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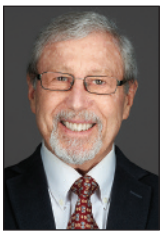
[www.sbrassociation.com](http://www.sbrassociation.com)

**Small Business  
Resource Association**



## THE SBRA COMMUNITY

# The Elephant on Penn Avenue



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

Penn Avenue is the main street running through West Reading, PA. Restaurants, bars, boutiques, commercial operations and an assortment of other small businesses line both sides of Penn Avenue for over 6 blocks. The surrounding

Wyomissing neighborhood and neighboring communities find West Reading a safe and inviting place to shop, dine and find entertainment.

Parking is an issue as there is limited free parking on the street and only one pay parking lot on the avenue. Destination shoppers will do whatever they need to do to find a parking place and then walk to their business of choice. Walking the avenue to get to their destination creates an opportunity for impulse shopping at the other stores along the way, but those store owners need to do something to draw impulse shoppers into their establishments. Here enters the Elephant on Penn Ave.

Just Imagin an 8,800 lb. Elephant walking down Penn Ave. with a canvas draped over its back with your store name on it and a special deal you were offering. better yet, the deal was a product or service that almost everyone was looking for at a price that was exceptionally reasonable. Would this attract people, who had no intention of shopping at your business, to take a detour from their intended des-

tinuation, to check out what you had to offer? Not everyone, but I am pretty sure a good number of the avenue strollers would opt to stop in and check it out. What caused them to do so? The Elephant on the Avenue.

The Elephant represents a Marketing Strategy focused on getting the attention of people that have a strong want or need for something you are offering for sale. In other words, Marketing is promoting something that people are looking to buy because they either want or need it.

By Definition, "Marketing is the promotion of products or services, directed at a target audience. It involves understanding customer needs to solve a problem, building relationships or fostering Brand Loyalty". It creates genuine customer value. It is storytelling that informs potential customers. It is the process that takes place before the buyer makes a purchase from the seller.

Many business owners look at marketing and sales as one process that occurs at the same time, under the same budget. (I am allocating 10% of my gross income to marketing and sales). However, what percentage of the 10% goes to marketing and what percentage goes to sales? If those people walking down Penn Avenue on their way to dinner did not have an awareness of what you had to offer, that they either wanted or needed, you would never make a sale.

The definition of a sale is, "the transfer of ownership and title of property from one person to another in exchange for money or other valuable consideration". Therefore, the actual

sale is the "end process" of getting someone interested in a product or service you offer, that they want or need, and selecting your business as the place where they will buy it.

The Elephant can be an Event, Billboard, Commercial, Presentation, Brochure/Flyer, Mascot, Slogan, Logo, Jingle, Community Service, Social Media Post, Blog, News Letter, Magazine or Newspaper Article, Podcast, Public Relations Event, Speaking Engagement, Charity Event - whatever you can create to get people's attention about you and what your business has to offer.

Always remember that the end goal of marketing is to make sales and build customer loyalty. So, if I were walking my elephant down Penn Avenue with a banner on its back, I would have my company name and logo on the banner and something we were selling—like "the best peanuts on the planet". Now I would have people thinking about that incredible taste of fresh roasted peanuts. Then, following the elephant I would have someone pushing a cart, full of bags of peanuts, a monkey on his shoulder and a sign saying "Bag of fresh roasted peanuts—only \$1" Make the most of your marketing effort by making your sale immediate, easy and reasonably priced, while you have the attention of your potential customer.

Now, get a piece of paper and a pencil and figure out what your elephant will be and what you will be offering your intended customer based on their needs. Be unique, different, funny, appealing and memorable. Make your Marketing Event, not only create sales, but make a lasting impact on your customers that makes them want to come back frequently. Why? Because repeat business is the lifeblood of every successful business. Create your own Elephant and you will create something far greater than peanuts.



# SBRA Business Spotlight



**Address:** 4 Park Plaza, Suite 203C, Wyomissing, PA 19610  
**Phone:** 484-706-1260

**Website:** [www.LifeForceEnergetix.com](http://www.LifeForceEnergetix.com)

At Life Force Energetix, I guide clients to heal at the cellular level, unlocking the vitality that allows them to fully savor life's precious moments. Through transformative 4 or 6-month cellular programs, we uncover the root of imbalance and create a roadmap to lasting wellness from the inside out. The work we do isn't just about health—it's about giving you more quality time, energy, and joy with the people you love most.



## WHAT'S YOUR BUSINESS' PAYMENTS STORY?



**By Carolann Westendorp, Business Solutions Officer, JBT**

Are you still writing out checks for your business payments—printing them, signing them, mailing them out, and then waiting days (or even weeks) for them to be received, deposited, and finally clear the bank? Do you ever find yourself at the end of the month trying to reconcile your accounts, hoping that every outstanding check has cleared so your numbers are accurate?

If so, you're not alone. Many businesses still rely on traditional payment methods, but those methods often come with delays, higher costs, and increased risk. That's exactly why more businesses are making the shift to ACH payments.

The Automated Clearing House (ACH) is a secure, electronic network used across the United States to process financial transactions in batches. Instead of relying on paper checks or costly card payments, ACH allows businesses to send and receive funds directly between bank accounts in a streamlined and efficient way.

Making the move to ACH can significantly improve how your business manages cash flow and payments. With ACH, you benefit from faster and more predictable settlement times, allowing you to know exactly when funds will be credited or debited. This level of consistency makes it easier to manage working capital and plan ahead with confidence.

In addition to speed, ACH transactions typically come at a much lower cost compared to credit or debit card processing fees. Over time, those savings can add up in a meaningful way, especially for businesses that process a high volume of transactions each month.

Another major advantage is simplified reconciliation. Because ACH payments are

electronic and trackable, it becomes much easier to match payments to invoices and keep your records accurate. No more chasing down missing checks or wondering if something got lost in the mail.

Speaking of mail, fraud reduction is another key benefit. Paper checks can be intercepted, altered, or duplicated, creating unnecessary risk for your business. By eliminating checks from the equation, ACH helps reduce exposure to fraud and adds an extra layer of security to your payment process.

At JBT, we offer ACH services as part of our Business Solutions and Treasury Management platforms. These tools are seamlessly integrated into your online banking experience, making it easy to initiate payments, collect funds, and monitor activity all in one place.

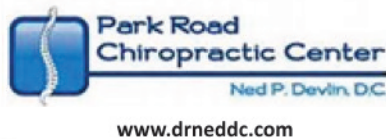
Whether you're paying vendors, collecting from customers, or simply looking for a more efficient way to manage your finances, ACH can be a powerful solution that saves time, reduces costs, and improves overall control.

If improving efficiency, strengthening security, and gaining better visibility into your cash flow are priorities for your business, it may be time to take a closer look at how you're handling payments and consider making the move to ACH.



## SBRA Monthly Member Shout Out

*Members Helping Each Other Grow*



## SBRA EVENTS

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

- Breakfast Referral Club – May 1st at B2 Bistro
- SBRA Networking Mingle – May 27th

## WELCOME NEW SBRA MEMBERS

Merry Brothers Inc.

Matos Tire Service

Go Fish Seafood

Just B Whole Body and Wellness Coaching

Spartan Capital

Will Omlor, EOS Implementer

Rivco Lucas Inc.

KDA Tech Solutions  
Innovation Cleaning