have is good, but it could always get better as things evolve. Sometimes things happen that you never could imagine, and it takes the dialog concerning development in a new direction. The market is responsive, and a lot of that is a result of the liquidity of capital when it comes to investing here.

I live here, work here, and play here. Phoenixville is fantastic.

Cassidy: I understand you are on the train committee...how is that going?

DeMutis: So far so good.

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Phoenix Village Luxury Apartments

Imagine Your Life In Walking Distance



Phoenixville is known to be one of the best places to live in Pennsylvania. Many people choose to live in Phoenixville because of the downtown charm and walkability.

Are you looking for unique local restaurants with eclectic menu options? Check. How about multiple (10 with more to come!) award-winning craft breweries, a few wineries and even a distillery? You bet. Perhaps it's nightlife or art galleries, cafes, and upscale boutiques? Indeed. You say you want all of this within close, comfortable walking distance? Yep, that just about sums up the town of Phoenixville. Yet one cannot capture the feel of Phoenixville without the strong sense of community that Phoenix Village Apartments provides. Anchored in the heart of Bridge Street, directly across from the Great American Pub, Phoenix Village is just doors down from all Phoenixville has to offer, including many on-site shops and restaurants such as Sedona Taphouse, Vintner's Table and Chikara Sushi, just to name a few. Imagine living in an exciting town, full of color and life, yet also passing your neighbors on the sidewalks and feeling a sense of belonging.

Phoenix Village offers spacious 1, 2, and 3 bedroom luxury apartments with all the contemporary finishes you have come to expect including stainless steel appliances, granite counters, washer/dryer in each residence, and walk-in closets. Phoenix Village isn't just a place to live, it's a place to live life to the fullest. The community amenities include a sophisticated resident lounge with billiards and fireplace, resort swimming pool and spa, fitness center, business center, theater room, courtyard with grilling area, fire pit and outdoor flat screen, and much, much more! Residents enjoy an extensive event calendar including happy hours, super bowl parties, paint nights, and dance classes.

Imagine your life in walking distance to everything you need. Jog or walk with your favorite furry friend by the river or take a leisurely stroll to one of our many local artisan coffee shops. Enjoy a movie or live performance at the historic Colonial Theatre. Visit artisan galleries, eclectic boutiques, or the local farmer's market. There's no end to the variety of delicious local restaurants and vibrant nightspots. As noted by Forbes Magazine: "Nightlife is buzzing on a weeknight at craft breweries, fine restaurants, shops and live music venues, and one wonders why there's such a volume of activity in a locale with a population of about 17,000."

Local and nearby parks and recreational facilities allow residents to enjoy boating, kayaking, canoeing, tubing, hiking, biking, yoga, rock climbing, a virtually endless amount of activities. The Phoenixville community is well-located, offering easy access to Valley Forge, King of Prussia, Malvern, and other surrounding neighborhoods.

Weekend festivals are a regular occurrence and another reason to love this town, with some, like the yearly "Blob Fest" and the "Firebird Festival", attracting national attention and visitors from around the globe.

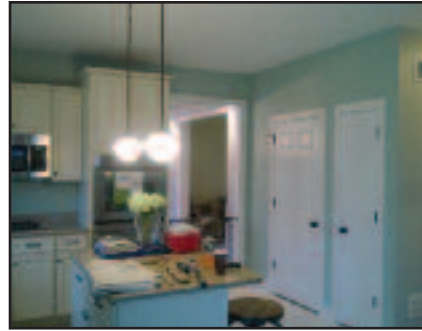
Phoenix Village offers a lifestyle within walking distance to all the charms that downtown Phoenixville offers.

For more information about luxury apartment living at Phoenix Village, please call **844-683-5350** or view **www.phxvillage.com**.



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Agostinelli Bros. Custom Painting provides quality Interior and Exterior painting services for commercial and residential customers in Montgomery, Chester, Delaware, Berks counties. Agostinelli Bros. Painting has provided painting services to nearly every industry over the last 17 years — Exterior painting for Property Management/HOA, Interior/Exterior painting for New Construction, flood, fire, water damage restoration, retail maintenance providers, and real estate investors.

Ronald Agostinelli formed the company in 2002 shortly after 9/11. He intended it to be a “temporary job utilizing the only trade skill I knew until another sales/management

position came available,” he said, adding, “Thank God no one offered me a job!”

Over the years Agostinelli Bros. Painting has built a stellar reputation by delivering high-quality interior and exterior painting and power washing services in Chester, Montgomery, Berks, and Delaware Counties. They pride themselves on the preparation and use of quality materials and expert product knowledge. They provide superior quality and service on every job. They hire only top-quality interior and exterior painters to join their crews. Their interior and exterior painting services are high quality, and they offer those services at a fair rate.

Agostinelli Bros. also provides specialty coatings for stucco and other masonry surfaces, decorative faux finishes and drywall repairs. We even do custom color matching and highlighting, epoxy coatings, and floor coating solutions.

“Our mission is simple,” Ron Agostinelli says. “Provide excellent service and quality craftsmanship and do it with integrity and passion.”

“Today our business is almost exclusively residential repaints where our quality and outstanding service is more able to shine and we are

proudly providing interior and exterior painting to the finest homes in Chester, Montgomery, and Berks Counties,” Agostinelli explains. “We use only the best products and best practices in all of our work. We offer color matching and

a color consultant to come to your home to assist in picking the colors you’ll love. We offer free estimates and are fully insured including workers compensation,” he said.

For additional information, please call 610.246.9820 and visit www.agostinellibrospainting.com.





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THE COLONIAL THEATRE

227 Bridge St. Phoenixville, PA 19460
(610) 917-1228
thecolonialtheatre.com



Nestled in the heart of bustling downtown Phoenixville, the member-supported, nonprofit Colonial Theatre is one of the region's premiere independent entertainment destinations. With three screens and multiple event spaces, the Colonial attracts over 72,000 patrons annually to popular new movies, beloved film favorites, live music, comedy, performances and community events. In the past year, patrons have packed the Colonial to enjoy popular new films, including *Bohemian Rhapsody*, *Downton Abbey*, *Avengers: Endgame*, *Green Book*, *The Lion King*, and *Once Upon a Time in Hollywood*. Concertgoers from near and far filled the seats for sold out shows, including The Psychedelic Furs, Mat Kearney, 10,000 Maniacs, Aimee Mann, and comedian Preacher Lawson.

Equally as impressive as its arts spaces, the Colonial's soaring lobby space is a true focal point of its recent expansion. Featuring a cozy and comfortable mezzanine lounge, the lobby is the perfect spot to enjoy a pre- or post-event glass of beer or wine served from the 50-foot marble-topped concession bar. The expanded Colonial not only provides more entertainment possibilities, it also broadens the venue's rental opportunities. Complementing the three theaters available for rentals, the venue also boasts a new catering kitchen and a beautiful Garden Suite complete with a Rooftop Deck. "From families looking to celebrate weddings, birthdays and anniversaries to businesses interested in off-site meetings, seminars or team-building exercises, the Colonial is ready to host your next event," says Colonial Engagement Coordinator Jack Warren.

As one of the area's top spots for entertainment, the Colonial not only draws large audiences to its movies and events, it also attracts patrons for local businesses and organizations. Screen advertising and movie/event sponsorships are both low-cost and highly effective opportunities for businesses and organizations to connect with new and existing customers. Before films and performances, each screen runs a slideshow that spotlights ads from a variety of vendors and service providers. "Since we're open every day and draw an average of 4,600 patrons each month, our slideshows attract a lot of eyes," asserts Warren. "Each slideshow runs for 30 minutes before films and live performances so an advertiser's message is seen several times while the audience's anticipation for the movie or performance builds."

For those looking for an entertaining way to build positive word of mouth, reward loyal patrons or thank staff, the Colonial offers film/event sponsorships. "Your advertising dollars go a long way with sponsorships," says Warren.

Sponsors receive free passes to give to employees, customers, friends or family. Each sponsor also receives call-outs on the Colonial marquee, in its quarterly newsletter, on the theatre website, in weekly e-newsletters, and posts on its social media pages. Best of all, sponsors are invited to introduce the film and set up an information table in the lobby on the day of the show. "After the credits roll, the audience identifies the sponsor with the enjoyment they felt while watching a favorite movie," exclaims Warren. "Generating that kind of connection with an audience motivates action on their part."

Of course, no spotlight on the Colonial is complete without discussing one of the biggest annual events in Chester County: *Blobfest*! Now entering its 21st year, *Blobfest* celebrates the Colonial's place in cinematic history as the epicenter of the famous "Run Out" sequence of the 1958 sci-fi classic *The Blob*. Highlighted by a recreation of the film's most famous scene, the weekend-long *Blobfest* also offers multiple screenings of *The Blob*, a street fair, costume contests, and an open invitation to all local businesses and organizations to participate in the fun – and grow their own fan base. "It's a great community event for lots of reasons," says Colonial Marketing Director Brendan Carr. "When folks flock to Phoenixville during the fest, they bring plenty of foot traffic to the local businesses and the vendors participating in the street fair. It's a fun way to introduce new visitors to the many perks of Phoenixville and the surrounding area. When they see a proud community with a thriving downtown, it encourages them to return to the area for an afternoon of shopping, a bite to eat, or a night at the movies."

The Colonial Theatre invites you to become a part of Chester County's community treasure today!

"Quickly becoming one of my favorite places for a good time."

– Jennifer L., Facebook Review

"My favorite movie theater with all the best movies!"

– Lisa S., Google My Business Review

"Love the history, the uniqueness, and the local community support."

– Terry D., Google My Business Review



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Woodward Landscape Supply

Located on the outskirts of the bustling town of Phoenixville, Woodward Landscape Supply is a leading supplier of hardscaping materials for outdoor living improvement projects. Woodward's offers all the elements needed for a successful project – from basic building blocks to unusual accents and critical accessories. When you enter their yard, you are immediately awed by the huge selection of products in inventory including manufactured brick and block, natural stone, fire features, masonry supplies, outdoor kitchens, and much more.

To ensure that their customers make satisfying product selections, Woodward's has over an acre of indoor and outdoor displays. They believe seeing products installed is critical to the decision process so displays are upgraded regularly.

The sample patios feature the product lines of industry leading manufacturers, a large display of local and imported natural stone, and accents such as outdoor kitchens. The displays are designed to show different shapes, sizes, textures,



colors and price points to enable good product comparisons.

Perhaps the most impressive capability of Woodward's is their customer service. During product selection, customers are escorted and assisted throughout the

process by knowledgeable, skilled staff. And deliveries are made six days a week with lead times usually under three days because of the team of drivers and variety of delivery vehicles.

When you are ready for your next

outdoor project, Woodward Landscape Supply, 661 Schuylkill Road, Phoenixville, PA 19460 is well worth the visit. For additional information, please call 610.983.9810, and visit www.woodwardlandscapesupply.com.

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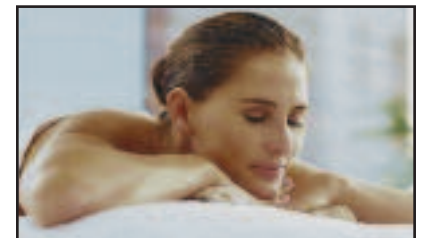
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Tre Spa

After many years spent learning about skin care (along with natural remedies for stress and allergies), Tre Spa Owner Heidi Truong decided to incorporate her knowledge into her manicures and pedicures at Tre Spa. It is both her passion and her goal to nurture the mind, body, and soul of each one of her customers through her services.

