

FOCUS ON BERKS COUNTY BUSINESSES

“It's supposed to be easy ...”

This is the simple reason why Amity Shirt Factory exists. Too many times before opening Amity Shirt Factory, owner Charlie Wedemeyer has heard, “I hate getting shirts made, [Competitor] is so hard to work with.”

“It couldn't possibly be this hard,” Charlie thought. To find out, he put himself on the front line. “It was crazy, getting what I wanted was really difficult. I took what I had learned and did the opposite.” Now four years later, Amity Shirt Factory is methodically becoming a force in the area. If Charlie heard it once, he pretty much heard it from every customer Amity Shirt Factory has, “Wow ... this was so easy ... [The items] look great ... and your turn-around time was really fast... Thank you!”

But it wasn't so easy for Wedemeyer. “You know ... [laughing] ... I was told I would be out of business in two years; that my stuff looked like it was done in a basement ...” Amity Shirt Factory sits in the hub of the Montgomery, Chester and Berks County area. “... there is not a lot of competition, so when



a new guy moves in, I guess you have to expect some hazing.”

Amity Shirt Factory's victory is seeing how their work affects people's lives. “Some people see this [pointing at his shirt] as only a tee shirt. Amity Shirt Factory knows it is much more than that. It is something that can help

buy food, medicine or treatments; it can make you feel like you belong; it can promote a cause or a business. This [again pointing to his shirt] is a lot of different things to a lot of different people. This idea is not lost on Amity Shirt Factory. We have the best customers in the world, the amount of love they have for the community is truly amazing. We feel very lucky and honored that they come to Amity Shirt Factory for help.”

Looking at their operation, it is hard to believe that so much work is done in such a small place. “We do everything here; nothing is shipped out. Screen printing, embroidery, you name it ... all in-house.” But Charlie is quick to say Amity Shirt Factory is not “his company.” “No, it's not mine. It's the community's ... I work for them, this is their place ... and they can get almost anything and everything they need.”

Amity Shirt Factory is located at 515 Old Swede Road, Suite B1, Douglassville, PA 19518; 610.858.9441; www.amityshirtfactory.com; amityshirtfactory@yahoo.com.

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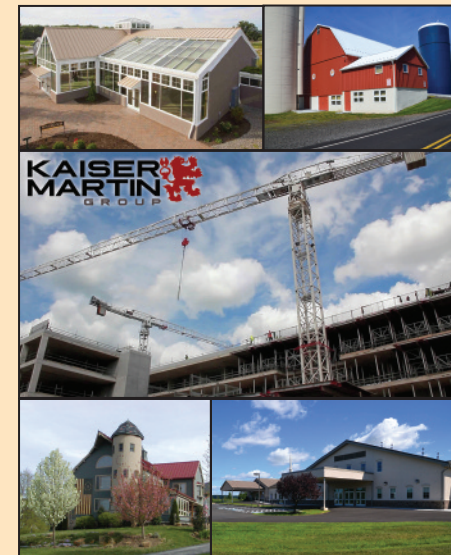
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FOCUS ON BERKS COUNTY BUSINESSES

Is the Unemployment Rate Causing Hiring Issues? Try an Onsite Recruitment at PA CareerLink®

With an unemployment rate hovering around 4.4 percent in Berks County, the job market should be a beautiful thing, right?

Well, not really.

While the market is thriving right now for employees, it is a different story for the companies that employ those workers. The miniscule unemployment rate in early 2018 is indicative of an ongoing trend in the area that shows low unemployment and some companies struggling to find personnel.

TIME TO GET CREATIVE

So what can employers do to attract workers? For starters, they can look beyond posting job ads in the newspaper, job boards, social sites, and company websites. While these traditional tactics are still viable, some companies have taken a more hands-on approach when it comes to their hiring process and practices.

ONSITE RECRUITMENTS

An onsite recruitment offered at the PA CareerLink® in Berks County is the kind of proactive and practical resource local companies have turned to as a way to seek out potential employees.

CareerLink provides local companies with the opportunity to meet with people in the community who are looking for jobs and want to be connected to area businesses. Partner companies can share information about themselves, meet with potential candidates and even interview job seekers onsite.

The PA CareerLink has seen its onsite recruitment numbers steadily rise during the past year and feedback from participating employers has been outstanding. From small home healthcare agencies to large, established manufacturing companies, PA CareerLink has hosted recruitment events of all sizes.



Representatives of East Penn Manufacturing of Reading, Pa., answer questions from job seekers at its onsite recruitment recently held at PA CareerLink Berks County.

