



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.

**2017-2018 TCACC
EXECUTIVE COMMITTEE
& BOARD OF DIRECTORS
EXECUTIVE COMMITTEE
CHAIRMAN OF THE BOARD**

Richard Graver, Chief Lending Officer, The Victory Bank

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

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Eileen Dautrich, President, TCACC

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Joe Fava, Clothes to Home Dry Cleaning

Twila Fisher, The Hill School

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

Rick Libra, Exelon

Frank Strunk, Tompkins VIST Bank

Making a Difference Is What **We** Do!



PRESIDENT'S MESSAGE

If you read last month's President's Message I shared this phrase with you and explained that it is a daily affirmation that the Chamber staff strive to achieve and is displayed on one of the walls in the Chamber office.

As a team we are working to end each day knowing that we made a difference for at least one Member. We remind you to contact us if we can help introduce you and connect you to a fellow Member or community member that you wish to build a relationship with. Is there a seminar topic or community issue you would like to discuss or see addressed at a Chamber event – I will wait to hear from you.



Our 7 focus areas include:

- *The Board will work to define a common and compelling vision that will guide us in establishing impactful partnerships through the community and convening those partners to further this new vision.*
- *We will bring together women leaders from the community to assist us in expanding our Women of the Workforce programming*
- *A relationship and mission focused Young Professionals Network will be explored and developed*
- *Training opportunities will be established to guide our family business members in developing the next generation of leaders in businesses*
- *The staff will review and survey our current event participants, seeking opportunities where we can expand the impact of connections made at our networking events*
- *We will evaluate our membership – everything from dues structure, benefits offered, and research other opportunities that our members can benefit from*
- *The Chamber Board will focus on internal house-keeping and will review and update governance policies and procedures*

We can grow the organization, providing more opportunities to develop relationships. See page 32 and contact Jenn if you would like more information about the Power of Partnership on February 28.

We can tell the Chamber story. Share with us your positive Chamber experience and we will recognize your company in Chamber communications, on the website, and on social media as we share your Chamber testimonial.

Thank you! I can never thank our Chamber Members enough for your support. You are already Making a Difference every day!

**CONNECT WITH YOUR
TRICOUNTY AREA CHAMBER:**

152 E. High St., Suite 360, Pottstown, PA 19464
• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricityareachamber.com

Eileen Dautrich, President,
eileen@tricityareachamber.com

Tarra James, Events and Marketing Director,
tarra@tricityareachamber.com

Jennifer O'Donnell, Member Relations
Director, jennifer@tricityareachamber.com

Melissa Shainline,
Communications and Administrative Director,
melissa@tricityareachamber.com

It's as easy as 1-2-3 or ABC – Always Buy Chamber!



“Start the New Year with new partnerships & new connections to take your business to the next level! To learn more call, 610.326.2900 or email jennifer@tricountyareachamber.com.” – Jennifer O'Donnell, Member Relations Director

WELCOME APPROVED NEW MEMBERS!

Congratulations to the business listed below. Their applications was approved by the Board of Directors on January 17.

*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!***

1031 CORP.
100 Springhouse Dr., Suite 203
Collegeville, PA 19426
610.792.4880
www.1031corp.com
1031 Qualified Intermediary; Accountants/CPAs; Real Estate – Commercial / Industrial; Real Estate – Residential; Real Estate Investment
 Serving as a nationwide qualified intermediary for 1031 tax-deferred exchanges since 1991, 1031 CORP. strives to provide a superior exchange experience for its customers and their advisors. Our exchange professionals, which includes Certified Exchange Specialists, has the experience and expertise to facilitate even the most complex exchange transaction, including reverse, improvement and personal property exchanges. Additional information can be found at www.1031CORP.com.

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

40+ YEARS

A.D. Moyer Lumber & Hardware, Inc.
Owen J. Roberts School District

35 YEARS

Ron Black Agency / The Laskey Group

20 YEARS

Allegheny East Conference of Seventh-Day Adventists
Rotary Club of Pottstown

5 YEARS

Foundation for Pottstown Education
Gehring Mechanical

1 YEAR

Boyertown Lions First Responders
Chester County Food Bank
Devikon Group, LLC
Lifestyles Design
PC WORKS
Redevelopment Authority of Montgomery County
Superior Cleaning Solutions, LLC
State Farm – Drew P. Leck, Agent
TS Tech