"We do this by creating a relaxing environment without the use of chemical products!" Heidi explains. "We use Himalayan, Epsom, and Dead Sea salts for our pedicure baths, along with custom made masks using yogurt, collagen, grape seed oil, coconut oil, and vitamins C and E across our varieties of pedicures. In particular, you can find



these ingredients in our *Coconut Paradise*, *English Garden*, and *Tre Signature* spa pedicure options. We take pride in making sure our salon provides a tremendously relaxing experience for each guest using all-natural products. We hope to see you soon!"

Tre Spa is located at 420 Schuylkill Road, Phoenixville, PA 19460. For additional information, please call 484.924.9207, and visit www.youdeservetrespa.com.

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Phoenixville Hospital

TOWER HEALTH

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The strong sense of community at Phoenixville Hospital is everywhere. Since joining Tower Health in October 2017, there have been innovative and progressive improvements at Phoenixville Hospital providing the best healthcare services and technology available for our patients. Physicians and staff are proud of the system's scientific advancements and patients are confident that they will receive high-quality, compassionate care when they visit any Phoenixville Hospital facility.

Phoenixville Hospital is a 137-bed, acute care facility that offers a full range of services and programs, including award-winning cardiovascular services, fully accredited cancer center, comprehensive women's health services, one of the busiest robotic surgical programs in the area, an all-private-room acute inpatient rehab that is ranked Top 10% in the nation, an advanced certified joint replacement program for hips and knees, and a NAPBC-accredited Breast Health Center. We also offer outpatient surgical care at our Phoenixville Hospital Ambulatory Surgery Center in Limerick.

Our Community Health department provides more than 600 health and wellness programs annually throughout the community to help keep our patients engaged, well informed and healthy. Their programs include: pregnancy and parent classes, diabetes education, tobacco wellness



sessions, health screenings, CPR and first aid, and several support groups.

Volunteers have played a critical role in hospitals for centuries, compassionately supplementing the services that staff provides to patients, their families and guests. Volunteers also play an important role in patient satisfaction, adding a special dimension of personal service and care.

Phoenixville Hospital's volunteer corps is made up of members of our committed community, and in 2018, 175 volunteers donated close to 23,000 hours of service.

Our Senior Group is a program for individuals age 50 or better who are interested in pursuing an active lifestyle, learning about health and wellness, and meeting other in our community. Our events and activities are designed to help you stay healthy, vibrant and active.

Over 35 employed Tower Health Medical Group physicians are on or near Phoenixville Hospital's campus and this number is growing monthly. Many practices offer same day/next day and Saturday appointments.

These dedicated physicians are committed to providing exceptional care for our patients and their families.

Phoenixville Hospital is now part of a larger healthcare network, Tower Health. Tower Health includes more than 11,000 employees, and offers a strong, regional, integrated healthcare provider system that offers leading-edge, compassionate healthcare and wellness services to a population of 2.5 million people. We are your family, friends and neighbors, and we work with and for our community to provide quality healthcare that fits your life and lifestyle.

To learn more about Phoenixville Hospital, visit phoenixville.towerhealth.org.

FOCUS ON SUCCESSFUL PHOENIXVILLE BUSINESSES



Looking to connect with the future workforce of Chester County? Here are a few ways TCHS can help:

- ✓ Join our Occupational Advisory Committee (OAC) and help ensure our programs stay up to date with industry developments.
- ✓ Partner with TCHS to establish workplace opportunities.
- ✓ Assist TCHS with mock interview days to hone students' soft skills.
- ✓ Participate in industry awareness days that bring you together with students to offer demos, job interviews/interview practice and networking.
- ✓ Become a sponsor at one of the many TCHS community events.

To get involved, please visit:
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TCHS is a place where students get to explore the things that interest them through a hands-on approach to education. TCHS is a part-time, career-focused public high school for students residing in Chester County. TCHS is a supportive community of educators, industry and college partners and students who share common interests. TCHS is where students get to apply the skills they learn in the classroom to real-world situations and confidently take the next step with a roadmap for their future.

TCHS relies on industry partners to fulfill its mission to help students become

career ready. Industry partners can shape curriculum by becoming a member of an Occupation Advisory Council (OAC) at TCHS, help students gain hands-on experience through co-ops and internships and serve as a resource to help students connect what they learn in the classroom to future career opportunities. In return, industry partners get to help prepare and connect with their future workforce.

Is your organization interested in partnering with TCHS? Are you ready to connect, work with and help shape your future workforce? If so, please visit <https://www.cciu.org/TCHSPartner>.

Bridge Street Chocolates

Bridge Street Chocolates, located at 158 Bridge Street, Phoenixville, celebrates eight years in business this December. If you're looking for quality chocolates, beautifully packaged and the customer service you deserve... Bridge Street Chocolates is your chocolate shop. Nestled in historic Phoenixville, you'll find a quaint shop filled with hand crafted chocolates. We offer a wide selection of truffles, assorted chocolates like butter creams, cherries, caramel pecans, coconut, unique barks, jellies and vegan options too! With a great selection for Holiday, Employee, Client gifting or for special milestone celebrations as well) Bridge Street Chocolates can also be found at Kimberton Whole-



foods, Petals Florist, The Grand Fromage, and Five Saints Distillery just to name a few. We deliver in our service area and ship within the USA.

Bridge Street Chocolates is a proud member of the Phoenixville Chamber of Commerce and Phoenixville Business Association. For additional information or to place your order, please call 610.935.8100, or email order@bridgestreetchocolates.com. Check us out on Facebook and Instagram.

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Belle Haven

Located in the heart of historic Phoenixville at 28 S Main Street, lies Belle Haven, a unique Home Accessories & Gift Boutique. Owned and operated by mother/daughter team, Wendy and Megan Kirby, Belle Haven seamlessly blends vintage finds with new and trendy pieces. Wendy

and Megan have brought their love of home and decorating to create a space that is both inviting and inspiring!

In addition to the quaint retail space, Belle Haven also offers in-home decorating and staging services helping their clients create "havens" of their very own!

For more information, call 484.924.8052, follow them on Facebook and Instagram @bellehavenpxv or visit their website: www.bellehaven.market.





2019 marked the 13th year doing business in Phoenixville for O'Donnell, Weiss & Mattei, P.C., and it has been an exciting year as well! After expanding our offices located at 347 Bridge Street, Suite 200, in 2018, to accommodate our busy Title Insurance Agency, we have had some other changes this year that set the stage for our continued growth in the Phoenixville area.

On June 1st, James R. Freeman, Esquire joined OWM Law. Attorney Freeman has been living and practicing law in Phoenixville, Chester County and the surrounding areas for more than 40 years. He served as a Chester County prosecutor for 14 years and was Chester County's first full-time district attorney. Jim decided to make the transition to OWM Law in order to provide a wider array of services and add significant depth to his practice areas.

In addition, in July of this year, **Rebecca A. Hobbs, Esquire** was named a Principal of the firm. Attorney Hobbs is a Certified Elder Law Attorney (*Certified as an Elder Law Attorney by the National Elder Law Foundation as authorized by the Pennsylvania Supreme Court). She is also an accredited attorney with the Department of Veteran Affairs, and is a member of the National Academy of Elder Law Attorneys (NAELA) and the Pennsylvania Association of Elder Law Attorneys (PAELA). Rebecca joined OWM Law in 2013 and lives in Phoenixville with her family. She concentrates her practice in Long-Term Care Planning, Medicaid, Estate Planning, Special Needs Planning, Veterans Benefits, and Estate and Trust Administration.



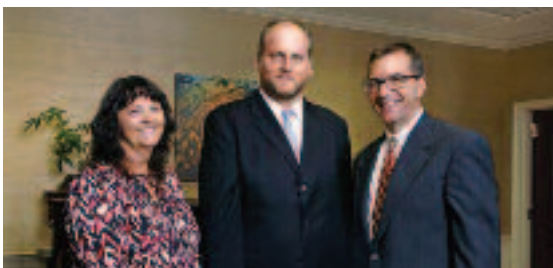
OWM Law has 14 attorneys, with 7 in the Pottstown Office and 7 in the Phoenixville Office. The attorneys in the Phoenixville office include OWM Law Shareholders **David A. Megay** practicing in real estate and title insurance, business planning, family law, and estate administration; **James C. Kovalski**, practicing in business law, real estate and title insurance, estate planning and estate administration; **Michael B. Murray, Jr.**, practicing in land use, municipal, and real estate; and **Rebecca Hobbs, CELA***, practicing in elder law, special needs planning, estate planning and estate administration; and also Associates **James R. Freeman**, practicing in criminal defense and family law, **Joseph K. Koury** who concentrates his practice in business law, real estate and estate planning and **Melissa A. Iacobucci**, who concentrates her practice in Family Law.



All OWM Law attorneys see clients in both offices, i.e., Pottstown and Phoenixville, as needed. While each OWM lawyer focuses in his or her designated areas of practice, to better serve our clients we also utilize client service teams, or practice groups, consisting of attorneys and paralegals concentrating in specific areas of the law. Those client teams include:

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

In addition, to the legal services offered by OWM Law, several of our attorneys are licensed title insurance agents. As title agents, we can offer title insurance and conduct residential and commercial real estate settlements to not only our clients but to any purchaser of real estate.



We at OWM Law are pleased to help advance the vision for continued growth of the Phoenixville area and its surrounds. You will frequently find the lawyers from OWM involved, both on the front lines and behind the scenes, in much of what is happening in both Pottstown and Phoenixville. OWM attorneys are proud volunteers in local nonprofits and in the local Chambers of Commerce, and enjoy giving back to our community.



Please visit our website www.owmlaw.com for additional information about OWM Law, our practice areas and our attorneys, or call 610-917-9347 or 610-323-2800.

Disconnect, Breath Easy and Rejuvenate your Body and Mind at Glow Skin Boutique & Spa in Phoenixville

Glow Skin Boutique & Spa is located in the heart of Phoenixville. "We strive to deliver clean, organic, and professional results with a focus on skincare and wellness for each individual, and to create a memorable journey for all who visit us," says owner Sangee Mohan, who has established Glow as a highly-sought after retreat for those seeking a transcendent spa experience.

Having just celebrated its 10th anniversary in 2019, Glow is continuously reinventing itself to provide the best skin care services. Glow Spa's new services include Ayurveda Facials, which uses natural elements — Vata (Ether and Air), Pitta (Fire and Water) and Kapha (Earth and Water). Ayurveda takes a custom approach to alternative medicine for lasting results not seen with pills and organic beauty products that only provide a quick fix or surface solution. This facial goes deeper, treating the problem at its



core and creating results that are not only seen but also felt, putting spirit, mind and body into balance.

Another new facial offered is the Hydra-dermabrasion. This procedure combines cleansing, exfoliation, extraction, hydration and antioxidant protection simultaneously, resulting in clearer, more beautiful skin with no discomfort or downtime. The treatment is soothing, moisturizing, non-invasive and non-irritating. Our other treatments include vitamin c facial, diamond peel microdermabrasion and a variety of body wraps and treatments, waxing, and much, much more!

