

# SUCCESSFUL WOMEN IN BUSINESS

CELEBRATING WOMEN'S HISTORY MONTH - MARCH



## Cindy Harrington Center for Nutritional Healing

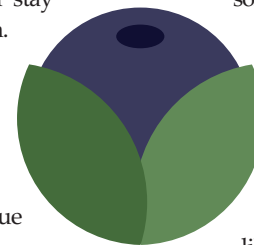
Most people know nutrition and health go hand in hand. What they might not know is how to develop a plan that addresses specific health concerns and results in optimal mental and physical whole-body health. Enter Cindy Harrington, owner and founder of Center for Nutritional Healing, whose mission is to help every member of our community get well and stay well for lifelong vibrant health. Cindy helps people of all ages, from babies to seniors, transform their health — and their lives — by following a plan of clinical nutrition customized to their unique health situations.

Cindy founded Center for Nutritional Healing (CFNH) in 2016 and has been growing and expanding her practice ever since. She has been informing and instructing countless others on how to use nutrition to improve and enhance their lives. Cindy's own health history was not much different from that of many of her practice members'. Years of poor health, chronic pain, and repeated prescriptions of antibiotics as the panacea convinced her to look for solutions beyond traditional medicine. She had always believed in her body's ability to heal but didn't know where to turn to kickstart that healing. Then she learned about Nutrition Response Testing®, a process that tests the body's nervous system to determine the state of health of every organ, gland, muscle, joint, and bone. Thanks to Nutrition Response Testing and the resulting improvements to her diet plus supplementation, Cindy's own health improved dramatically. Today she works with others who achieve similar successful results for their own health issues.

Cindy helps people heal from all sorts of health conditions — fatigue, allergies, anxiety, chronic pain, depression, digestive issues, headaches, hormonal imbalance, infertility, skin disorders, sugar cravings, and weight gain, to name just a few. In addition to Nutrition Response Testing, CFNH utilizes other means to assess and track the

health of the body: Heart Sound Recorder testing along with blood pressure and pulse oximeter readings; Heart Rate Variability testing; Zinc Taste Testing; Body Measurements (weight, body fat percentage, height, hip & waist measurements); and a Metabolic Survey. Supplemental services include the

Heart Revitalization Program and Personal Training with Dr. Joel Clyman.



Additionally, Infrared Sauna and Pulsed Electromagnetic Field therapies are offered in the Serenity Spa Room, aptly named by a practice member. Other practice members agree the environment is, indeed, spa-like, as evidenced by how relaxed and happy they are when they emerge.

Even though Cindy's own health struggles have led her down a path of finding relief — and eventually optimal health — through nutritional healing, she hasn't stopped learning. She stays current on the most important and relevant health issues that affect our community and is confident in her practice members' ability to heal and maintain optimal health, even in the most difficult of cases. Focusing on our health and improving the functioning of our immune systems is more important today than ever. With designed clinical nutrition, Cindy's practice members become much better prepared to successfully respond to exposure to the immune challenges they face. Practice members with symptoms and/or a diagnosis report improved health outcomes as a result of her expert care and live their lives with greater confidence knowing they are taking the very best care of their health.

The biggest testament to the health and healing powers of the services Cindy offers is the fact that she practices everything she preaches and follows the very program she recommends to others. And, as Cindy herself would want, she makes sure everyone who sets foot in CFNH feels heard, safe, and valued. Mary Goheen, Cindy's assistant, feels the same and warmly welcomes all practice members and visitors.



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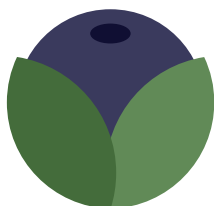
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The CFNH office is warm and inviting. Strategically placed signage informs visitors of the important role nutrition plays in a person's overall health and certificates on the walls are proof of Cindy's formal education and training. Cindy has earned titles such as Nutrition Response Testing Master Clinician, Nutritional Counselor, Health Specialist, Integrative Nutrition Coach, and is well on her way to earning a Master of Science degree in Human Clinical Nutrition and Integrative Health from Maryland University of Integrative Health. She strives to continually expand her expertise and stays abreast of the latest developments in functional nutrition.