Member Renewals

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

About All Floors	MacKissic, Inc.
Boy Scouts of America – Cradle of Liberty Council	The Pennsylvania Community Development & Finance Corporation
Comcast	Pottstown Dance Theatre
Complete Graphics, Inc.	The Salvation Army
Dana Incorporated	Sanatoga Ridge Community, Inc.
FASTSIGNS	Service Electric Cablevision, Inc.
Gerhart, Hartman & Ritner Insurance Agency	Sher Properties, Inc.
Gorski Engineering, Inc.	Sunnybrook Village Business Campus
Heritage Coach Company, Inc.	Wanner Associates
Larry E. Hoffa & Company, P.C.	Western Montgomery Career and Technology Center
JL Machine & Tool, Inc.	Whitegate Contracting Company
JT's Gourmet Delivery LLC	
Lindt Chocolate	



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 **Kitty Papp** at **610.326.2900** or **kitty@tricountyareachamber.com**.

Want to refer a business to the Chamber?



Ask Jenn about the Power of Partnership Event on Wednesday, February 28.



Call her at 610.326.2900 or email her at jennifer@tricountyareachamber.com

THANK YOU!

December's Coffee Sponsor:



“Not all businesses are alike, so if you are interested in learning how to maximize your membership, please give me a call at 610.326.2900 or send me an email to jennifer@tricountyareachamber.com.”

– Jennifer O'Donnell, Member Relations Director

It's as easy as 1-2-3 or ABC – Always Buy Chamber!



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Tues., Feb. 6

11:30 AM – 1 PM

WOW Luncheon

Brookside Country Club, Prospect & Adams Sts., Pottstown 19464

Communication is key in great **Customer Service**. **Terese Brittingham**, Keller Williams Realty Group, will focus on **Customer Service** in the Business industry and how knowing and respecting your clients' needs and expectations can lead to continued future business through referrals and a smooth transaction. **Megan McKee**, Coventry Corners, will share how to *Sparkle* in today's not so sparkly Retail environment and make your guests feel special by providing an experience that is key to superior Customer Service.

\$26 per Attendee (prepaid by 2/2); \$32 per Attendee (invoiced or after 2/2)

Co-Sponsors: Creative Health Services, Inc.; Reflections Hair Designs

Fri., Feb. 23

8:30 – 10 AM

Refresh Friday: Goals

TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464

Peg Calvario, PegCalvario Coaching & Consulting, LLC will focus on "Secrets to Happiness" and how pursuing your goals can help lead to being **Happier at Work and in Your Life**.

No Charge; Members Only; Registration Required

Tues., Feb. 27

4 – 6PM

Business Card Exchange

Wyndcroft School, 1395 Wilson St., Pottstown 19464

100 Years in the Making! Networking and refreshments to be enjoyed while discovering the past 100 years of Wyndcroft's history. Tours and entertainment will be available for attendees to fully experience all that the school has to offer.

No Charge; Members Only; Reservation Appreciated

Sponsored by: Wyndcroft School

SAVE THE DATES

Thurs., Mar. 1

7 – 9 AM

Membership Breakfast

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

Laura Otten, Director of The Nonprofit Center at La Salle University, present on *Corporate Social Responsibility*. Laura will discuss how nonprofits and businesses can partner to ensure that Corporate Social Responsibility is not simply a buzz phrase but represents a true win/win scenario that advances the businesses, its employees and the community.

Sponsored by: Reading Fightin Phils

\$26 per Member (prepaid by 2/23); \$32 per Member (invoiced or after 2/23); \$50 per non-member

Fri., Mar. 23

8:30 – 10 AM

Refresh Friday: Advertising

TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464

Take a "fresh" look at your business and ask yourself some tough questions: Is my advertising budget working or non-existent? Would I patronize my business? And then, How do I stand out amongst my competition? **Linda Jacobs**, owner of Downtown DeZign, will provide helpful answers and give you a "fresh" new perspective on your business.

No Charge; Members Only; Registration Required

Thurs., April 12

11:30 AM – 1 PM

WOW Luncheon

La Massaria at Bella Vista Golf Course, 2901 Fagleyville Rd., Gilbertsville, 19525

To achieve success in today's environment with its emphasis on collaboration, teamwork, impact, communication and leadership, we need to enhance our **Networking** skills and interpersonal communication skills in order for us to build stronger, value-adding relationships. **Networking** is about building relationships through conversations. **Jo Iorio**, Business Performance Consultant, Dale Carnegie, will share a proven process for networking that is guaranteed to help you become more creative about enhancing your upward mobility, maximize every networking experience, and create opportunities.