As part of an ongoing effort to make self-care a necessity, Glow has also made the massage services affordable to everyone. All of our different massage services are the same price. The prices does not differ, regardless of the type of massage requested by the client.

On your feet all day? Consider a 30-minute foot soak. Freshly handmade by our therapists upon your arrival, they come out to you in a large hand-hammered bowl and are made with clean, nourishing ingredients. Glow Spa foot soak services include a warm agave oil massage, followed by hot stone massage with shea butter. Following that up with a honey-based serum wrap as a treatment for your feet, brushing the serum on dry heels and toes and drying of feet to ensure a lasting, silky soft feel.

"Regardless of the services offered by Glow, neither will we compromise on the products we use or the level of customer service we provide," Sangee explains. "Everyone has to start somewhere, and we are happy on the path we choose and believe we are headed in the right direction and happy doing it."



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The Best Kept "Breakfast Spot" Secret in Chester County

Historic G Lodge Restaurant, located at 1371 Valley Forge Road (Route 23) in Phoenixville, two miles west of Valley Forge Park and two miles east of Starr Street. Owned and operated by Dennis Dreibelbis since 1984, G Lodge Restaurant is the best-kept secret in Chester County.

G Lodge Restaurant, featuring extraordinary food at reasonable prices, is one of the oldest, continuously running restaurants in the Phoenixville area. G Lodge Restaurant offers unique specialties like Banana Walnut French Toast and Filet Mignon and eggs, and has been voted one of the top ten breakfast spots in Chester County Online. "I have breakfast that no one can rival," said Dennis Dreibelbis, owner/operator of G Lodge Restaurant since 1984. "We have fresh fruit every day, with raspberries and blackberries and other things people wouldn't even think of," he said, adding "We feel our food is the best in the county and the price is fair for the amount of food you are served." Breakfast is served at

G Lodge every day until 1:30 PM, "And that makes everybody happy," Dennis Dreibelbis said.

The G Lodge is celebrating its 35th anniversary in business, having prospered through good times and bad — such as having a major motion picture "The Happening" filmed on site; and surviving countless storms, and making it through PENNDOT's seven-month closure of Route 23 to replace a bridge. Dennis Dreibelbis was out of commission with a broken leg at the time and his wife Terri and the staff managed to keep the business going. How? Why? Dedicated loyal customers, who found their way to the G Lodge despite the detours, and came back in droves when the road was reopened.

Isn't it time you experienced the G Lodge? Stop in and find out for yourself why G Lodge Restaurant is among the best breakfast spots in the region. G Lodge Restaurant is located at 1371 Valley Forge Road, Phoenixville, PA 19460; 610.933.1646.



Taking it on the Road with CDL at North Montco

Local business can now take advantage of customized, on-site Commercial Driver's License (CDL) training for their employees. North Montco Technical Career Center will deliver training at your business location, making this option convenient for industry, boroughs, and municipalities that want staff to earn this credential. Training can include CDL permit test prep and behind the wheel instruction in your company's vehicles. Our instructors provide training to your staff in manageable, customized segments. Students will take their road test at North Montco's certified third-party-testing site in Souderton, PA.

If you are an individual thinking about earning your CDL license, opportunities are plentiful. Paul Delp, president of Lansdale Warehouse, stresses that this is another profession experiencing a skills gap. "As baby boomers retire, there just isn't enough drivers to fill the need." Delp runs several local warehouses and a full fleet of vehicles for shipping material. "More importantly," Fred Yuhasz, North Montco CDL instructor, states, "driving is not just a good career for men; it is also a great career for women, especially with the diversity of industry in our area." As a result of the worker shortage, employment for those with a CDL credential is very good, and in Montgomery County and the nearby counties, the projected growth remains strong (near 8%) through 2026.

Salaries are good too, as candidates with a CDL license and some experience can make over \$58,000.00 according to the Department of Labor. Neil Sullivan, Safety Specialist, from PV Transport, the division that handles transportation and logistics for the Clemens Food Group, says, "The average earnings for long



distance drivers is about \$85,000. It is all about time management. The most skilled drivers can make over \$100,000.00." Sullivan adds, "Driving is a skilled trade, the better a driver is with his or her time, the more opportunity there is to make money during longer hauls." He continues, "If you're independent, enjoy working alone, and seeing the countryside, over-the-road (longer hauls) may be right for you."

While some in this business like long hauls, not all CDL drivers have to be as committed to time on the road. Fred Yuhasz explains, "Having a CDL license increases your marketability with businesses. For example, a construction worker with both trade skills and CDL skills can safely transport equipment back and forth to the job site. As an employee, you're adding real value to the business." He emphasizes that entrepreneurial and part-time opportunities are plentiful as well. "Drivers for landscapers, bus companies, general contractors, shipping, and snowplow, such as Penndot, are often available to earn extra cash."

North Montco's next CDL (A or B) Driver Training Class is scheduled for February 24. Visit North Montco's website for more information at www.nmtcc.org or call the Continuing Education Office at 215.855.3931.

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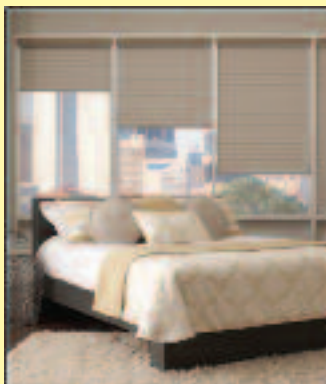
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MEP or Not To MEP



By Dennis Pellegrini, ChFC, AEP, MSFS, Member, Small Business Resource Association

So, what is a MEP? A Multiple Employer Plan (MEP) is a 401k that allows employers who are not affiliated with each other to set up a retirement plan that is sponsored by a third party. The third party bears the responsibility for administrating the plan. A MEP is particularly advantageous to small and medium size companies because they are less expensive with regard to administrative costs and offer some relief on fiduciary responsibilities. When multiple employers unite, the MEP becomes attractive as it allows for economies of scale.

It is often common to see associations sponsor a MEP in an attempt to attract and attain members. The association gets things kick started with a master plan. Afterwards, each member then can join as an adopter of the plan. Although the plan has features that apply to everyone, they can be flexible in design as well. Matching schedules can vary between the individual adopters as well as the types of contributions offered. Perhaps another employer would like their employees to wait longer to participate due to a high turnover rate.

With a MEP, an employer can also combine profit sharing into the plan. The plan will likely offer some different alternatives to give employees flexibility with their company contribution.

One of the disadvantages with the MEP is the so-called "one bad apple rule." This could cause a disqualification to the plan if one of the employers fail to meet the administrative requirements.



Recently, President Trump signed an executive order instructing the Department of Labor to provide guidance that would relax existing restrictions on Open Multiple Employer Plans. This action will open the door further for small and midsize employers to offer retirement plans that are cost effective and more flexible than if they were to adopt a plan on their own. This not only help business owners across the country, it will benefit more working Americans who need to plan for retirement. Roughly 90 percent of large employers provide 401k plans versus half of small employers sponsor a plan.


To discuss if a MEP is for you, please visit www.dpellegrini.com.

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ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES GUIDE

Tax planning and preparation is an ongoing, year 'round process. As the April 15 tax filing deadline approaches, now is a good time to think about the value of professional tax planning and preparation services. To that end, we asked several leading tax planning/preparation firms to share their approach to providing these essential services to businesses.

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Business owners wear many hats and can find it stressful to juggle all of the priorities and demands of their organizations. At Ruhl & Associates LLC, we believe in taking the stress out of accounting so that business owners can focus on their core business objectives. Outsourced accounting services can save a business time, money and the worry of managing an accounting department.

Accurate financial information is essential to the long-term success of any business, large or small. The most basic need is a clean set of books and records so your CPA can prepare a tax return efficiently and without costly "clean up" work at year end. This cost can be minor, however compared to the cost of bad business decisions based on unreliable financial information.

As a company grows, a business owner needs more than just a clean set of records to meet the compliance requirements of the IRS, board of directors or their banker. Properly designed accounting and reporting systems should provide information that is critical to making sound and strategic business decisions.

An outsourced controller can provide the analytical data that is crucial for making confident decisions and improving bottom-line profitability. This may involve areas such as job cost accounting, cash flow forecasting, inventory control, analyzing overhead and labor burden costs, and

financial forecasting and budgeting. Outsourcing provides business owners an alternative to hiring a full-time accountant or controller until it is necessary.

Ruhl & Associates LLC has been providing bookkeeping, accounting and controller support to business owners and non-profits since 2001. Our mission is to provide reliable and relevant accounting information at the lowest possible cost. Our clients have the information they need to make good business decisions without the stress of managing full-time accountants.

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Behind Exciting Long-Term Business Growth is a Boring Bookkeeper...



By Beth Breslow,
 Breslow's Bookkeeping
 Business

The end of the year is a busy time for many reasons. Holidays, travel plans, and family visits consume most of our days starting in November through January 1. But as a small business owner, there is even more you have to handle at the end of the year.

Right now is the time of year when your business really needs your attention, especially in regards to accounting. Doing so not only helps you close out the current year on a high note, but it also sets you up for starting off the next year on the right foot.

Is your business on par with the following accounting tasks?

• **Monthly bank, credit card and loan reconciliations** — For the year-end, it is important to make sure what you show on your financial statements matches up with your bank and credit card accounts and your year-end statements.

• **Reconcile your accounts receivable and accounts payable** — There is a tendency to forget to collect on your invoices if you do not use invoicing software. Without a good collection system like Quickbooks, you may be missing out on money you are owed.

• **Gather and Organize Your Receipts** — It is important to gather and organize your business-related receipts. A shoebox

full of receipts is the last thing your CPA wants to see. There are many apps available to download, which will simplify this.

• **Check Payroll** — A few common areas to watch out if you're worried about end of year accounting are withholding taxes for fringe benefits, deferred compensation, and end of year bonuses.

• **Collect W-9s** — Did you use vendors this year? If so, you will have to collect W-9 forms for some of them. The W-9 form can be used as a paper trail for the IRS to track your expenses.

For every vendor that you have spent \$600 or more for services, you are required by law to issue and complete a 1099 form. The 1099 must be filled out and sent to the IRS by January 31st.

• **Take Physical Inventory** — For some of you, there is no need to take physical inventory. For others, getting an accurate account of your inventory is important. You will want to match it with your end of year balance sheet. It will also be helpful for your bookkeeper, especially to know how much you have spent on inventory throughout the year and its current value.

If the above-mentioned tasks are a foreign language to you, or if you know that there is not enough time in the day to tackle this checklist, call Breslow's Bookkeeping Business at 215.272.5217 today; email: bethbreslow@gmail.com; and visit: www.breslowbookkeeping.com.

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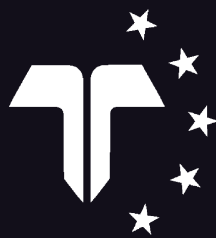
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TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE



As we promoted in this message last month, October was designated by Pennsylvania Governor Tom Wolf as Chamber of Commerce month. Also, October 16 was declared and recognized as National Chamber of Commerce Day.

