

ROUTE 422

Business Advisor

JANUARY 2019

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

VALLEY FORGE TOURISM & CONVENTION BOARD Offers NEW #MakeltMontco Winter Hotel Package



Hilton Garden Inn – Oaks

Presorted
Standard
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

GET IT ONLINE 422BIZMAG.COM



On the cover: Kelsey Barry, VFTCB Sales Coordinator and Jake Gaspari, Director of Sales of Hilton Garden Inn Oaks, located at 500 Cresson Boulevard, Phoenixville, holding the Winter 2018/2019 #MAKEITMONTCO Hotel Package Coupon Book, with Valley Forge-Montgomery County Tourism Mascot Monty the FOX looking on.



16-18: *New Year, New You... A Guide Featuring Local Pros to Help Get Your Year in Gear!*



20-22: *Browse the Business Marketplace to grow your business, network, and keep your money local.*

Visit 422bizmag.com for...

- Our Current Issue Online
- Archives with Hundreds of Useful Articles
- Video Interviews • Advertiser Links
- Federal, State, County & Local Resource Links

Contents

- 10** | Focus On Reading Revitalization
- 25** | Data Breaches – Are You Protected?
- 27** | On Technology
The Restauranters Newest Best Friend
- 30** | Advertised Services Directory
What You Are Looking For — At Your Fingertips
- 31** | TriCounty Area Chamber Of Commerce
News & Events
- 41** | Legal Perspectives
Legal Obligations With Respect To Electronically Stored Information
- 46** | Route 422 Business Tax Planning And Preparation Services Guide
- 53** | Mastering Social Media
What's Your Marketing Plan?
- 55** | Downtown Development & Change
Institutional Resistance When Initiating Change
- 57** | Ask SCORE
Simple Tips For Better Time Management
- 58** | Regional Chamber Round-Up

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334
Subscribe online! www.422bizmag.com

Editor & Publisher – Bill Haley; Advertising Manager – Patti Seigel;
Advertising Representative – Scott Haley

To contact the Route 422 Business Advisor:
phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

Route 422 Business Advisor
is a proud member of:



422bizmag.com • 422business.com

Valley Forge Tourism & Convention Board



Offers NEW #MakeItMontco Winter Hotel Package

The Valley Forge Tourism & Convention Board (VFTCB) wants visitors to plan their winter staycation in Montgomery County this season. And, the organization continues to make it easier than ever to plan a holiday weekend getaway, or winter escape, in Montco.



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

The VFTCB's #MakeItMontco Winter Hotel Package does the planning for guests with exclusive savings – a \$250 value – at the best restaurants, entertainment, and premier attractions when they book their next overnight stay in certain Montgomery County hotels.

Running now through April 22, the bundle welcomes visitors throughout the holidays, and beyond, and features a wide range of more than 20 attractions – a record number – and more than 12 hotels.

“The members who participate in this hotel package continue to grow, which only helps encourage more visitors to come to Montgomery County during the winter months,” said Edward Harris, VFTCB Chief Marketing Officer. “You don’t have to go far to get away! There’s so much to do and see here this season, and plenty of reasons for folks to #MakeItMontco. This package is perfect for a weekend filled with family fun, or even a romantic getaway. No matter if you’re planning for kids or couples, the best part is, we put the itinerary together for you!”

VFTCB NEW MEMBER WELCOME EVENT

When: January 8; 3:00 P.M.

Where: Valley Forge Tourism & Convention Board Office
1000 First Ave, Suite 101, King of Prussia, PA 19406

What: This event is open to all members of the Valley Forge Tourism & Convention Board but is geared specifically toward new and prospective member businesses as well as new employees and contacts at our current members. The 90-minute session includes a tour of the VFTCB offices, an opportunity to meet the sales and marketing teams, and introduction to the member HQ, and a short presentation “How to Maximize Your Membership.” Complimentary snacks and refreshments are provided.

<https://www.valleyforge.org/members/events/>





"We are always promoting locally that Montgomery County is a great place to live, work and play," explains Lisa Karl, VFTCB Vice President of Sales. "We reached out to all of our attractions, our restaurants, and other businesses that are tourism related, and asked them if they would like to be included in the hotel package through this coupon book, and there is now more than \$250.00 in value in the book. We have more than 20 participants providing discounts. Upon the guests' arrival, they will be presented with a nice welcome packet which includes this coupon book that they can use and take advantage of and explore attractions and restaurants that they never even realized are available here in Montgomery County."

Besides hotel promotions and iconic Montco staples that new audiences outside the area can discover – such as the popular Keswick Theatre – the campaign also highlights VIP discounts at iFly, LEGOLAND® Discovery Center, Elmwood Park Zoo's Wild Lights, Arnold's Family Fun Center, the King of Prussia Mall, the Philadelphia Premium Outlets, Five Saints Distilling, and restaurants like Paladar Latin Kitchen, Shake Shack, Founding Farmers, and Seasons 52. (Please see sidebar to this article for complete list of participating hotels and partners.)

To drive awareness for the hotel package, the VFTCB once again created a brand-new coupon booklet, and put strong marketing behind it, including a first-ever winter TV commercial.