\$26 per Attendee (prepaid by 4/3); \$32 per Attendee (invoiced or after 4/3)

Co-Sponsors: Decorating Den Interiors; HealthSouth Reading Rehabilitation Hospital

Thurs., April 26

5 – 9 PM

"A Fun Night Out" at the 2018 Annual Dinner

RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville 19460

Make sure to save the date and spread the word! We have a special speaker that you will not want to miss. Trade in your suits and ties for more relaxed attire and prepare to have a night that will include excitement, joy, and possibly a small ab workout! So come out and enjoy some informal networking and a great night of fun.

\$90 per Member; \$850 per Member table of 10; \$150 per non-member

Platinum: Pottstown Hospital Tower Health

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

Silver: The Body-Borneman Companies

Patron Sponsor: Everything Printing; Sealstrip Corporation

Additional Business Development Opportunities Available

Fri., May 4

9 AM – 4 PM

Leadercast

Morning Star Fellowship, 100 Limekiln Rd., Bechtelsville 19525

The world is looking for great leaders to follow. In order to become those leaders to the outside, we have to lead ourselves first. We must walk the walk. It's like the flight attendants tell us - please remember to wear your own oxygen mask before helping others. In 2018, Leadercast will be focusing on that very concept. How do you **lead yourself** effectively? How do you develop your **core principles and values** so that your leadership is an outpouring of your innermost self? And how much more will those who follow you benefit from your leadership when you lead yourself well?

\$95 per Member (4+ tickets purchased - \$85 per Member); \$120 per non-member (4+ tickets purchased - \$110 per non-member)

Ticket price includes: Continental Breakfast, Lunch, Refreshment Breaks, Leadercast Journal

Business Development Opportunities Available

Fri., May 19

8:30 – 10 AM

Refresh Friday: Safety

TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464

Rick Libra, Site Vice President, Exelon Corporation, will present on "Safety in the Workplace". He will focus on aspects such as managing workplace norms and behaviors, productivity implications, and the importance of leaders setting expectations and reinforcing behaviors.

No Charge; Members Only; Registration Required



**Save the date –
Chamber Night
at the Reading
Fightin Phils is
on Wednesday,
May 23. Game
time is 6:35 PM!**

**The Chamber Office will be closed
Monday, February 19 for President's Day.**

Call Tarra James, Events & Marketing Director, for more information or to sponsor an event.

610.326.2900



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



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

BOYERTOWN AREA PROGRESS DINNER



Attendees enjoying the networking portion of the Boyertown Area Progress Dinner.

On January 17, TriCounty Area Chamber of Commerce (TCACC) Members and guests gathered at LaMassaria at Bella Vista Golf Course for the 33rd annual Boyertown Area Progress Dinner.

One of the traditions of the dinner is viewing a video produced by Boyertown Area High School students highlighting business' or organizations' success in the community. This year the students made a "Forest Gump"-themed video with updates on Building a Better Boyertown's Community Visioning Process and Planning for future direction. The focus of the film was on the expansion and improvement of tourism, dining and entertainment assets.

Each year the Chamber presents the James K. Boyer "Quality of Life Award" to an exemplary citizen or organization during the dinner. **The Boyertown Community Library** was the recipient of this year's award. On August 14, 2017 the Boyertown Community Library opened at its new location, at 24 N. Reading Ave. The building donated by BB&T, has given the library a tremendous opportunity for growth. In the four short months since the opening, the library has seen an increase in program attendance, circulation and computer usage. The new library has a parking lot, study rooms available for public use and a private passport office. New shelving and computer tables were purchased for the children's area and have made it a very special place for their youngest patrons and families. In 2017, the Library had over 80,000 visits, averaging roughly 250 visits a day. They also held over 400 programs with a total of 5,837 in program attendance.



1. Greg Herb, Herb Real Estate, Inc. (R) presented the 2018 "James K. Boyer Award" to the Boyertown Community Library. Susan Lopez (c) and Russell Phillips (L) accepted the award.
 2. Representative David Maloney (L) and 3. Commissioner Christian Leinbach (L) presented citations to the Boyertown Library.

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The Boyertown Area Senior High School String Ensemble performed for the attendees during the dinner portion of the event.