We are appreciative of the recognition given to organizations like ours. But we don't do our job alone. Just like you, our Member businesses, who participate in our organization and likely participate in professional associations, the TriCounty Area Chamber of Commerce is a member of professional associations within the Chamber of Commerce industry/profession. These professional memberships include American Chamber of Commerce Executives (ACCE), US Chamber, PA Chamber of Business and Industry, and the Pennsylvania Association of Chamber of Commerce Professional organizations. These memberships provide our staff with informational resources and samples of other Chambers' work, educational opportunities, and a network of professionals who understand our industry and "speak our language." We look to benefit from the relationships we create through those memberships in the same way we want to see our Members benefit from being a Member of this Chamber.

Participation and memberships in associations provides benefits that provide value helping the members grow in their industry and business. In addition to benefits, by joining an organization or association made up of like-minded individuals you build relationships with other participants. Those participants can become trusted resources. You can create ongoing dialogue with the contacts that you have made through networking.

The Chamber of Commerce world is unique, our families do not even understand what we do every day – so when attending meetings, educational workshops, and networking events with the colleagues in our industry we can vent with those who understand our challenges, we can brainstorm with those who understand what it takes in putting new ideas in place but who are also wanting to learn from us. You can share your knowledge and pass along the expertise you have to help others which is a great feeling. Someone might like the way we host a certain event and vice versa; we might hear a great idea from another chamber and want to try and make that work for our membership.



Through our "We are better together" initiative we encourage our Members to think about how you can help your fellow Members and build relationships with Member businesses. Networking is typically the reason we hear from businesses for joining the Chamber. Our Chamber spent an entire year focusing on how to make the most out of networking opportunities. The group Shepa Learning Company, shepalearning.com, has created "88 Positive Networking Tips" quick guides. The guides are based on their book "Work the Pond! Use the Power of Positive Networking to Leap Forward in Work and Life" by Darcy Rezac, Judy Thomson, and Gayle Hallgren-Rezac. We encourage our Members and anyone reading this article to enter into networking opportunities following Tip #1 from the quick guide, first and foremost, "A Better Way to Network – The seminal secret of Positive Networking is discovering what you can do for someone else, with no expectation of anything in return. It's about opening a relationship, not closing a sale. When you network this way, it takes all the pressure off-guaranteed."

This is your Chamber and if we can help facilitate building these relationships please do not hesitate to let us know. We are always looking for ways to create opportunities for successful connections to be made. If you have an idea or a specific need, contact me and let's talk about it.

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

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eileen@tricityareachamber.com

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

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

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

TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION, INC.

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

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 November. 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!**

422 SportsPlex
1400 Industrial Highway
Pottstown, PA 19464
610.323.9600
the422sportsplex.com

Recreation; Sporting Goods
Indoor sports facility specializing in adult and youth recreational sport.

Achin' Back Garden Center, Inc.

10 Penn Road
Pottstown, PA 19464
610.495.2870
achinbackgardencenter.com

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610.326.2200

jjc-automotive.business.site/
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2143 Buchert Road
Pottstown, PA 19464
215.303.6101

Arts & Crafts; Party Planning; Special Events
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300 East High Street
Pottstown, PA 19464
484.374.2454

Bakeries; Gluten Free
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Manatawny Still Works
320 Circle of Progress,
Suite 104
Pottstown, PA 19464
484.624.8271

manatawnystillworks.com
Craft Breweries/Distilleries; Caterers/Banquet Services; Retail Sales
We're a whiskey distillery specializing in four-grain whiskies. We offer a tasting room bar and event space, as well as tours of the facility.

Pottstown Children's Discovery Center
248 Walnut Street
Pottstown, PA 19464
267.337.0179

pottstownkids.org
Museums; Amusement and Entertainment; Youth Services
We are an emerging Children's Museum seeking to provide an interactive learning experience for children and families.

422 SportsPlex
1400 Industrial Highway
Pottstown, PA 19464
610.323.9600
the422sportsplex.com

Recreation; Sporting Goods
Indoor sports facility specializing in adult and youth recreational sport.

Slatehouse Realty
313 East High Street
Pottstown, PA 19464
484.525.0010

Property Management; Real Estate - Commercial/Industrial; Real Estate - Residential
Real estate sales & property management.

Soul Joel's Comedy Club & Lounge

155 Railroad Plaza
Royersford, PA 19468
610.686.8080
sjpcomedy.com

Comedy; Fundraising Consultants; Music/Instruments/Training
JOEL RICHARDSON - SOUL JOEL the founder of Soul Joel Productions, the biggest independent comedy production company on the East Coast. For over 10 years, Joel has been producing 200 plus shows every year. Half of those shows are fundraising events that benefit schools, non-profit, and charitable organizations. SJP has had 500 plus comedians work in 15 different states, who have appeared on The Tonight Show, Last Comic Standing, Comedy Central, HBO, Showtime, MTV, and heard on SiriusXM Radio.

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TRICOUNTY AREA
CHAMBER OF COMMERCE

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

41+ YEARS

Pottsgrove School District

A. Weitzenkorn's Sons, Inc.

25 YEARS

Sanatoga Ridge Community, Inc.

Valley Forge Tourism & Convention Board

20 YEARS

MacKissic, Inc.

10 YEARS

Boy Scouts of America - Cradle of Liberty Council

5 YEARS

Coventry Mall

Dancing Tree Creations Artisans Gallery and Studio

1 YEAR

Bella Italia Pizzeria & Italian Kitchen

Ervina White Beauford Funeral Service, P.C.

Goose's Montecristo Cigar Lounge

Loughin Real Estate

Majestic Glamour Nails & Spa

Parma Pizza

Pottstown's Own Meat Market

Rachel Riker - Keller Williams Realty Group

Ron's Crooked Hill Tavern

Sanatoga Corporation

Speck's Drive In

Traveling Nurses LLC

Member Renewals

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

Bally Block Company

Brandywine Living at Upper Providence

Building a Better Boyertown

Chestnut Knoll

Complete Graphics, Inc.

DeMedio's Building Maintenance, Inc.

Gateway Ticketing Systems

Hickory Valley Golf Club

Houck & Gofus Funeral Home, Inc.

Independence Blue Cross

Keller Williams Realty Group

Kelly Real Estate, Inc.

Limerick Bowl

Montgomery County Community College

North Coventry Township

Pottstown Parks and Recreation Foundation

Schumacher & Benner Funeral Home & Crematory

World Travel, Inc.

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 **Melissa Shainline** at 610.326.2900 or melissa@tricityareachamber.com



When purchasing goods and services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you **Always Buy Chamber!**



Mark Your Calendars!

NETWORKING

Thurs., December 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. We would like to thank our members for being a part of our organization.

This **Members Only** Event is FREE thanks to our Presenting Sponsor: **Exelon**

Sponsor: **Pottstown Area Rapid Transit (PART); Pottstown Hospital Tower Health**

SOLD OUT!

Tues., December 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! Connect with others and learn how you can use your skills and resources to help one another to create new opportunities.

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)

Fri., December 13 **Refresh Friday: Tips to Improve Your Public Speaking**

8:30 - 10 AM

Chamber Office, 152 E. High St., Suite 360, Pottstown 19464

Featuring: **Caren M. Yucha, Hearing Instrument Specialist, Yucha Hearing Aids**

Points to be covered: 1) How to handle nervousness; 2) How to keep their attention; 3) How to be more effective

Members Only; Free.

Tues., December 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.

Thurs., January 9 **Economic Forecast Breakfast**

7 - 9 AM

New Hanover United Methodist Church, 2211 Swamp Pike, Gilbertsville 19525

Tompkins VIST Bank will discuss the economic outlook for 2020 including the growth drivers for the economy and the markets as well as the impact of current and potential fiscal policy including other uncertainties.

Sponsor: **Tompkins VIST Bank**

\$26 per Member (prepaid prior to 1/2); \$32 per Member (invoiced or paid after 1/2); \$50 per non-member

Fri., January 17 **Refresh Friday: Personal Branding: Own Your Reputation**

8:30 - 10 AM

Chamber Office, 152 E. High St., Suite 360, Pottstown 19464

Featuring: **Coach Adrean Turner**

Personal branding is an essential tool for career success. Your brand is not what you do but who you are and the values you represent. Because your resume or a business card doesn't tell your whole story, successful branding helps individuals develop a reputation for advancement to create effective and meaningful engagement with business associates and customers. Participants are guided through a series of activities to identify and maintain a strong brand that enhances professional success. This session is beneficial for employees at all levels of a corporation, professionals, and entrepreneurs.

Members Only; Free.

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



SAVE THE DATES!



Get your calendars ready - we have lots of great events happening throughout the rest of the year!

FEBRUARY

2/12 REACH TO FIND HARMONY

feat. Jenna Armato, Chief Empowerment Officer of Attract, Engage, Inspire, LLC

MARCH

3/4 MEMBERSHIP BREAKFAST

feat. Dr. Terry Madonna

3/18 BOYERTOWN AREA PROGRESS DINNER

APRIL

4/1 REACH: A GROWTH MINDSET

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

4/21 ANNUAL DINNER CELEBRATION

JUNE

6/4 MEMBERSHIP LUNCHEON: LEADERSHIP TRI-COUNTY GRADUATION

6/10 REACH THE SUMMIT - HALF-DAY CONFERENCE

feat. Keynote Sylvie di Glusto

Leadership

TRI-COUNTY

EVENTS

1/23 LEADERSHIP HALF-DAY CONFERENCE

feat. Bill Graham, Corporate Communications

2/20 TRI-COUNTY YOUNG PROFESSIONAL AWARDS GALA

For event details and registration information, please call 610.326.2900 or visit tricountyareachamber.com

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

ECONOMIC DEVELOPMENT LUNCHEON RECAP

MIKE MURPHY

Chamber Members gathered at RiverCrest Golf Club & Preserve on Wednesday, November 13 for the 2019 Economic Development Luncheon Presented by Pottstown Hospital Tower Health & TCACC.

Chamber Members celebrating significant anniversaries were recognized:

- 110 Years:** Tompkins VIST Bank
- 100 Years:** Dana Incorporated
- 90 Years:** Boyertown Oil & Propane
- 85 Years:** Fleetwood Bank
- 70 Years:** Tri County Area Federal Credit Union
- 65 Years:** Gorski Engineering, Inc.
- 55 Years:** The Body-Borneman Companies; Montgomery County Community College; Mauger Energy
- 45 Years:** Schuylkill River Greenways & National Heritage Area
- 30 Years:** Traffic Planning and Design, Inc.
- 25 Years:** Translogistics, Inc.
- 15 Years:** Everything Printing; Patriot Environmental Management LLC; Schultz Technology; Sunnybrook Village Business Campus
- 10 Years:** Foundation for Pottstown Education
- 5 Years:** Lifeworks Counseling Center, LLC

Tricia Reedy Jones, MPA, Partnership Coordinator with the U.S. Census Bureau, provided an overview of the 2020 census, and how individuals should start preparing now.

Our speaker, Mike Murphy, Chief of Staff & Director of Strategic Initiatives, Committee for a Responsible Federal Budget, presented on "Understanding the Federal Budget & Fiscal Outlook." Mike took time to answer a variety of questions from the audience. Mike's PowerPoint slides are available upon request.