As we enter March – Women's History Month and National Nutrition Month –

highlighting Cindy and the Center for Nutritional Healing could not be more appropriate. We celebrate her commitment to our community as a successful female entrepreneur, the passion she exudes for her profession, and the concern and care she shows to all who walk through her doors. Testimonial after testimonial found at [centerfornutritionalhealing.com](http://centerfornutritionalhealing.com) and other platforms speak volumes to the health improvements so many have achieved, and now maintain, as a result of working with Cindy. A walking testament to the healing powers of the services she offers, Cindy says, *"This practice is about offering true health and healing, which absolutely can be achieved and maintained with dedication and time."*



## Health is life's greatest wealth. Don't wait to turn your own health in a better direction.

Learn more at [centerfornutritionalhealing.com](http://centerfornutritionalhealing.com), call Cindy and Mary at 484.938.7691, or email them today at [info@centerfornutritionalhealing.com](mailto:info@centerfornutritionalhealing.com). Interact with the team at Center for Nutritional Healing on Facebook, Instagram, Twitter, and LinkedIn.



## Jennifer Scotese Express Data Payroll / Panacea Payroll Processing

Improving business environments is in Jennifer Scotese's blood. The Pottstown native started in purchasing but it's when she went to work for her father's company that she really blossomed into an advocate for small businesses. Today, Express Data Systems is dedicated to providing the highest quality payroll processing and related services to regional businesses of all sizes.

Express has been providing reliable payroll services to local employers since 1987 and now offers a full cadre of professional support services.



Jennifer started working for Express Data Systems in 1988 as office manager but quickly accepted more and more responsibilities over the years as the business grew. In 2002 Jennifer took over as company President when founder, Jay Berman, retired. Since her ascension to the lead role at Express, Jennifer has overseen steady growth of the company that now services nearly 500 clients with an all-female staff of nine.

"The workplace is a natural environment to learn from one another," says Scotese. "I'm constantly mentoring women inside and outside of the organization." Scotese who graduated from Susquehanna University in 1987 with degrees in biology and art has a wealth of practical business experience behind her.

Leading the growth of Express has also come naturally to Scotese, who oversees operations, sales and marketing. Since being named President she has implemented improvements for clients related to payroll processing to enhance Express Data Systems value as a partner.

"I brought in Teresa Kearney in 2010 as a full-time sales associate," Scotese adds. "Teresa wasn't the first female salesperson Express has employed but she's far and away been the best."

In 2014 Scotese and her team added enhanced Human Resources and Timekeeping options so clients would have a reliable one-stop shop for quality business service support.

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After that, they brought in new and improved "Pay as You Go" Worker's Compensation and recently rolled out applicant tracking and employee on-boarding.

The successful woman managing Express Data Systems has created a quality support system for small businesses owners and managers in the Philadelphia tri-state area and she recently replicated the model for a specialized market.

Panacea Payroll is a mirrored offering of Express but with a national service area. Designed specifically to support businesses in the cannabis industry, Panacea Payroll employs specialists with knowledge of the medical marijuana category.

A Notary Public for the State of Pennsylvania, Jennifer is also the new co-chair of AILC, a forum of Apex HCM clients that provides strategic input and guidance regarding the direction of Apex HCM, to better meet their clients' needs in the PSB HCM segment.

Learn more by visiting [www.ExpressDataSys.com](http://www.ExpressDataSys.com) or [PanaceaPayroll.com](http://PanaceaPayroll.com). Both companies are headquartered at 3277 West Ridge Pike in Pottstown.

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## Virginia Dodge & Nicole Fryer VA Productions, Inc.