(Continued on page 8)



PARTICIPATING HOTELS AND PARTNERS:

HOTELS:

- Courtyard Devon/Villanova
- Courtyard by Marriott Philadelphia Lansdale
- Courtyard by Marriott Philadelphia Plymouth Meeting
- Courtyard Philadelphia/Willow Grove
- Courtyard by Marriott Philadelphia Valley Forge/Collegeville
- DoubleTree by Hilton Hotel Philadelphia-Valley Forge
- Fairfield Inn Philadelphia Valley Forge/King of Prussia
- Hampton Inn King of Prussia
- Hampton Inn & Suites Philadelphia/Montgomeryville
- Holiday Inn Express & Suites Ft. Washington - Philadelphia
- Hilton Garden Inn Fort Washington
- Hilton Garden Inn Valley Forge/Oaks
- Homewood Suites by Hilton Lansdale
- Hyatt House Philadelphia/Plymouth Meeting
- Residence Inn Great Valley/Malvern
- Residence Inn Philadelphia/Willow Grove
- Sheraton Valley Forge
- SpringHill Suites Philadelphia Plymouth Meeting
- SpringHill Suites Willow Grove

PARTNERS:

- American Treasure Tour
- Arnold's Family Fun Center and The Hub
- California Pizza Kitchen
- Colebrookdale Railroad
- Elmwood Park Zoo
- Five Saints Distilling
- Founding Farmers
- iFly Indoor Skydiving
- Keswick Theatre
- King of Prussia Mall
- LEGOLAND® Discovery Center
- Paladar Latin Kitchen & Rum Bar
- Philadelphia Premium Outlets
- Revolution Chop House at Valley Forge Casino Resort
- Seasons 52
- Shake Shack
- Steel River Playhouse
- The Carousel at Pottstown
- The Valley Forge Encampment Store

THE LOCAL TOOLS FOR YOUR BUSINESS

Business Checking
Standard, interest-bearing, and sole proprietor options

Commercial Lending
Local decision-making with flexible terms and competitive rates



diamondcu.org/business-services 610-326-5490

Trusted by over 1,200 businesses in this region.

Equal Housing Opportunity. | Federally insured by NCUA.



**TAKE A FRESH
APPROACH TO YOUR
FINANCIAL FUTURE**

Chris Messmer, MSF, CFP®

610-489-7925

Comprehensive Financial Planning

Retirement Planning
Investment Management
Cash Flow & Risk Management
Wealth Accumulation
Tax & Estate Planning

*Christine Messmer, P.C. is the Registered Investment Advisor,
Fee only and Fiduciary*

www.christinemessmer.com
chris@messmerfinancial.com
@MessmerChris

101 Oak Street, Collegeville, PA 19426

renovations . additions . new construction



STYER GROUP

ARCHITECTURE
INTERIOR DESIGN
CONSTRUCTION

www.styergroup.com

610-275-4800

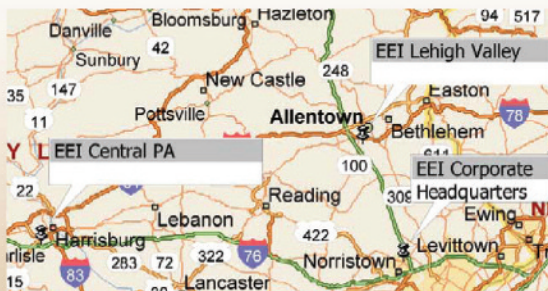
412 DeKalb Street - Norristown, PA 19401



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

We've Got
The 422
Region
Covered!



- Subsurface Investigations
- Construction Inspection and Testing
- Geotechnical Design & Analysis
- Clean Fill Testing
- Stormwater Infiltration Testing
- Laboratory Soils Testing
- Carbonate Site Assessments
- Environmental Site Assessments and Remediation

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

OWNER - OPERATED

47 YEARS IN BUSINESS!



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

embodysunoco.com

- STATE INSPECTION
- GENERAL REPAIRS
- AIR-CONDITIONING SERVICE
- PA EMISSIONS TESTING

COVER STORY

(Continued from page 7)

Besides placement on digital billboards, the VFTCB will put a heavy push on social media, and radio announcements in the Baltimore, Washington D.C., Philadelphia, Boston, and New Jersey markets.

"Our organization is a non-profit sales and marketing organization funded through the hotel tax," Lisa Karl said. "There are 75 hotels throughout Montgomery County. With the funding we receive, we're tasked with re-investing that money into sales and marketing efforts to drive occupancy into our hotels through these types of out-of-market campaigns. This particular marketing campaign is also being promoted within our region, in Philadelphia. You'll see our television commercials quite frequently because we feel as though people might want to use this hotel package as a "staycation" as well, both locally, and out of market and we're promoting it fairly aggressively in the first quarter."

Whether it's snowing, or not, the idea of the package is for people to stay up,

stay out, stay wild, and stay cool all while they stay in Valley Forge & Montgomery County.

Guests present the coupon booklet they receive when they book their Montgomery County hotel to redeem the offers. Restrictions may apply, and all discounts are subject to availability.

For more information, please visit www.makeitmontco.com.

The Valley Forge Tourism & Convention Board (VFTCB) is a nonprofit, membership-based sales and marketing organization that actively promotes Valley Forge and Montgomery County, PA as a convention site and leisure visitor destination by encouraging patronage of its 600+ member hotels, restaurants, attractions, and services. The award-winning website links visitors, meeting planners, tour operators, and residents to a diverse portfolio of brands focused on reasons to visit the region.



VALLEY FORGE
TOURISM & CONVENTION BOARD

REFERENCES AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

25+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

- Owner Supervised Staff
- Floor Waxing & Refinishing
- No Job Too Small or Large
- Carpet Cleaning - Upholstery Cleaning
- Affordable Rates/Great Value
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com