2020 CENSUS OVERVIEW



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COLLEGE FAIR & BUSINESS COMMUNITY EXPO RECAP

The Chamber's Annual College & Business Community Expo was held on Thursday, October 24, from 4 – 8 PM at Pottsgrove High School.

New this year – Chamber Member Businesses participated in a Business Community Expo.

The 70+ exhibitors supplied valuable information to aid students in making the right choices for their futures.

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RIBBON CUTTINGS

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 Gregory Glenn, Member Relations Director, at 610.326.2900 or gregory@tricountyareachamber.com.

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OCTOBER BUSINESS CARD EXCHANGE



Chamber Members had a great time networking at the October 29 Business Card Exchange hosted by Freestyle Real Estate. The event was held at a local winery and everyone enjoyed the beautiful fall decor – and the wine!

Downtown Pottstown

Holiday Stroll

Saturday, December 7 - 10AM to 8PM

SCAN THE QR CODE FOR MORE DETAILS!



MEMBERSHIP Breakfast



January 9

7 to 9 AM

New Hanover United Methodist Church

ECONOMIC FORECAST

Tompkins VIST Bank will discuss the economic outlook for 2020 including the growth drivers for the economy and the markets as well as the impact of current and potential fiscal policy including other uncertainties.

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Leadership TRI-COUNTY

CORE PROGRAM CLASS OF 2020

NOVEMBER



BOARD CORPS BOOT CAMP
Laura Otten, Ph.D., Executive Director of The Nonprofit Center at LaSalle, educated the class on best practices in board governance for all nonprofit team members. This session equipped the class with the knowledge needed to be successful future Board of Director members in the nonprofit sector.



LIMERICK GENERATING STATION
Classmates Jeremy Barnhart, Systems Engineer, and Neil Patel, Reactor Engineer, gave the class a tour of Limerick Generating Station. They explained how the nuclear reactors work to produce the energy needed for the region's electricity.



The class also had the opportunity to learn the plant and about how it powers our region, by not only being a source of energy, but by providing many jobs and million of dollars in economic support. This includes about \$5.3 million in taxes annually that directly help our region's schools, transportation system, and other public services.

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TRI-COUNTY YOUNG PROFESSIONALS

We are a program for professionals ages 21-40 working in the tri-county area of Berks, Chester, and Montgomery Counties. We are a diverse group of ambitious, visionary young minds from a variety of industries and backgrounds coming together to connect, develop as professionals, and give back to the community.

Follow Us!



PROFESSIONAL DEVELOPMENT



Dr. Adriene Hobby, Director of Leadership and Talent Management at Montgomery County Community College, facilitated a motivational discussion about risk taking in the workplace. She identified various types of risks, how we can best prepare and empower ourselves to take them, and why they are essential to success and growth.



NOMINATE AN OUTSTANDING YOUNG PROFESSIONAL TO BE RECOGNIZED AT OUR INAUGURAL EVENT!

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King Diner, located at 1432 E. High Street in Pottstown celebrated its Grand Opening November 20, and is now open 6:00 AM to 10:00 PM, seven days a week. King Diner, Pottstown's newest diner, is a family-owned business. This newly renovated restaurant offers an extensive menu with a wide range of delicious menu items found in the best diners. King Diner offers breakfast, lunch, or dinner at any time of the day. They offer your typical American diner experience featuring breakfast, lunch, dinner, pizza, stromboli, seafood fried and broiled, and steamed crab legs just to mention a few items.

You can expect fast, friendly, exceptional customer service at King Diner. They have online take-out as well as phone order take-out. Food delivery is available from King Diner and the various delivery services. The owners of King Diner owned FIVE STAR DINER for ten years, one of the area's highest rated diners, and they look forward to bringing that success and experience to King Diner Customers. Their family is very happy and proud to be part of the Pottstown Community and bring the King Diner experience to their guests.

King Diner is located at 1432 East High Street in Pottstown. Please call 484.624.4565 and visit www.kingdiner.net for a full menu and additional information.



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"CO-INTERIM" DIRECTORS AT POTTSTOWN LIBRARY

Departing Executive Director moves to new position

The Pottstown Regional Public Library will be managed for the immediate future by two Co-Interim Directors, as the Board of Directors conducts a search for a replacement for departing Executive Director, Michelle Kehoe.

Holly Chang and Lisa Kraljevich will be sharing the duties of the Executive Director's office until a permanent replacement is on-board. Chang has worked at the Library for most of the last 20 years, most recently as the Circulation Desk Manager. Kraljevich has been the Youth Services Director since 2016, with 15 years of experience in public libraries.

Chris Delp, Board President, said "Having Holly and Lisa available during this transition period will ensure that the details of managing our budget, our 100-year old building, and the collection will be in good hands." Chang stated she particularly enjoys the interactions with Library Patrons for the various services provided by the Library, including passport services. Kraljevich is a strong advocate for the Youth programs, stating "The biggest challenge is trying to interest our tweens in different ways to engage in reading."

Kehoe joined the Library in 2016, and is leaving for a new opportunity as Director of "MCLINC", the Montgomery County Library and Information Network Consortium. MCLINC provides the infrastructure and services for all 16 libraries in Montgomery County. As a member of MCLINC, Pottstown Regional Public Library is

pleased to be able to continue to benefit from Kehoe's expertise and familiarity with our Library.

ABOUT POTTSTOWN REGIONAL PUBLIC LIBRARY: The Pottstown Regional Public Library serves the Borough of Pottstown and the Townships of Lower Pottsgrove, Upper Pottsgrove, and West Pottsgrove. The Library is located at 500 E. High Street in Pottstown, in a lovingly maintained building more than 100 years old, originally built as the U.S. Post Office.

The Library provides books and e-books and other digital material, videos, WIFI sessions, public computers, assistance with on-line job applications, reference questions, passport services, copying, faxes, and more. More than 12,000 residents hold Library cards, and in 2018 there were 128,000 visits to the Library from patrons in Montgomery, Chester and Berks counties.

Funding is dependent upon support from our service area municipalities, the state, grants, and donations from residents and businesses. The Library is a 501(c)(3) non-profit organization.

ABOUT "MCLINC": MCLINC is the acronym for the Montgomery County Library and Information Network Consortium, a non-profit 501(c)(3) organization whose members are the public libraries in Montgomery County, Pennsylvania. MCLINC is an independent entity which is supported by member fees, and foundation, corporate, and individual grants. MCLINC provides automation and IT services for an integrated on-line library system, with centralized experience and technical assistance, to the entire Montgomery County system of Libraries.

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PMA Medical Specialists Marks 50th Birthday

2019 marks the 50th birthday of PMA Medical Specialists, a multi-specialty physician practice serving thousands of patients in Montgomery, Chester and Delaware Counties. The physician's network recently organized a Cocktail Party and Silent Auction FUNdraiser raising \$20,000 benefitting the local Salvation Army at the Sunnybrook Ballroom in Pottstown. PMA Medical Specialists in conjunction with PMA CARES (Community Action by Responsible Employees) chose the Salvation Army in an effort to give back directly, to the community which they serve.



State Representative Joe Ciresi presented Joel Eisner, MD (PMA's founding physician) with a citation honoring Dr. Eisner's notable achievements including:

- Single-handedly modernized Phoenixville Hospital by organizing Emergency Room and Inpatient Care and introduced the new concepts of Intensive and Coronary Care units.
- Founding of Clinical Care Associates with the University Of Pennsylvania

School Of Medicine, serving as Vice Dean of Education.

- Helped negotiate the sale of Phoenixville Hospital to the University of Pennsylvania in the 1990s with the offshoot formation of the Phoenixville Community Health Care Foundation.

- In the 1980s, he and others founded one of the area's first HMOs, Freedom Health Care.

Dr. Eisner has been in medical practice

for six decades, yet maintains a full schedule including weekend and Emergency Call. He continues to practice at a level which leaves younger practitioners awestruck. Dr. Eisner continues to guide PMA Medical Specialists and is joined in this effort by a leadership team of physicians and providers focused on continually enhancing patient care and advancing the principles of continuous, coordinated care.

(Continued on page 44)



Joel Eisner, MD

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PMA MEDICAL SPECIALISTS 50TH BIRTHDAY

(Continued from page 43)

The Salvation Army's programming serves every zip code through 51 community centers and a network of volunteers throughout Eastern Pennsylvania, Philadelphia and Delaware. Programs and services include: shelter, hot meals, counseling, early childhood development, recreational opportunities, music programs, after-school arts and educational programs, job training, activities for older adults, spiritual development, and drug rehabilitation. In addition, the Salvation Army makes every effort to ensure that the maximum possible amount from donations reaches those in need. Approximately 82 cents of every dollar collected goes in direct assistance to the homeless, the mentally ill, the physically challenged, victims of drug and alcohol abuse, and others.

Today, PMA Medical Specialists includes specialists in Primary Care (including Family Medicine, Internal Medicine and Geriatric Medicine), Cardiology, Chronic Care Management, Diabetes Education, Electrophysiology, Endocrinology, Gastroenterology, Occupational Health, Pulmonology, Rheumatology, and Sleep Medicine. At every age,



and every life stage, the broad network of specialists and primary care physicians provide continuous, coordinated care.

PMA Medical Specialists offices are located in Audubon, Colleagueville, Limerick, Phoenixville, Pottstown and Schwenksville. The group also includes Prime Health Network, Delaware County's largest independent primary care practice with locations in Broomall, Havertown, Ridley Park, Springfield and Upper Darby. Visit www.pmadoc.com for a complete list of locations and specialties and follow us on Facebook, Twitter, and Instagram for news and updates.

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Tri-County Young Professionals are Raising the Bar!



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

Have you noticed the number of emerging leaders, under 40 years of age, who are making a significant impact where they work or in their service to the community throughout the tri-county region?

Nominations are now being accepted to recognize and celebrate 20 emerging leaders who excel in their chosen field and devote time and energy to their community in a meaningful way. Take inventory in your office and in your community. Who stands out? Deadline for submission is December 15, 2019.

The inaugural Tri-County Young Professional Awards Gala will be held on Thursday, February 20, 2020 at the historic SunnyBrook Ballroom in Pottstown. Award winners will receive two tickets to attend, special recognition at the Gala, and featured in local publications in post event highlights.

Young professionals in our region are coming together to "raise the bar" by participating in high quality professional development programming, attend engaging networking events, and take volunteer action. Individuals between the ages of 21 – 40 are invited to learn more by visiting leadershiptricity.org/young-professionals.

Let's see how high the bar can go!

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



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

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

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(PAMC626390) **910 E. High St, Pottstown**- Great commercial location on E High St near the Hill School. Former dentist office with a Large 1st floor space. Numerous possibilities that may be subject to Borough Approval.



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WHY DO I NEED A LIVING WILL? AND WHAT IS IT, EXACTLY? COMMUNICATION IS KEY



LEGAL PERSPECTIVES

By Carolyn Marchesani, Esq., Wolf, Baldwin & Associates, P.C.

Have you been treated at the hospital or met with an attorney to prepare estate planning documents and been asked, "Do you have a Living Will?" The answer to the question of exactly what *is* a Living Will, will help you, "the principal," to answer the first question.