PHOTO BY LAUREN LITTLE



Virginia Frederick Dodge founded VA Productions, Inc. and has been at the helm for 27 years. When Virginia started the company, her focus was video production until expanding into Audio/Visual and Meeting Planning. When Nicole Fryer joined the company 16 years ago, it strengthened the woman-owned business as it worked to exceed the expectations of their clients. Today, Nicole, is Senior Producer and Editor and is bridging to partial ownership in the coming year. Virginia says of Nicole, "She came to us straight out of college with great professionalism and astuteness for the business and has grown into a true partner,

integral to the future of our company."

Both women have worked hard to keep VA Productions a prominent women-run business in an industry that is typically male dominated. Over the years, the women have adapted to the changing technologies through receiving graphic design training, certifications in Meeting Management and Health and Medical Meeting Management and, more recently, producing virtual meetings and events through high-end streaming systems. Nicole states, "I've always been proud of our woman-run company that does such great work professionally, but

also does an incredible amount of work to give back to the community. In the past year my pride has only grown as we've navigated the challenges of this new world."

Both women wanted to be sure to give kudos to the men in the company who certainly do their part to make the company so successful. VA Productions, Inc. provides Video Production, Audio / Visual, Streaming and Meeting Planning Services for corporations and nonprofits locally and globally and is ready to work with you on your next project. For additional information, please email: info@vapro.com and visit www.vapro.com.

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## Maribeth Gardella Meg's Quilted Memories



The seed for Meg's Quilted Memories was planted while Maribeth was raising her family. "My kids were so small and looked so cute in their little jeans and tees. As they grew and their clothes size grew with them, I kept those little tees and pajamas tucked away because I knew I wanted to make a quilt to give to them when they were older. My heart remembers when."

Meg's Quilted Memories creates beautiful and customized quilts from your or your loved one's clothing. Just about anything can be used on a quilt — t-shirts, jeans, sweat-shirts, flannels, button-down shirts, pajamas, robes, etc. Recently, Meg's Quilted Memories has been doing quilts and pillows with men's ties. Maribeth explains, "Covid-19 has really changed the landscape of men's fashion. With more Zoom meetings and less face-to-face meetings, suits and ties are less important. Many executives have these beautiful ties and they're not being used. But they love their ties and they're not ready to give them up. So, we've been re-thinking the tie and using them on pillows and quilts."

"We really take what you have and work closely with you to create a quilt," Maribeth said. "Our tag line is 'Stitching Together Your Life Story.' That's what our clothes represent. They evoke memories of childhood, vacations you went on, concerts you attended, Broadway shows you may have seen. We hold onto the shirts because they remind us of good times," she explains.

We all have shirts stuffed into closets and drawers or sitting in totes and boxes in our basements. Now's the time to pull them out and upcycle them. Since 2012, Meg's Quilted Memories has been bringing new life to your shirts. With thousands of quilts created, we know we can make something unique and special for you.

You can reach Maribeth at Meg's Quilted Memories via email: meg@megsquiltedmemories.com or 810.250.1825, and please visit: www.megsquiltedmemories.com.



(L to R) Stephanie Trauner, Twila Fisher and Cathy Skitko.

## Hobart's Run's All-Women Staff Makes Big Impact

The Hobart's Run team is comprised of full-time Hobart's Run directors Twila Fisher and Cathy Skitko and part-time administrative coordinator Stephanie Trauner. Together, they are dedicated to the 501(c)(3)'s mission to create a clean and safe community; foster inclusivity; provide homeownership and property pride incentives; and generate business development in the Hobart's Run focus area, bordered by Queen Street; N. Washington Street; Beech Street, Grant and Jackson Streets; and Keim Street in Pottstown.

Twila, director of economic development, has devoted her career to public service. In 2017 she was awarded "Person of the Year" by the Rotary Club of Pottstown for her work in the community. Twila serves on five local boards and committees. She is the mother of four

daughters ages 16-24 and enjoys DIY projects, cooking international foods, and playing the mandolin.