In addition, the Chamber presented \$1,000 in scholarship funds to two Boyertown Area High School seniors entering business, vocational, or professional fields. The recipients of the 2017 TriCounty Area Chamber of Commerce Boyertown Area High School Scholarship were Lucy Bellino and Abrielle Houck. Each student received \$500 toward their education.

The Chamber would like to thank teacher William Cherkasky and the high school students for producing the video. Special thanks to Chris Cinquini, Orchestra Director as well as the Boyertown Area Senior High School String Ensemble for providing musical entertainment as well as the host, La Massaria at Bella Vista Golf Course.

The Chamber would also like to thank the following sponsors:

PLATINUM SPONSORS



GOLD SPONSORS:



SILVER SPONSORS:



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Leadership

TRI-COUNTY

The January Leadership session was canceled due to inclement weather, but we wanted to give you a recap of all that they have accomplished over the last few months:

- September:**
Two-day opening session
- October:** Justice System
- November:** Education
- December:** Arts & Culture

The Leadership Tri-County Class of 2018 is sponsored by:

CO-SPONSOR



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



TCACC MEMBER NONPROFITS

Will you be looking to fill board seats in the next few months? Contact Jenn, Director of the Leadership Tri-County Program, at 610.326.2900 or jennifer@tricitychamber.com for more information. Leadership Graduates have benefited over 100 local non-profits during the 25 years of the program.

Meet the Class



Bunny Boyle

Bunny Boyle is the Worksite Wellness Initiative Director of the TriCounty Area Chamber of Commerce. She has worked in the tri-county area for about a year and a half. She is married to her husband Tom, and she has three children: Kelly, Danny, and Erin. They also have a faithful dog – Shelby. Bunny enjoys walking, hiking, bird-watching from my kitchen window, but mostly just hanging out with my kids when they come home for visits. She also volunteers at Thorncroft Equestrian Center when she can.

Bunny has a BS Public Health from West Chester University. With working in wellness, Bunny's personal business philosophy is to "encourage that we look at all dimensions of wellness to create a more balanced life and I believe this applies to our business life as well. Work hard, but don't forget to play too!" Her business role model is Eileen Dautrich, President, TriCounty Area Chamber of Commerce and the rest of the Chamber team! All are a great example of team-work.

As the Director of the Worksite Wellness Initiative, Bunny works with Chamber businesses in encouraging a well-balanced workplace through our 6-month pilot program. While in the class, she is most looking forward to I'm looking forward to getting better acquainted with the area and community members as well as forming strong relationships with other participants. Bunny believes this program is important because it offers valuable knowledge and tools that assist participants in becoming more empowered and engaged in the community in which they work.

CALLING ALL LEADERSHIP ALUMNI!

We're starting to hold more alumni events! Have you checked with the Chamber recently to see if we have your correct contact information? Please call Melissa at 610.326.2900 to make sure we have your phone number and email address – and check out next month's issue to see pictures from the Alumni reception held on February 1.



SEPTEMBER

Team building activities at the Althouse Arboretum.



OCTOBER

The Class of 2018 with the MSWAT-West armored SWAT vehicle.



NOVEMBER

At the Western Montgomery Career & Technology Center tiny house.



DECEMBER

At Steel River Playhouse.

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DECEMBER BUSINESS CARD EXCHANGE

During the Business Card Exchange on December 14, Chamber Members enjoyed networking at The Victory Bank in Limerick. The bank was full of festive decorations and hors d'oeuvres. The piano also added a merry touch to the event.

Sponsored by:



CORPORATE SOCIAL RESPONSIBILITY AT THE MARCH MEMBERSHIP BREAKFAST

Laura Otten, Director of The Nonprofit Center at La Salle University, present on *Corporate Social Responsibility*. Laura will discuss how nonprofits and businesses can partner to ensure that Corporate Social Responsibility is not simply a buzz phrase, but represents a true win/win scenario that advances the businesses, its employees and the community.

She will explore how volunteerism builds leadership, contributes to employee productivity and satisfaction, the key role board service plays in CSR, and steps employers can take to better assure that board service will be a satisfactory experience for all sides of the equation.