A Living Will, (a.k.a. an Advance Healthcare Directive), is defined in Chapter 54, Section 5422 of the Pennsylvania Probate, Estates and Fiduciary Code as a writing that expresses a principal's wishes and instructions for health care and health care directions when the principal is determined to be incompetent and has an *end-stage medical condition or is permanently unconscious.*" (Emphasis added). When I discuss this topic with my clients, I want them to understand the particular circumstances that must exist before this declaration is followed.

There are only two scenarios in which this document is viable. The first circumstance is if your health has reached an "end-stage medical condition." This is defined in Section 5422 as "an incurable and irreversible medical condition in an advanced state caused by injury, disease or physical illness that will, in the opinion of the attending physician to a reasonable degree of medical certainty, result in death, despite the introduction or continuation of medical treatment..."

The second condition in which a Living Will would apply is if you are "permanently unconscious." This is defined as "a medical condition that has been diagnosed in accordance with currently accepted medical standards and with reasonable medical certainty as total and irreversible

loss of consciousness and capacity for interaction with the environment. The term includes, without limitation, an irreversible vegetative state or irreversible coma."

In these circumstances, you cannot speak for yourself, your condition is irreversible and the outcome is inevitable. Understanding that there is a very narrow application of the Living Will document, will, hopefully, assist you in deciding whether or not you want to have this document in place. Other than these dire, specific, end of life situations, the Living Will does not apply.

Do you need a Living Will? You may never need this document, however, if you were in an end-stage medical condition or were permanently unconscious you would not, at that time, be able to communicate your wishes as to ongoing care and treatment. With this document in place, your wishes for treatment at this particular time in your life would be known.

The law also explicitly states in Section 5426 that, "in following a living will, the outcome of death is not suicide or homicide. The withholding or withdrawal of life-sustaining treatment from a principal or patient resulting in death, in accordance with the provisions of this chapter, shall not, for any purpose, constitute suicide or homicide."

(Continued on page 48)

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ATTORNEYS-AT-LAW

LEGAL PERSPECTIVES

(Continued from page 47)

Do we want to consider these grim possibilities? Certainly not. However, the possibility of our health diminishing in this way still exists. The best approach for dealing with this issue is communication. Speak with your healthcare provider and discuss the use of this document in his or her practice. Speak with your loved ones, your spouse, adult children, family or close friends to share your feelings and concerns on this issue. Discuss the living will with your estate planning attorney to better learn the purpose and use of this legal document.

In February of 1990, a young woman collapsed. She was twenty-six years old. Her husband found her that morning, unconscious, on the hallway floor. She would never return to full consciousness. She died in March of 2005, fifteen years after the initial collapse. Terri Schiavo, a Montgomery County, Pennsylvania native, her serious health concerns and the respective families' experiences dealing with this tragedy, generated national attention on the issue of a person's right to die, or right to live. There was nothing in writing to communicate the wishes of this

person in the event that such a health issue occurred. Her husband stated that his wife would not have wanted to live this way, however, there was no legal document in place. As a result, a difference of opinion between her spouse, and her parents on what she would have wanted, resulted in years of litigation and emotional turmoil in an effort to reach a decision regarding her right to die, or right to live.

Throughout life we are tasked with making many decisions for ourselves and our loved ones; our public and personal life is built on the decisions we make, or choose not to make. How we want our life to end may never be a decision we have to make, but, we can have the answer prepared for the question of how we want to continue to live or to die in the event that we are faced with these serious healthcare consequences.

Carolyn M. Marchesani, Esq. is an associate in the law firm of Wolf, Baldwin & Associates, P.C. She focuses her legal practice in estate planning, probate and estate administration in Montgomery, Berks and Chester Counties. She can be reached by phone at 610.323.7436, or by email at cmarchesani@wolfbaldwin.com.

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THE FIVE MOST IMPORTANT THINGS TO CONSIDER FOR YOUR WEBSITE



By Tiras Buck,
Amity Digital

Page Speed — Internet connections are getting faster, and they're more available than ever before. Users

have an expectation that a website will load quickly, and if they have to wait longer than a few seconds, the assumption will be that something is wrong (prompting them to hit the back button and go elsewhere). This is such an important consideration that it's become one of the main things Google looks at when determining how to rank a website.

Responsive Design — More than 50 percent of all web traffic is done on a mobile device. Your site has to be able to respond and look good on desktops, laptops, tablets and phones.

Navigation — The navigation needs to be easy to use and guide the user directly to the information they are trying to access.

White Space — This doesn't necessarily have to be white; it refers more to empty space than white space. Leaving some areas blank and keeping the design clean helps draw the visitor's attention to the things you really want them to see. When a website is too cluttered, people don't know what to focus on.

Clear Call to Action — They are coming to your website for a reason, so give them a clear call to action. If they learned enough about your company and decide to use you, don't make them have to put effort into finding the "Contact Us" page or phone number.

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We're Dreaming of a Phishing-Free Christmas

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TECH TIPS

By Kelly McNeil, TechBldrs, Inc.

The holiday season is here! Time for last-minute online present shopping, an increasing number of holiday-related emails in your inbox, and hackers trying to take advantage of it all. Although the year has already been

full of malware attacks, Christmas time is when spammers take full advantage of your busy schedule to bombard you with malicious emails in hopes of getting you on their hook.

Ever gotten a piece of spam email that has your full name, accurate details about an online account, and looks almost exactly like a "real" email you've gotten from a service provider before? Congratulations, you've gotten spear phished! It's our Hot Holiday Trend of 2019, but not in a good way.

Not sure what "spear phishing" means? Still think it's only something you do when you're on vacation in the Bahamas? Keep reading to learn more about this increasingly common (and dangerous!) form of spam, and why you might be seeing more of it in your inbox soon.

Phishing? Spear phishing? What are they, and what's the difference?

Phishing and spear phishing are similar—they're both online attacks that aim to acquire confidential information that can be used maliciously (like your bank credentials, social security number, passwords, etc.). Phishing is a broader term for attacks that are not personalized and are usually sent to a large number of people at the same time. Often, this looks like some sort of official and trustworthy communication (like an email from Amazon, or a text from your credit card company). The phishers are trusting that, by widely casting their net, they have a greater chance of catching a victim.

Spear phishing attacks target an individual victim, and the messages they contain are modified to specifically address that victim, claiming they come from an entity the victim is familiar with and containing personal informa-

tion (like a full name or geographic location). They often include urgent calls to action to stop their victim from examining the message too closely.

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Because of the personal level of spear phishing attempts, it is more difficult for the average user to identify spear phishing attacks. Spam email isn't just easily identifiable junk anymore, it has evolved to fool you. This is why the amount of spear phishing is increasing- because it works!

How does spear phishing work?

Spear phishing attackers target people who put personal information on the internet without proper security precautions (like making your pages private). From looking at an online profile, they might be able to find a victim's email address, friends/followers list, geographic location, and any posts about services the victim uses or products they have. With this information, a spear phisher could then construct a convincing email as a friend or familiar entity and send a fraudulent message to their target.

The target is asked to open an attachment (often containing malware) or click on a link that takes them to a fake website where they are asked to enter passwords, account numbers, credit card information, and other sensitive data. The spear phishers can then use that information to access their victim's various online accounts and wreak havoc.

How can I protect myself?

Have secure passwords

Reusing passwords across multiple accounts means that if a hacker has access to one of your passwords, they have access to all the accounts you use that password for. Every password you have should be different and should include basic security features like numbers, special characters, and a mix of uppercase and lowercase letters to make your passwords more difficult to guess. Not sure how to create a secure password? You can check out TechBldrs' Hack-Proof Password Formula on our blog (techbldrs.com/blog/passwords)!

Hover over links before clicking

It's possible for a link to say it leads to one site when in reality it leads to another. Many spear phishing attackers will try to complicate link destinations by using text that looks like another (trusted) URL. Hover your mouse over a link before clicking on it to see where that link is really taking you, and if it's a site you truly want to visit.

(Continued on page 52)



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TECH TIPS

(Continued from page 51)

Adjust your privacy settings

Take a look at your online profiles and assess how much personal information you're sharing, what your privacy settings are, and what sort of data attackers could glean from one quick look at your account. If there is anything you don't want a potential spammer to see, do not post it, or, at the minimum, make sure that your security and privacy setting limit what others can see.

Use common sense

Companies will not send you an email asking you to give them your username, password, and other important account information unprompted. Likewise, if you get an email from a friend or acquaintance asking for personal information or money, be cautious. Check with that friend on the phone or in person about the validity of the email- they may have been hacked and not even know!

Look closely

Spear phishing emails will often appear legitimate on first glance, but if you take the time to really examine them they start to fall apart. Links like "apple.real.org," or "netflix.co.uk" can

look close enough to the real thing that people don't question them when they click, and minor misspellings or incorrect information can be easily rushed over. Slow down, and double check!

Still worried you won't be able to recognize a phishing or spear phishing attempt? If you don't get a lot of spam or aren't familiar with the tactics spammers use, you're the perfect target, since you're more likely to fall for their tricks. You can learn more and test your knowledge at phishingquiz.withgoogle.com, a phishing resource put together by Google.

Now, more than ever, people are more vulnerable to spear phishing. Protect yourself this holiday season by keeping our tips in mind. Spear phishers are making their list and checking it twice, and you don't want to be on it!

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

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Pennsylvania Facing 'Underlying Structural Imbalance,' According to Fiscal Office Report

By Todd DeFeo, The Center Square

An "underlying structural imbalance" in Pennsylvania's budget could have long-lasting ramifications for the state, particularly as its population continues to age, a new report suggests.

The state could see a budget "imbalance" of \$409 million in the current fiscal year, a shortcoming that could increase to more than \$1.3 billion in the 2022-23 fiscal year. It is projected to remain at more than \$1 billion in 2024-25.

The findings are part of a five-year economic and budget outlook from the Independent Fiscal Office (IFO). The report evaluates the demographic, economic, revenue and expenditure trends affecting the commonwealth's fiscal condition over the next five years.

"The growth rate differential represents the implied structural imbalance over the previous five fiscal years," Director Matthew Knittel said in a news release. "Although annual state budgets were brought into balance using temporary one-time measures, the underlying structural imbalance remains and is carried forward into future years."

Between the 2014-15 and the 2019-20 fiscal years, expenditures increased at a rate of four percent per year. That level of growth is higher than the average revenue growth of 3.3 percent per year.

The IFO report predicts that between the 2019-20 and the 2024-25 fiscal years, general fund revenues will increase at an average rate of 3.2 percent per year. That rate could rise to 3.4 percent per year if a new sales and use tax transfer that starts in the 2022-23 fiscal year is excluded. Expenditures are also increasing. For the 2020-21 fiscal year, spending is projected to increase by 4.8 percent.

"I think some of the most damaging things that have been done in terms of the public's trust in lawmakers and of the legislative process have been done in the name of short-term adequacy and at the expense of long-term adequacy," said Matt Gardner, a senior fellow at the Institute on Taxation and Economic Policy.

"When you say you're going to balance the budget by hiking the cigarette tax, and you know that's not going to raise enough money in year five, it's hard to come back to your constituents in year

five, and they say, 'Well, you already fixed this. Why are you back here again?' It breeds a real distrust in the system."

Pennsylvania's total population is projected to remain relatively flat over the next few years. However, its working-age population (between the ages of 20 and 64) is expected to contract by 154,000 between 2015 and 2020 (0.4 percent per year) and a further 204,000 between 2020 and 2025 (0.6 percent per year).