Cathy started her career as a journalist then ran a free-lance writing business. After 21 years as The Hill School's communications director, Cathy shifted her full-time focus to Hobart's Run in 2018. The mother of two grown sons, she volunteers for six Pottstown organizations, including serving as co-president of Steel River Playhouse, and advises Hill's student service program. She loves to travel when she can.

After graduating from Mount Holyoke College with a degree in English, Stephanie worked as a technical writer and editor and in accounting for an engineering firm. She then spent 15 years in Pottstown raising her children and supporting women as a birth doula. She loves cooking, event planning, and watching the wonderful transformation happening in Pottstown.

Learn more at [www.hobartsrunpottstown.org](http://www.hobartsrunpottstown.org), and follow their Facebook page @HobartsRun and Twitter and Instagram @hobartsrun.

Neighborhood Initiative, a 501(c)(3), was launched by The Hill School in 2016 to create a clean and safe community; foster inclusivity; provide incentives for home ownership and property pride; and generate quality business development. While specifically focusing on a 900-parcel area, Hobart's Run supports revitalization efforts throughout Pottstown.

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### HOBART'S RUN STRIVES TO:

- Make our Pottstown neighborhood **clean, safe, and inclusive**
- Promote home **maintenance and ownership**
- Encourage business **investment** and private real estate **development**

To learn more about Hobart's Run and how we welcome local business development, email **Twila Fisher**, Director of Community and Economic Development, at [twila@hobartsrunpottstown.org](mailto:twila@hobartsrunpottstown.org) or call **610-780-6324**.

[Facebook.com/HobartsRun](https://Facebook.com/HobartsRun)

[HobartsRunPottstown.org](https://HobartsRunPottstown.org)

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## Jenna Armato, Growth & Success Coach



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## Jenna Armato Unleash Your Growth Potential

I'm sure during the course of your career you've heard of all kinds of strategies, marketing strategies, time management strategies — strategies designed to increase effectiveness and facilitate growth.

The most critical type of strategy, in my opinion, the strategy that impacts all other strategies are Thinking Strategies. You see, the way we think impacts absolutely everything we do. The thoughts we think produce images in our mind and those images have the potential to produce huge amounts of energy, and through our actions that energy brings about results.

Wayne Dyer said, "When you change the way you look at things, the things you look at begin to change." When exploring possibility, it's not our eyes we see with but our minds. You can right now in this moment make the choice to change the way you are looking at something and you can move your results in an entirely new direction.



With practice and intention, you can leverage foundational thinking strategies and learning models to explore possibility, fan the flame of innovation and unleash your growth potential.

Let's connect and explore together.  
[www.JennaArmato.com](http://www.JennaArmato.com) [Jenna@AttractEngageInspire.com](mailto:Jenna@AttractEngageInspire.com)

## Sarah Coveney, CPA Premier Payroll Services, Inc.

Sarah never planned on going into the family business, but she has taken Premier Payroll Services to new heights and wouldn't change a minute.

An Accounting graduate of Lehigh University and Captain of the Women's Golf Team, Sarah worked for two years at a large public accounting firm, where she became a CPA, before joining the family business in 2007. Premier Payroll Services was founded in 2000 by Sarah's parents, Bill and Dianne March, who recognized the need for better service and customizable options when it came to payroll & HR for small businesses. Premier Payroll Services is located in the heart of Royersford in the remodeled Royersford National Bank and has grown to serve over 1000 clients, primarily in the northeast.



"I know how hard my mom and dad have worked, and what they have sacrificed to grow this business, and how all of us, staff included, have embraced the rapidly changing technology in the world of payroll. I am proud of Premier and have no regrets about joining the family business — even with the extreme family bonding!" says Sarah.

In her spare time, Sarah enjoys traveling with her family and getting out on the golf course. Sarah and her husband (who is also a CPA) have two small children that round out their foursome.

For additional information, please call 610.917.2281 and visit [www.premiernow.com](http://www.premiernow.com).



Premier Payroll Services, Inc. is located at 290 Main Street, Royersford, PA 19468.