- Thursday, March 1
- 7 – 9 AM
- Copperfield Inn at Lakeside, Limerick

\$26 per Member (prepaid by 2/23);
\$32 per Member (invoiced or paid after 2/23); \$50 per non-member

5 Ways Your Customers Win with You as a Chamber Member

Did you know that **your customers receive multiple benefits from you being a chamber member** and those benefits can increase their loyalty? Here are 5 examples:

1. **You're in the Know** - When you're a member of the chamber you know what's going on in the business community.
2. **You Have Inside Knowledge (and Tickets) for Events** - As a member, you may be able to purchase tickets earlier or bring an interested guest - **you come off looking like a rock star to your customer or vendor.**
3. **You Know About Legislative Initiatives** - The chamber is busy working behind the scenes for all businesses in your area.
4. **You Become a Resource** - You become a connector in the community and someone they patronize to get the inside scoop.
5. **You Hire the Best** - As a chamber member, you get to meet a wide variety of people and expand not only your sales networking but your career network as well.

Always Buy Chamber

Don't forget to support your fellow Members by Always Buying Chamber! We thought we would make it easier for you by listing Members under their primary categories. Check future issues of the *Route 422* for more categories – and more Members to connect with!

1031 Qualified Intermediary

- 1031 CORP.

Accountants/CPAs

- Barbara A. Akins, CPA
- Cappelletti Pinter & Company, P.C.
- Herbein + Company
- Karlene's Consulting
- Larry E. Hoffa & Company, P.C.
- Maillie LLP
- Marion & Black, LLC
- Reinhart & Co., CPAs
- RKL LLP
- West & Company, CPAs, PC T/A Hoffman & West PC

Accounting/ Bookkeeping Services

- Controller OnDemand
- Your CPA Alternative

Advertising Agencies

- DaBriani Marketing Group
- MyBusinessOnPage1.com
- Sound Marketing Resources/Hold Time Advantage

Advertising Specialties

- Pixel OutDoor

Airports

- Penn Airways

Ambulance Services

- AAA Ambulette LLC
- Boyertown Lions First Responders
- Gilbertsville Area Community Ambulance Service

Amusement and Entertainment

- Arnold's Family Fun Center
- Betsy Chapman, Harpist
- Gatsby's at the SunnyBrook Ballroom
- Pottstown Dance Theatre
- Reading Fightin' Phils
- Reading Royals
- Santander Arena & Performing Arts Center
- Steel River Playhouse



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Students get some fresh air before they prepare for Friday's all-important competitions!

Business Program Excites Local Students

There is an award-winning summer program that since 1979 has been exciting the imaginations of high school students throughout Pennsylvania about the world of business and private enterprise. That program, **Pennsylvania Free Enterprise Week (PFEW)**, will be marking its 40th storied year this July and August. PFEW was founded specifically to teach rising high school juniors and seniors about the American private enterprise system and what it means to our country. PFEW now annually holds five sessions in July and August, serving nearly 2,200 students on the campuses of Lycoming College and the Pennsylvania College of Technology, both located in Williamsport, PA.

The focus of each session is to group the participants into management teams of junior executives who have inherited underperforming imaginary companies. These teams, under the guiding hands of volunteer "executives-on-loan" called Company Advisors, operate their firms for a computer simulated three-year period of time. They work with balance sheets, statements of income, marketing and advertising concepts, etc., and must react to a variety of external factors as well. Sound familiar?

The Chamber is proud to support PFEW and encourages our local companies and civic organizations to provide sponsorship for our students and, if possible, volunteers for the sessions. Every student attends PFEW on a fully tax-deductible \$575 scholarship (the actual

value of the scholarship is about \$1,500) which is provided by a local firm, foundation, civic organization, or individual. PFEW is also an approved Educational Improvement Organization through the PA Educational Improvement Tax Credit (EITC) program. Each student wears the name of their sponsor throughout the week and writes them after graduation to report on what they have learned.

If you would like to learn more about this award-winning program and how you can help, please call the Chamber directly or contact Scott Lee, vice president of marketing & development for the Foundation for Free Enterprise Education at (814) 833-9576 ext. 8, or e-mail him at scott@pfew.org. **PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance, as well as program applications, can be found on the PFEW website. Questions can be directed to Amber Goss, Schools Manager for PFEW, by calling her office at (814) 833-9576 ext. 6, or emailing her at amber@pfew.org.**



BUSINESS OF THE MONTH

BUSINESS OF THE MONTH IS CHOSEN AT RANDOM THROUGH A BUSINESS CARD DRAWING AT CHAMBER EVENTS, OR BY PARTICIPATING IN OTHER CHAMBER PROGRAMS, SUCH AS SURVEYS. NOVEMBER'S BUSINESS OF THE MONTH WAS CHOSEN FROM MEMBERS WHO ATTENDED JANUARY'S MEMBERSHIP ANNIVERSARY LUNCHEON.