Meanwhile, the retiree-aged population (between the ages of 65 and 79) is projected to expand by 276,000 (3.3 percent per year) between 2015 and 2020. It is expected to further grow by an additional 254,000 (or 2.6 percent per year) between 2020 and 2025.

The IFO report indicates that real per capita tax levels must increase to keep pace with an older age bracket's anticipated increase in demand for services, including healthcare, to compensate for this shift.

In an analysis, Katherine Loughhead, a policy analyst with the Center for State Tax Policy at the Tax Foundation, found Pennsylvania's tax code has multiple barriers to tax competitiveness. The obstacles include high corporate income taxes, which are among the highest in the country; uncompetitive treatment of net operating losses (NOL); and a haphazard application of property taxes across the commonwealth.

"Tax codes should raise revenue to fund government services in a manner that's as simple, transparent, neutral and stable as possible, and in a way that leads to greater, not less, economic opportunity and growth," Loughhead said.



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WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

By Abigail Mirarchi, Accelerated Instructional Media, Inc.

"What a complete waste of my time!" "Why was I invited to this meeting?" "I'm not sure what's next?" "What am I supposed to do?" "What does s/he actually want?"

AS A PARTICIPANT, HAVE YOU EVER left a meeting or conversation and thought one or more of the examples above? Let me assure you – you are not alone.

Reflect on a recent conversation you had with an employee, peer, manager, customer, client, or vendor. Have you encountered a similar outcome example when receiving a vision from leadership, working with a new team leader, requesting help, or email/phone conversation? Is it possible you are unwillingly leaving your employees or customers feeling the same way?

Workplace environments and business trends are constantly shifting, nothing new here. However, **employees at all levels** are now:

- wearing more hats
- responsible for leading/working with others
- performing tasks of varying degrees of difficulty
- working under tighter timelines
- required to deliver outcomes faster
- expected to have an extensive competency toolbox

Employees, even high performers, managers, and highly educated contributors with impeccable technical skills, are unable to apply soft skill essentials critical to executing their responsibilities and achieve business goals successfully.

Most do not have the fundamentals to know themselves to lead others besides working across boundaries and in various business matrix environments.

We continue to see a rapid increase of employees taking on "accidental" roles such as project managers, team leads, and department/customer consultants before they demonstrate they are ready.

Communication skills and capabilities have dramatically diminished because of a multitude of factors such as environmental, technological, and unguided development opportunities besides fewer role models to learn from and follow. Nevertheless, communication skills continue to surface as the most fundamental and essential life skill needed on and off the job.

(Continued on page 56)

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By popular request from Berks, Lehigh, and Montgomery Counties, starting January 2020, AIM offering soft skill workshops and sessions to the public, and business & educational communities!

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WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

(Continued from page 55)

Demonstrating a strong competency in communications influences:

- student and workforce performance
- reduces health, stress and anxiety levels
- helps build trust, rapport
- relationships and reputation
- collaboration and innovation
- learning and active listening techniques
- motivation, development
- life/career opportunities and satisfaction

Overall, communication impacts all of us regardless of industry, role, or location.

Do you agree? If so, join us and spread the word: **GIVE THE GIFT OF TRANSFERABLE "Soft" SKILLS!**

By popular request from Berks, Lehigh, and Montgomery Counties, starting January 2020, AIM is offering soft skill workshops and sessions to the public, business & educational communities!

We know soft skills are valuable and a significant slice of the career and personal development pie. AIM workshops provide practical and applicable information, giving participants resources, techniques, and abilities to make informed decisions. We feel soft skills are incredibly essential to develop; we want to make it even more easily accessible and affordable to everyone. Building confidence and skills require practice. We help your team get there in small bite-sized virtual and onsite sessions.

For information about session topics, times, group discounts, and special events, visit AIM2train.com. **Register today for introductory specials on virtual and onsite workshops!**

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. HR, T&D and L&D leaders are encouraged to book a free onsite or virtual consultation.



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SMALL BUSINESSES NEED A VIRTUAL TOUR



By Freddy Vasquez, FXV Digital Design

Virtual tours are a tool that can help generate more traffic for your website and business.

Technology has enhanced virtually everything we use daily (see what we did there?). Be ahead of your competition with virtual touring or create a virtual tour for your business as a flex.

Virtual reality is of interest to the public. Oblige their curiosity while gaining viewers and customers by creating a virtual tour. It may sound niche or expensive, but it can help influence a new demographic to see what your company is all about. People are drawn to virtual tours. This will allow people to discover your small business, engage with the virtual tour, and discover what your services are. Customers are literally visiting your storefront. Seal the deal!

You might be asking, "What is a virtual tour?" A virtual tour is a simulation of a physical area taken with 360-degree photographs. Once the end product is

ready to be shown, add it to your business' Google My Business page, so viewers and consumers can visit your store from the comfort of their homes. Still not convinced? Let's talk about what virtual touring can do for your business.

Content Creates Engagement

FXV Digital Design loves search engine optimization. Virtual reality is unique and fresh. This content has been added into Google's algorithm to increase search rank for websites. This comes from websites like Facebook pouring resources into virtual reality.

(Continued on page 58)

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LET'S CREATE SOMETHING AWESOME TODAY



SMALL BUSINESSES NEED A VIRTUAL TOUR

(Continued from page 57)

High quality content earns businesses a higher rank on search engines. We reiterate, being on the first page of search engines is an advantage for your business. Increasing the number of high-quality posts, photos, videos, reviews and virtual tours increases the odds of search engine selection.

Think of it like this: A potential customer comes across your website and sees a virtual tour page. This virtual tour allows customers to see what your business is all about. Virtual reality may seem like a feature that elevates your website and company compared to your competition. Seeing content like virtual reality appears "next-level."

Attract Customers

Virtual Reality is unique. Everyone wants to experience it. Have the photos done by a trusted photographer. The initial cost is inexpensive, and the exposure may triple the return on investment. Take our company, when we added our Virtual Touring segment, we saw an increase of 700 views on our website. Viewers and customers want to know what a business is about. Viewers don't need fancy tools to view virtual touring, just a smartphone or a desktop. This content separates your business from the plebs.

Views from the Web

FXV Digital Design saw an increase in traffic to our website. We knew this

thanks to Google My Business. Google My Business is a free tool to link your business' information like website, business hours, and reviews. When your Google My Business account is created, you can keep tabs on the virtual tour views. On top of that feature, you can check the initial impressions from users, how many users clicked from their browser to your webpage, and other features that will show an increase of traffic created.

The Virtual Tour is Everlasting

It's a one-time deal, unless you move buildings or totally revamp your storefront. The initial cost of photos, and to add it your Google My Business, then you sit back and watch the traffic rise. Google will host your virtual tour indefinitely until you want it gone. Sit back and watch your numbers rise!

Do you want to increase online presence and traffic? Then you must heavily consider virtual touring. The outcome is only positive: more online traffic, a higher rank on search engines, and a cool way to demonstrate your business for a few initial costs.

Still unsure about virtual tours? 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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SOCIAL MEDIA FOR 2020



SOCIAL MEDIA TIPS

By Theresa Mintzer

2020 is here! It's time to take a look at your social media and evaluate if it is meeting your goals and keeping up with the current trends. What are your goals? Is it just to maintain a presence or is it to grown your account? Are you keeping up with the current social media trends?

At the very least check all accounts to see if your links work, phone number, address and hours are current. Make a plan to check these every month or so. There is nothing worse than having a customer looking up your hours on Facebook and having them be incorrect. Or not seeing a post for two years. Also, try to post at least once a week. For Facebook and Instagram, you can schedule posts on Facebook Creator studio right from your desktop.

Growing an account is getting harder to do organically. Start posting more often. If you're on Instagram use relevant hashtags. It's very important to use video when you can, this will help increase your reach. Another trick is to geotag posts and tag people and organizations when you

can. Lastly, targeted ads can help you grow your account and get you in front of your idea customers. This should be part of a strategy; be prepared to test what works and what doesn't.

Now the trends for 2020. Number one is video. If you aren't creating video content you need to start. Influencer marketing is still trending, but with an emphasis on smaller influencers that have a very engaged following. TikTok is becoming more important, celebrities and influencers are starting to take notice and Facebook is testing a competitive product. Who knows what we'll be taking about in 2021? AI?

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



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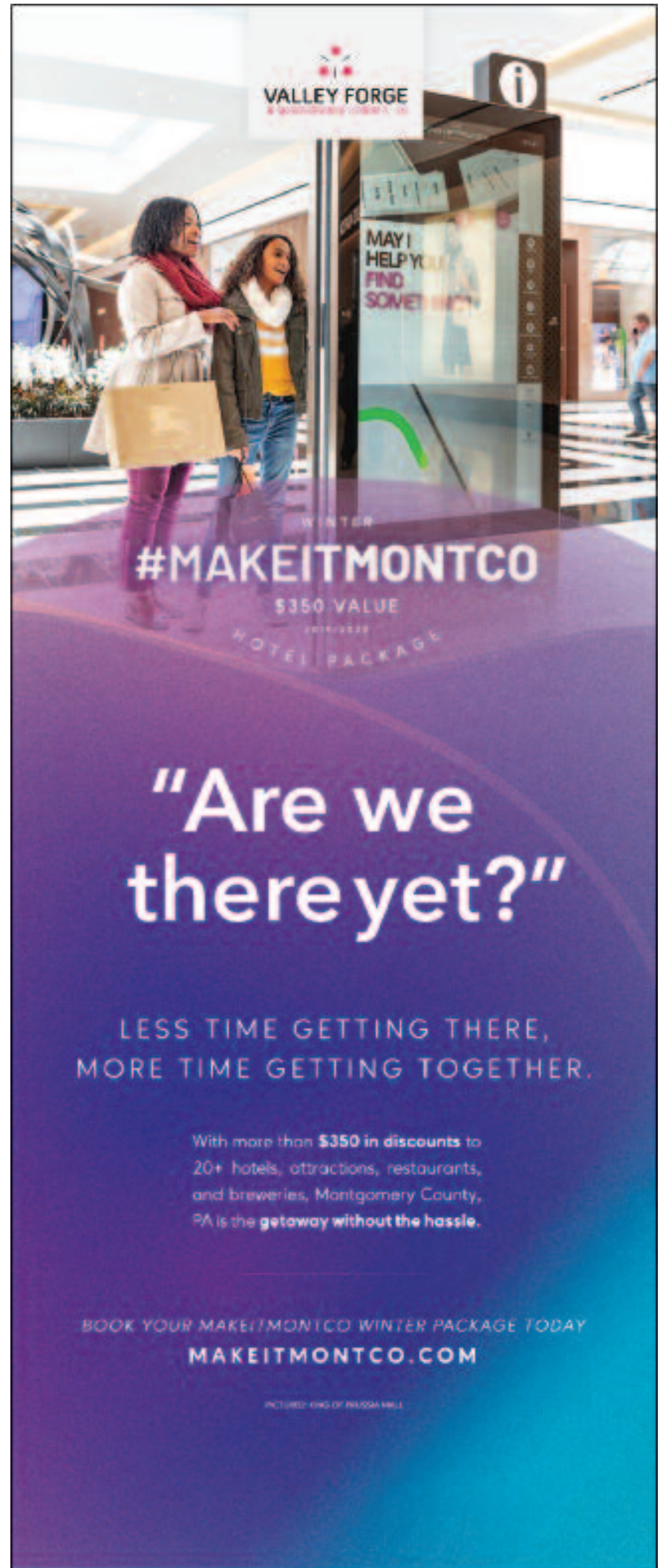
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FASTSIGNS OF POTTSTOWN CELEBRATES A DECADE OF SUCCESS IN JANUARY

FASTSIGNS® of Pottstown is celebrating a decade in business in January 2020. FASTSIGNS has grown in recognition over time as an integral and respected member of their local business community. With innovative problem solvers and a can-do attitude, the team has developed a deep knowledge of the art and science of visual communications that they have leveraged for the past 10 years on behalf of their customers.

