

## REGIONAL CHAMBER ROUNDUP

Please see pages 31-40 for the TriCounty Area Chamber of Commerce news and information section.

### PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660  
• info@PVchamber.net • www.PVchamber.net



**Perkiomen Valley**  
CHAMBER OF COMMERCE  
your business • our community

**Welcome to the Perkiomen Valley Chamber of Commerce!**

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 in which to live, work, learn and play. We can help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit: www.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 enews!

### UPCOMING EVENTS

Visit the PV Chamber Website [www.PVchamber.net](http://www.PVchamber.net) for complete list of upcoming events, registration links and details.

#### February 27, 2019 - New Member Orientation

sponsored by Maillie

Wednesday, February 27th, 8:30am – 9:30am at the PVCC office, 351 E. Main Street, Collegeville.

All welcome to attend! New members, prospects and current members are invited to an informational session to learn how to maximize your Chamber membership. Pre-registration is required. Register online [www.PVchamber.net](http://www.PVchamber.net)

#### February 28, 2019 - Business Roundtable

The PV Chamber welcomes business owners and key decision makers to participate Business Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only. 11:45am – 1:00pm

#### March 20, 2019 - 62nd Annual Meeting

The Annual Meeting is one of the Chamber's largest gatherings of our business leaders. Chairman Cheryl Kreider<B>, Kreider Health Solutions, will highlight accomplishments of FY2018 and share what's ahead in the Chairman's Presentation, including appointment of <B>Kip Bilow<B>, Guardian Protection Services, as Chairman of Board 2019-2020.

- Participate in the general election of the Board of Directors (3 year terms)
- Network and lunch with business leaders
- Congratulate the recipient of the 2019 Marvin J. Lewis Community Service Award
- Meet New PVCC Members (2018/2019) at the meeting
- Visit Sponsors and learn more about local businesses!

Time: 11:30am – 1:30pm

Location: RiverCrest Golf Club & Preserve.

Sponsorship Opportunities: Title Sponsor: \$800, Gold Sponsor \$500, Exhibitor \$155. Individual Tickets \$40 member, \$50 non-member. Visit [www.PVchamber.net](http://www.PVchamber.net) for details.

#### April 10, 2019 – Business Expo at Dow Chemical – Collegeville

Exclusive Member-Only Event...PV CHAMBER BUSINESS EXPO AT DOW! Showcase YOUR business to 1,100 regional Dow Chemical employees while networking with fellow Chamber members. Exhibitor/Non-Exhibitors may contribute to Marketing Goody Bags for DOW employees. Exhibitor table only \$185; participation in marketing bags \$30, Marketing Bag Sponsor \$200.

Register before February 18th and receive Early Bird Discount!

Registration and details call 610-489-6660 or visit <http://www.PVchamber.net>

### WELCOME NEW MEMBERS

Central Perkiomen Rotary Club – Peter Blauert  
555 Township Line Road  
Schwenksville, PA 19473  
(610) 564-6401  
Email: pblauert@1creative.com  
Web: [www.centralperkrotary.org](http://www.centralperkrotary.org)

Vantage Point Mortgage – Chris Derr  
401 Old Penlynn Pike, 2nd Floor  
Blue Bell, PA 19422  
(610) 306-8082  
Email: [chris@vpmortgage.com](mailto:chris@vpmortgage.com)  
Web: [www.vpmortgage.com](http://www.vpmortgage.com)

Provident Bank – Trevor Hart  
1901 Hamilton Street  
Allentown, PA 18104  
(610) 391-0350  
Email: [trevor.hart@provident.bank](mailto:trevor.hart@provident.bank)  
Web: [www.provident.bank](http://www.provident.bank)  
Community Chiropractic Center

Dr. Kristin Legnola  
1717 Swede Road, Suite 106  
Blue Bell, PA 19422  
(484) 688-0667  
Email: [klegnola@gmail.com](mailto:klegnola@gmail.com)  
Web: [www.bluebellchiropractic.com](http://www.bluebellchiropractic.com)