READING EAGLE COMPANY: A strong past and solid future

Reading Eagle Company is a family-owned multimedia corporation. Celebrating its 150th year, the Reading Eagle provides exceptional local and regional news coverage to Berks County and surrounding communities. In March 2017, the Reading Eagle was awarded top honors for the fifth straight year in the Pennsylvania NewsMedia Association's Keystone Press Awards.

The company also operates WEEU 830 AM radio, which reaches more than 400,000 listeners in the region.

Reading Eagle Company has had strong community ties since its inception. It supports many local organizations and strives to be an active leader in the community through its involvement in social and economic initiatives.

The Reading Eagle newspaper has embraced the digital age as an opportunity to deliver even more news and information to the community through a newly redesigned readingeagle.com and our app, available through iTunes and Google Play.

Our City, found online at readingeagle.com/section/ourcity, features an in-depth look at the City of Reading.

Targeted weekly sections Business Weekly, Berks Country and Weekend offer niche content; and new, interactive content across all sections is on its way.

The company also operates REP Commercial Printing, a high-end printing company.

All divisions employ a total of more than 300 employees; the corporation is located on Penn and Court streets in downtown Reading.

Under the leadership of President and CEO Peter D. Barbey, the company acquired the South Schuylkill News weekly newspaper and formed Pretzel City Productions, LLC, several years ago.

Reading Eagle Company offers comprehensive multimedia marketing solutions for businesses who want to reach Berks County and surrounding communities. The experienced sales consultant and design staff works with individuals and businesses to develop strong, effective marketing and advertising campaigns and strategies.

Reading Eagle Company is located at 345 Penn St., Reading, PA 19601.

For more information on multimedia opportunities, please contact advertising director Steve Flank at 610-371-5121 or sflank@readingeagle.com.

For news and press releases, contact the news desk at 610-371-5012 or news@readingeagle.com.

For business news, contact Business Weekly editor Lisa Scheid at 610-371-5049 or lscheid@readingeagle.com.

It's our business to help your business.

It's as easy as 1-2-3 or ABC – Always Buy Chamber!



CHAMBER HOSTS TWO MEMBER APPRECIATION LUNCHEONS

The Chamber hosted a Membership Anniversary Luncheon on January 11. Membership Anniversary Luncheons are just one way we acknowledge our Members for renewing their membership with us. Members enjoy making new connections, re-kindling old, and sharing their ideas, achievements as well as what keeps them up at night.



The Chamber hosted a New Member Luncheon on January 18. During the reception, attendees enjoyed lunch and networked with other New Members. They also had the opportunity to learn more about the Chamber from the staff.



Both events were sponsored by the

READING EAGLE COMPANY

WOW

Women of the Workforce
TRICOUNTY AREA CHAMBER OF COMMERCE

Terese Brittingham, Keller Williams Realty Group
Megan McKee, Coventry Corners

Customer Service

How respecting your clients' needs & expectations can lead to future business & how to keep your Sparkle in today's environment.

\$26.00 per Attendee prepaid by 2/2
\$32.00 per Attendee if invoiced or after 2/2

Tuesday, February 6, 2018 11:30am-1:00pm
Brookside County Club
850 N Adams St. Pottstown PA, 19464

Sponsored by:

THE PENNSYLVANIA VANPOOL INCENTIVE PROGRAM

By **Stacey Henrich**

GVF is a non-profit transportation management association committed to reducing congestion, improving commuter productivity and happiness, and helping the environment.

We promote several methods for reducing congestion that include carpooling, public transit, biking/walking to work, vanpooling, telecommuting, and flexible work schedules to name a few.

Lately vanpooling has been in the spotlight for commuter savings. PennDOT is partnering with Enterprise Rideshare to launch a new statewide program, the Pennsylvania Vanpool Incentive Program (PVIP).

The PVIP is designed to reduce single occupancy vehicles by subsidizing a portion of the cost of new Enterprise Rideshare-managed vanpools for local commuters who agree to share their ride to and from work in a vehicle large enough to accommodate 7 to 15 people.

Through Enterprise Rideshare, PVIP participants will be able to choose a qualifying

vanpool vehicle from an industry-leading selection of makes and models, including crossovers, SUVs, minivans and large passenger vans. Enterprise Rideshare will provide 24-hour roadside assistance, liability insurance and scheduled maintenance. Vanpools can also choose to upgrade their vehicles with optional high-end features, such as satellite radio, in-vehicle Wi-Fi service, and power ports for individual seats.