"We only succeed when we serve our customers to the best of our ability, and being a part of the FASTSIGNS family has given us a distinct advantage," said Bill Wellen, franchisee at FASTSIGNS of Pottstown. "FASTSIGNS has provided us with tremendous support to keep us abreast of changes in technology and the industry at large."

FASTSIGNS of Pottstown has grown in size and sophistication of the projects they have undertaken over the years. One recently completed project included a solar powered LED illuminated community information kiosk that integrated technologies from several different companies into one unique solution. They have also expanded services to include electronic digital signs, installation opportunities and also purchased a router/engraver that has allowed them to bring in-house capabilities to customers.

"While anyone can purchase a sign online, we have had many customers return to us who tried to do that. They return because of our ability to deliver a product from beginning to end, that encompasses concept, design, fabrication,

installation and excellent customer service," said Wellen.

Wellen came to FASTSIGNS from a career in information systems and management consulting with a desire to serve the needs of other businesses. In addition, the growing technological capabilities and visual communications industry appealed to him.

"One thing has remained constant over the years. Our customers need to communicate their products and services to their customers and prospects in ways that are

immediate, compelling, that raise awareness for their business and drive additional revenue," said Wellen. "Our main goal is to help our customers grow their businesses, and we have a wide variety of tools, products and media within our reach to accomplish that."

ABOUT FASTSIGNS®: FASTSIGNS® of Pottstown is a locally and independently owned and operated sign, graphics and visual communications company that provides comprehensive visual marketing solutions to customers of all sizes—across all industries—to help them attract more attention, communicate their message, sell more products, help visitors find their way and extend their branding across all of their customer touch points including décor, events, wearables, digital signage and marketing materials. To learn more, visit fastsigns.com/566 or call 484.624.4874.

Contacts:

Bill Wellen, Franchisee

FASTSIGNS® of Pottstown

(484) 624-4874 or 566@fastsigns.com



Leah Edwards, FASTSIGNS Corporate Communications


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Ask SCORE

RESOURCES TO HELP WOMEN ENTREPRENEURS SUCCEED

According to the 2017 State Of Women-owned Businesses Report, <http://about.americanexpress.com/news/docs/2017-State-of-Women-Owned-Businesses-Report.pdf>, commissioned by American Express, women-owned businesses now account for nearly 40 percent of all companies in the United States. With the increase in the number of women-owned firms a whopping 114 percent (compared to the 44 percent increase among all businesses) from 1997 to 2017, it is evident women entrepreneurs are a powerful force within the U.S. economy.

Some helpful resources exist to help female entrepreneurs as they start and grow their companies. Several to have on your radar include:

National Association of Women Business Owners (NAWBO)

NAWBO is a dues-based organization that represents the interests of all women entrepreneurs in all industries and across the nation. Local chapters can be found across the country, <https://www.nawbo.org/about/find-chapter>.

Women Who Start Up – Radio Podcast

Hosted in Denver, Colorado, these podcast episodes deliver inspiration and insight from successful women business owners on a variety of topics, <https://www.womenwhostartup.com/>.

Association of Women's Business Centers (AWBC)

AWBC <http://awbc.org/>, is a national nonprofit that supports and sustains over 100 Women's Business Centers throughout the United States. The centers provide training, mentoring, business development and financing opportunities to over 140,000 women entrepreneurs each year.

United States Small Business Administration (SBA)

The SBA has online guides, <https://www.sba.gov/business-guide>, to help entrepreneurs plan, launch, manage and grow their businesses. The organization also provides a number of funding programs, <https://www.sba.gov/funding-programs>, including loans, investment capital, surety bonds, disaster assistance and grants.

SCORE

SCORE has a section of its website devoted to women entrepreneurs, <https://www.score.org/content/women-entrepreneurs>. You can find a variety of resources there including webinars and articles about overcoming business challenges and funding opportunities. SCORE also offers free mentoring to entrepreneurs at its over 360 chapters across the United States and via phone, email and video call (Skype and Google Hangouts).

Walker's Legacy

Walker's Legacy, <https://www.walker-slegacy.com/>, is a global platform for professional and entrepreneurial women of all cultures. The organization provides training programs, multimedia content, and special events to empower and inspire. Walker's Legacy is also partnering with SCORE, connecting women entrepreneurs with mentors who can help guide them through startup and business management challenges.

If you or a woman you know has dreamed of starting a business or is striving to grow an existing one, consider tapping the expertise and tools the above organizations offer. A good place to start is by contacting SCORE TriCounty to talk with a mentor who can help you assess your needs and plan your next steps.

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.

The Pottstown Rotary Club Wants You!



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- *Meaningful community service projects*
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- *Important business connections*
- *Deep and lasting friendships*
- *Opportunity to learn about our community*

**Call Bill Wellen at
484.886.5396 to learn more!**



www.pottstownrotary.org

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

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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!

Special offers and promotions

in the Fall 2019 Online Savings Book. To view, visit www.pvchamber.net



Sign up to receive weekly Chamber e-News and stay in the know about upcoming events and local offers. Email info@PVChamer.net and include "sign up for enews" in the subject line.

WELCOME NEW MEMBERS:

Universal Atlantic Systems; Kip Bilo
www.uas.com

Kelly Williams Realty; Mary Allen
www.kellyerwilliamswayne.com

Philadelphia Mobile Zipline Company; Jim Caprio
www.phillymobilezip.com

Touching Hearts at Home; Joe Greco
www.touchinghearts.com/montco

Interested in hosting a Mixer in 2020, sponsoring a luncheon/educational seminar or PV WIN event? Call the Chamber office for details and availability (dates limited). 610-489-6660.

UPCOMING EVENTS



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 2, 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 in December!

Visit www.PVChamber.net for online nomination form.

December 5, 2019 – PV MEN Networking Happy Hour

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at DaVinci's Pub from 4:30pm – 6:30pm! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Cash bar with Happy Hour Specials 'til 6:00pm. RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

FEATURED EVENT Annual Holiday Mixer

December 11, 2019 @ 5-7PM

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



Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert.

Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!

More details available online www.PVChamber.net 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

Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members; Sponsorship Levels starting at \$250

Sponsors to date: TR Insurance; Harleysville Bank; Kelly Insurance Group; Keenan, Ciccitto & Associates

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!

POST-EVENT



ABOVE: Thank you Dr. Joseph Baker and team at Limerick Chiropractic for hosting November's Morning Mixer! What a perfect way to start the day!

LEFT: Ribbon Cutting Ceremony for The Village Café, 3044 W. Germantown Pike, Eagleville. Open for breakfast and lunch Sunday through Thursday. Free wifi and delicious food prepared under the direction of Bill Baird Catering! Room rentals available. Call 610-539-3333 or visit www.Facebook.com/TheVillageCafeEaglevillePA/

REGIONAL CHAMBER ROUNDUP

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

GREATER READING CHAMBER ALLIANCE



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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

Dec 3 – Wells Fargo Economic Breakfast

Crowne Plaza
 1741 Papermill Road
 Reading, PA 19610
 7:30 – 9:30 a.m.
 \$27/person for GRCA members
 \$45/person for not-yet Chamber Members
 Advanced Registration Required

Dec 11 – Women2Women – Let's Do this! How to Effectively Set Goals that You Actually Reach

Speaker Sharon Mast
 Inn at Reading
 1040 Park Road
 Wyomissing, PA 19610
 11:30 – 1:00 p.m.
 \$25/person (includes lunch)
 Advanced Registration Required

Dec 12– De Mujer a Mujer – Building Confidence & Selling Yourself

Women in Leadership of East Penn Manufacturing
 Crowne Plaza
 1741 Papermill Road
 Reading, PA 19610
 5:30 – 7:00 p.m.
 \$5/person (includes admission to Caliente)

Jan 7 – Supervisor Training: Principles of Supervision

Center for Business Excellence
 49 Commerce Drive
 Wyomissing, PA 19610
 6 weeks on Tuesdays: January 7, 14, 21, 28, Feb 4, 11
 8:30 – 11:30 a.m.
 \$595/person for Chamber Members
 \$745/person for Not-Yet Chamber Members

Jan 9 - De Mujer a Mujer – Finding Your Voice & Navigating the Workplace

Speaker Dayana Blandon
 Crowne Plaza
 1741 Papermill Road
 Reading, PA 19610
 5:30 – 7:00 p.m.
 \$5/person (includes admission to Caliente)

Jan 13 – Lead Worker Certification Program AM

Center for Business Excellence
 49 Commerce Drive
 Wyomissing, PA 19610
 12 weeks on Mondays: Jan 13, 20, 27, Feb 3, 10, 24, Mar 2, 9, 16, 23, 30, Apr 6
 9:30 – 11:30 a.m.
 \$650/person – Chamber Members
 \$750/person – Not Yet Chamber Members

Jan 13 – Lead Worker Certification Program PM

Center for Business Excellence
 49 Commerce Drive
 Wyomissing, PA 19610
 12 weeks on Mondays: Jan 13, 20, 27, Feb 3, 10, 24, Mar 2, 9, 16, 23, 30, Apr 6
 6:00 – 8:00 p.m.
 \$650/person – Chamber Members
 \$750/person – Not Yet Chamber Members

Jan 14 – Essentials of Effective Management: Driving Organizational Results

Center for Business Excellence
 49 Commerce Drive
 Wyomissing, PA 19610
 5 weeks on Tuesdays: Jan 14, 21, 28, Feb 4, 11
 8:30 – 11:30 a.m.
 \$695/person for Chamber Members
 \$895/person for Not-Yet Chamber Members

Jan 14 - Women2Women – Lily Oswald, CEO Sorrelli Jewelry

Crowne Plaza
 1741 Papermill Road
 Reading, PA 19610
 11:30 – 1:00 p.m.
 \$25/person (includes lunch)
 Advanced Registration Required

SAVE THE DATE! February 19, 2020



"Anyone running a company in Berks County would be well advised to call GRCA and schedule a meeting to find out what they can do for you. I guarantee you, you'll be pleasantly surprised that there are people to advocate for you and/or help you grow or expand your business."

- Charles Bernard, President, Eagle Metals

Is Your Business Facing Opportunities or Challenges? We are here to help!

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*Annual Percentage Yield (APY) accurate as of 11/19/2019. Substantial penalty for early withdrawal. Fees could reduce the actual earnings on the account. A minimum deposit of \$500.00 is required to open. Valid for both regular and IRA certificates of deposit. All rates, terms, and conditions are subject to change without notice.



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