Rutter Roofing – Jackie Blinebury  
345 Lancaster Ave  
Malvern, PA 19355  
(610) 608-2725  
Email: [jackie@rutterroofing.com](mailto:jackie@rutterroofing.com)  
Web: [www.rutterroofing.com](http://www.rutterroofing.com)

# INSTAGRAM FOR BUSINESS

## SOCIAL MEDIA TIPS

By Theresa Mintzer



It is important that your Instagram account is set up as a business profile. With that you will have access to Insights, a tool to help you understand

your audience and the effectiveness of your posts. That information will help you grow.

Check out your Insights to see how your posts are performing. Here are some things you can see there:

#### Activity

- interactions with your post
- website clicks
- profile visits
- reach
- impressions

#### Content

- posts
- stories
- promotions

#### Audience

- followers
- demographic information

Note that if you have under 100 followers, some of the above information will be limited. If you are a local business, the demographic details will help you determine if your efforts to reach local customers is successful.

You can also view Insights on individual posts. They will let you see if someone has clicked to your website or profile from the post and how the hashtags are performing. For local businesses, remember to use some local hashtags, like local towns or local sights. Another thing to note about hashtags is that you don't want to use a hashtag like #inspirationalquotes, there are 13.1 million posts associated with that hashtag. Try #inspirationalthoughts (86.1K posts) or #inspirationalpost (125K posts). You have a better chance of being seen from the hashtags if they are popular but not too popular.

All of this information can be used to help you develop an Instagram strategy to help grow your business and educate your customers. You want spend your time reaching people who want to buy from you and become loyal customers.

Theresa Mintzer can be reached at 484.686.2995; email: [bytheresamarie@outlook.com](mailto:bytheresamarie@outlook.com); website: [ByTheresaMarie.com](http://ByTheresaMarie.com).

### FEATURED EVENT



#### 5th Annual Awards Gala February 21, 2019 RiverCrest Golf Club & Preserve 5:30PM - 9:00PM

The 5th Annual PV Stars Gala will recognize businesses and individuals that have made a positive impact on life in the Perkiomen Valley this year! Leaders from **Montgomery, Northeast Chester and Southern Berks Counties** will gather for an evening filled with networking, food, drinks, exhibitor showcase and awards ceremony. Keynote address, presented by Brent Celek, Former NFL Philadelphia Eagles Super Bowl Champion and Entrepreneur! Event sponsorships range from \$100 to \$3,500. Limited tickets available for **VIP Meet & Greet/Autograph Session with Brent Celek**. Tickets and sponsorships may be purchased online [www.PVchamber.net](http://www.PVchamber.net)



#### Brent Celek - Keynote Speaker

Custom sponsorships are available - contact Renee Blomstrom at 610-489-6600.

**Gold Sponsors:** Univest Bank, Phoenixville Hospital - Tower Health, Kalejta Financial Management

#### CONGRATULATIONS FINALISTS!

**Local Business (1-50 employees) of the Year:** Kalejta Financial Management, Kelly Insurance, Marco Motors

**Large Business of the Year:** Harleysville Bank, Kimberton Whole Foods, Perkiomen Valley School District

**Business Star of the Year:** Tom Kalejta, Kalejta Financial Management; Barbara O'Connor, Phoenixville Hospital Tower Health; Julie Brufke-Wenger, Phoenix Tax Consultants

**Non-Profit Organization of the Year:** Pillars of Light & Love; Sebastian Riding Associates; Spring Valley YMCA

**Citizen of the Year:** Patti Colucci Mayor Joseph Giunta, Zenon Janicki

**PV Chamber Member of the Year:** Kip Bilow, Guardian Protection Services; LMS Solutions; Phil White, Signarama

**Emerging Business of the Year:** Colebrookdale Railroad; S&B Event Concepts & Catering; Upper Providence Living Magazine

**Winners will be revealed at the PV Stars Awards Gala on February 21, 2019**