According to the U.S. Department of Transportation Bureau of Transportation Statistics data, commuter vanpools are one of the safest modes of public transportation when compared to motor bus, light rail, heavy rail, commuter rail and demand response services.

Contact GVF to learn more about the Pennsylvania Vanpool Incentive Program or to start your own vanpool.

Stacey Henrich works as a TDM Manager with GVF. To reach Stacey by email: shenrich@gvftma.com, or by phone: (610).354.8899.



BUSINESS DEVELOPMENT

FEATURED MEMBER BENEFIT OF THE MONTH

Find the right fit for your company

Options that fit your budget, fit your ideal time frame, and give you exposure to an audience that fits your products & services!

Whether you want to build communities, create connections or support commerce – the Chamber has various Business Development Opportunities

Interested in learning more? Contact Tarra at 610.326.2900 or tarra@tricityareachamber.com to find the **best fit** for your business!



DECEMBER REFRESH

Chamber Members discussed wellness on December 15. Bunny Boyle, TCACC's Worksite Wellness Initiative Director, focused on the Dimensions of Wellness and Balancing Your Health for the New Year.

NEXT REFRESH SEMINAR:
Friday, February 23, 8:30 – 10 AM, "Goals"

CREDIT CARD BEST PRACTICES

By Alex Rahn, Wanner Associates.

Accepting credit card payments has become a standard in businesses small and large. The year 2017 saw many businesses fall victim to a variety of fraudulent activities by hackers and cybercriminals. As technology continues to develop and expand, it is very likely that these types of cybercrimes will continue into 2018. There are estimates that credit card fraud will result in over 31 billion dollars in losses by 2020. Luckily, there are many ways to protect against credit card fraud in your small business.

Payment Card Industry security standards have been designed with small businesses in mind. PCI standards instruct how to securely accept, transmit, and store data that comes from cardholders. These standards have been published online and the information is free to read by searching "PCI Security Standards."

Upgrading to chip readers is one of the best ways to protect your business when dealing with credit card transactions. Counterfeit cards are one of the most common ways that fraud is implemented by in-store transactions, but upgrading to

a chip reader EMV system will aid in preventing this. EMV takes away the merchant liability if credit card fraud does occur and is more theft-resistant than the magnetic stripes of credit cards.

If your business processes orders online or over-the-phone, there are also several steps you can take to ensure the payment is processed safely and securely. 45% of all credit card fraud occurs in transactions that are made online or over-the-phone. If you notice that multiple purchases come from the same IP address, have failed address verification service, or consist of several same-day purchases, it might be worthwhile to investigate the transaction.

Finally, it is always important that you trust your instincts. If you do suspect that you have been a victim of credit card fraud, it is extremely important that you report immediately. Whether you must call your credit card processor, bank, or the local authorities, the quicker you act, the more likely you will be able to stop the fraudulent act in its tracks.

To reach Alex: call 717.236.2050 or email arahn@wannerassoc.com

JOB POSTINGS

LOOKING TO FILL A POSITION?

The Job Postings and Resume Service helps Members that are looking to fill a position by saving them *time and money*.

How to Post Your Job Opening

Companies who have posted Job Openings will be featured in a weekly email and in the *Route 422 Business Advisor*.

Members: It's easy to post your Job Openings!

– Login to Members Only on the Chamber website and click the "Jobs" tab on the left side module.

– Click "Add New Job Posting," fill in the description.

– Preview your posting by clicking "Preview" on the bottom of the page.

– Click the red "Save & Exit" button on the bottom to finalize your posting.

LOOKING FOR QUALIFIED INDIVIDUALS?

Information from resumes the Chamber has received are announced at Membership Breakfasts and summarized in the *Route 422 Business Advisor*.

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work.

Know someone looking for a job?

1. Have them send their resume to Melissa at melissa@tricityareachamber.com.
2. They can also go to the Chamber's website and view Chamber Members who currently have positions available at their company.

Chamber Members with job openings:

- **Fulton Bank** – Part-time Teller (Pottstown)
- **Boyertown Publishing Co.** – Sales Executive
- **eb Logix, Inc.** – Desktop Engineer

It's as easy as 1-2-3 or ABC – Always Buy Chamber!