## 6 Things to look for in a Payroll Provider

Payroll providers are designed to make your life easier, especially for small business owners who have a lot on their plate. If you are in the market for a payroll provider — whether it be for the first time, or you are considering a change — be sure your provider of choice meets these criteria. **Your payroll provider should provide a solution that...**

- ✔ Is user-friendly
- ✔ Is accessible & secure
- ✔ Has Employee Self Service
- ✔ Keeps you compliant
- ✔ Has seamless data integration
- ✔ Has support when you need it



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## Donna Botti Delos Inc.

Developing a solid digital marketing strategy, processes and implementation plan are more important than ever as COVID-19 has forced us all to pivot, and customer expectations for doing business online have significantly increased. Donna and her team help her clients use their online presence to grow their business and give their customers a better experience.

It can be challenging to keep up with all the changes in the web, social media and digital strategy, yet it is more important than ever to build relationships with customers and prospects online and through email. Donna provides guidance, training and implementation services to busy business owners with a proven process for creating a marketing plan, content calendar and messaging that resonates. Delos provides training and templates for business owners and their staff, as well as implementation services for website development, blogs, email marketing, content creation, local web presence, social media, podcasts, video, and campaigns.



Donna frequently speaks to business organizations on how to make the web work for them and writes blogs on the Delos website, [www.delosinc.com](http://www.delosinc.com). Her Tech News Tuesday weekly podcast and email provides quick actionable tips and insights for business owners. Her company is a certified Solution provider for Constant Contact and has earned the All-Star Award for the outstanding marketing results achieved for their customers. Donna is also a certified mentor with SCORE and is a member of local area chambers and business organizations. Donna is also on the organizing team for WordCamp Philly, a local conference for all things WordPress. She lives in Collegeville where she enjoys hanging out with her family, the outdoors, and Italian wine.



## Chris James Hector Realty

### Chris Tells You Like It Is NOT What You Want To Hear

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Andrea L. Heskett



# Chris James Hector Chris James Hector Realty

Chris James Hector has been a licensed Real Estate agent since 1980. Her experience and perspective proved to be an asset in helping her clients during this tumultuous time. "2020 was a challenging year for all," Chris said. "I try to put myself in both positions (seller and buyer) and see what can be done for the best of both parties. Desperate situations sometimes cloud people's judgements," she explains, adding "I have the advantage that my fully-licensed assistant Andrea Heskett has learned my business ethics and worked beside me behind the scenes since a very early age. It helps to have a second pair of eyes and a new generation's view. The combination works well. She is also my granddaughter."

Chris advises home buyers to avoid the three biggest mistakes:

**Mistake #1:** Choosing the wrong house. Perhaps the most costly mistake buyers can make when buying a home is choosing the wrong one. The house may end up being too big or too small for the future of your family. It might need too many repairs, might be priced wrong or is too far from where you work.

**Mistake #2:** Choosing the wrong lender. Some lenders tack on questionable charges, high interest rates and hidden junk fees. Avoid getting caught in these traps and stick to using local established "brick and mortar" lenders and realtors who will be honest and up front with you from the beginning.

**Mistake #3:** Choosing the wrong agent. When looking for a new home, it's easy to make the previous two mistakes if you choose the wrong agent. Choosing the right house begins with choosing the right agent.



There are five reasons a property sells — Location, price, terms, condition and the agent you choose. Whether buying or selling, you are on control of four of these five reasons. The key is to "know your agent." Pick your agent with the same care you would picking a new house to move into. The agent is just as important.

Home buyers can call Chris to prequalify for a mortgage. Home sellers can call Chris for a FREE priced-right market analysis. "Don't forget that market conditions do affect market value, so choose a realtor or lender who knows the difference between the two," Chris said. "The home buying process is one of the biggest decisions you will ever make. So, be sure to get second opinions and do your research. Get every 'promise' in written contracts for your own protection."

For additional information about Chris James Hector Realty, please call 610.933.7592, and visit [www.ChrisJamesHector.com](http://www.ChrisJamesHector.com).