IMPRESSIVE RESULTS

“With today’s ever-changing marketplace, finding the best resources to help with recruitment can be daunting,” said Dawn Forrest, talent partner, Rentokil North America. “This is especially true because of our tremendous growth.” Rentokil, based in Reading, Pa., provides commercial and residential services to customers through expertly trained teams of specialists. During the past few years, acquisitions have helped Rentokil become the third largest pest control company in the country.

Rentokil recently partnered with CareerLink and held an onsite recruitment in which over a dozen job seekers were hired. “CareerLink diligently marketed, scheduled and facilitated the interview process,” said Forrest. “I was very pleased, and the recruitment outcome was tremendous.”

In addition to Rentokil, organizations such as Reading Hospital, Dollar General Distribution Center, Reading Alloys, and East Penn Manufacturing have all experienced successful recruitments at CareerLink.

BENEFITS OF FACE-TO-FACE INTERVIEWS

The benefits of an onsite recruitment at the Reading, PA-based organization include access to interview space, direct outreach to job candidates, raising brand awareness, assistance in marketing the event, and setup and management of advance registration for the event.

“Onsite interviews allow the job seeker and employer to gain a more thorough knowledge of each other to see if there is a fit,” says Nicholas Shirk, business services supervisor, PA CareerLink® Berks County. “Ultimately, our onsite recruitments are beneficial to both the job seeker and employer.”

In addition to onsite recruitments, CareerLink offers other recruitment services such as on-the-job training (OJT). The OJT program, which can help defray the cost of training new employees, can be one of the most successful means of training new employees in the skills and performance levels required.

(Continued on page 20)



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Recognizing the need to provide homeowners in Berks County with affordable financing solutions for maintaining and/or increasing the value of their properties, Riverfront partnered with locally owned and operated Sal's Landscaping, which specializes in landscaping, hardscaping and lawn care services. Our partnership with Sal's gives us the opportunity to provide members with a complete solution for their landscaping and hardscaping projects.



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DO IT DIFFERENTLY

Whatever hiring means you decide to take, the bottom line is you need to do things differently if you want to avoid sifting through a huge stack of resumes – or if you want to reach your dream candidates who already have a job elsewhere.

Hiring and competing for talent is always a challenge, but it is getting even harder as the candidate market tightens. In order to be competitive, many employers need to step up their game in recruiting and retention. An onsite recruitment at PA CareerLink might just be the place to start.

For more information on PA CareerLink services, visit www.cwds.pa.gov or call 610-988-1395.

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Established in 1987, Patrick J. Murphy & Associates is one of the leading full service, PIPE ORGAN Builders in the Northeast. Located in Stowe, Pennsylvania, just 45 minutes west of Philadelphia, Patrick J. Murphy & Associates is comprised of a talented team of artists and craftsmen dedicated not only to the design and construction of new instruments, but also to the rebuilding, restoration and routine maintenance and servicing of pipe organs of all styles and actions. Our fully equipped workshop marries the traditional woodworking with the latest CAD and CNC technologies to produce your vision. Tuning and pragmatic consulting services are also part of our trade offerings in a personable, knowledgeable, and practical manner.



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Impacting and Empowering the Community: One Body at a Time!

Morgan Corporation Receives the Governor's Achievement Award

Morgan Corporation was honored to be presented The Governor's Achievement Award by Governor Wolf's Cabinet at the 2017 Pennsylvania Workforce Development Association Employment, Training & Education Conference. The award recognizes exceptional employers and training providers who promote outstanding hiring and workforce development practices.

Morgan Hosts First Annual "MANUFACTURING DAY"

Morgan Corporation celebrated Manufacturing Day on October 19, 2017. Morgan hosted a group of high school seniors and juniors from Twin Valley High School, providing an opportunity to meet some of Morgan's corporate leaders who described their individual career paths and shared their thoughts on how a career in manufacturing can be very rewarding. The students had an educational, fun-filled day that included , exciting activities, raffle prizes, and an abundance of Morgan giveaways. Morgan looks forward to continuing to be a part of Manufacturing Day efforts, educating our youth on the great career opportunities in manufacturing.

Morgan's Welding Training Program

Morgan Corporation has developed a structured six week Welding Training Program for current team members interested in becoming welders. Team members enrolled in the training will have the opportunity to obtain a welding certificate through the American Welding Society. The program is structured to teach basic, intermediate, and advanced welding techniques through a combination of classroom instruction and hands-on training. Morgan Corporation is excited to announce the Welding Training Program has officially started January 08, 2018.



Above: Morgan Corporation's Regional HR Business Partner, Steve Reester, accepts the Governor's Achievement Award.



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Career Opportunities at Morgan

Morgan Corporation offers a vast variety of career opportunities. Whether you are taking the next step of your career or just beginning, joining Morgan's winning team means being part of a great home away from home. You will be challenged. You will be proud.

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