

BERKS COUNTY BACK TO BUSINESS

Berks County Commissioners, GRCA Launch Rebuild Berks Recovery Plan

As Berks County reopens, resources and information will be made available.

The Berks County Commissioners and Greater Reading Chamber Alliance have joined forces to launch "Rebuild Berks — Keep Business Local. Watch Berks Thrive."

The partnership between GRCA and the Berks County Commissioners — Christian Y. Leinbach, Kevin S. Barnhardt, and Michael S. Rivera — will help every Berks County resident and local business owner access the resources they need to succeed as the region reopens following the economic shutdown from the COVID-19 pandemic.

"Reopening and recovering safely following COVID-19 requires a team effort and we are pleased to announce our partnership with the Berks County Commissioners during our Rebuild Berks plan," said GRCA's President and CEO Jim Gerlach. "While the pandemic has brought many unexpected challenges and hardships to our community members and small businesses, we are prepared to rise from this experience stronger and more united. Together, we are greater."

The Greater Reading Chamber Alliance (GRCA) is a 501(c)(3) with a mission to connect businesses with the resources that allow them to become bigger, better, and

more efficient and the Berks County Commissioners constitute the chief governing body of the County.

"We can all do our part in acting together to ensure the successful reopening of the county that we call our home," said Berks County Commissioners Chair Christian Leinbach. "When we all work together, big things happen and we are excited to see what our partnership with GRCA on the Rebuild Berks initiative will bring."

The Berks County Commissioners and GRCA recognize that there is a need for consumers and businesses to shop local and source from local suppliers and manufacturers in order to help Berks County thrive. With the launch of the Rebuild Berks initiative, information and resources will be readily available for those seeking to support local, enroll their employees in safety trainings, and continue to protect the health and safety of those in the community.

For further information, please contact Stephanie Weaver, Public Relations Officer, at sweaver@countyof-berks.com or 610.816.1242, or Leah Fassnacht, Director of Communications & Marketing, at lfassnacht@greater-reading.org or 610.898.7780.

Wolf Run Landscapes and Nursery

Wolf Run Landscapes specializes in landscape design and installation, using mostly native plants in the landscape to help stabilize the loss of our biodiversity and sustain green naturalized areas. Services provided include tree health care, proper pruning and removal of trees and shrubs, natural lawn care services from new to renovation, hardscapes — natural stone walls and walks, gravel paths, paver patios and walks, as well as water gardens and ponds. Their focus is the enhancement of nature's definitive spaces — creating a refreshing, bold look for their clients!

Owner/president Mark Priebe began the company in 1995, and 25 years later, Wolf Run Nursery continues to grow. The hardscape installation department now includes natural pavers and blocks, along with natural stone products. Tree care was improved with proper pruning and tree removals done by certified arborists. The New American Garden movement has been embraced, with the help of garden designer Paul VanMeter of local fame. The movement entails less lawn, large sweeps of grasses and perennials along with trees and shrubbery. This helps with all types of biodiversity, which is a healthy plus for all of us!



(Continued on page 14)

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BERKS COUNTY BACK TO BUSINESS

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Landscape design is now aided with the newest landscape software. Wolf Run will continue to advocate less lawn and more plants in the landscape garden. In terms of pest control, Priebe has developed techniques and methods for controlling the most pervasive species, including the Emerald Ash Borer and the Spotted Lanternfly. "If Alienanthus trees (Alianthus altissima or "Tree of Heaven") are on your property, you really should get them taken care of, to decrease the chance of getting the insect in vast numbers," Priebe explains. He offers a special formulation to treat for Spotted Lanternfly. "What we do is put a band on trees. We put the sticky tape on them. If you really care about your trees, you have to treat them with only systemic insecticides," he said. "I'm a Master Naturalist by training. Once you learn about the earth in detail, you bring out your theories. We've been taking this country apart with very little regard for putting it back together. My eighth-grade teacher taught us that in our lifetime, we'll run out of resources. Hearing that from an adult, it stuck with me," he said.

At a time when we face tree and plant numbers decreasing, along with animals and insects in our natural world, we must help by naturalizing our own landscapes and gardens, for this will be the last stand. The time for action is now!

For additional information, please call 610.779.5717 or email: wolfrun@ptd.net, and please visit www.wolfrunlandscapes.com. Wolf Run Landscapes is located at 29 Klappertal Road, Reading, PA 10610.

Meister-Cox Architects, PC

Meister-Cox Architects, PC has provided architectural services for over 45 years. Our firm is registered in ten states across the US and has provided designs for projects in the Caribbean. Our main practice encompasses the Mid-Atlantic & Northeast region of the United States. Our diverse portfolio includes renovations projects, adaptive reuse, hospitality design, corporate complexes, retail, industrial, office buildings, elderly housing, multi-family, churches, and custom homes.

A proven leader in the field of hospitality, we have designed over 50 hotels including, independent & high-end boutique hotels. We are part of InterContinental Hotel Groups preferred Architects list.

Today's building codes, regulations, construction & permitting processes are overwhelming. Clients benefit from our knowledge & experience to easily move through the building code process and save time & money. Architectural design should be affordable to everyone; we tailor services to the needs of the client to achieve a balance of design & budget. The design should be as individual as each client.

Our LEED-accredited staff encourages sustainable design, the use of renewable energy, and rapidly renewable building materials, to create buildings that will reduce depletion of natural resources, preserve our world for future generations, and provide benefits for its inhabitants. We utilize the latest technology in building design, and analysis, to help our clients make informed decisions early in the design process.

For additional information, please call 610.375.1331 and visit www.meister-cox.com.

Riverfront Federal Credit Union Launches New Video Banking Service

Riverfront Federal Credit Union has launched Riverfront Live, a live video chat service, that will be available in branch and, coming soon, can be accessed using a laptop or mobile device. This new service will allow members to bank face-to-face at a safe distance with a Riverfront service representative in real time from anywhere. Members will be able to open accounts, add new services, apply for a loan or mortgage, set up automatic payments and much more.

Riverfront Federal Credit Union implemented the Riverfront Live service to give its members an improved and interactive user experience with access to immediate personalized assistance with their banking needs from the branch, home or office. The new video banking platform is one of several initiatives Riverfront has implemented to better serve its members' financial needs and maintain connectivity during periods of in-person banking restrictions. Moving forward, the technology will be integral in working with our members from wherever they find it most convenient!

Founded in 1948 as RDG Reading Federal Credit Union, Riverfront Federal Credit Union is a member-owned financial cooperative open to anyone who lives, works, worships, or attends school in Berks County, Pa. or is a legal entity doing business in Berks County. Our primary objectives are to improve the financial position of each member and make a difference in our neighborhoods.



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Meg's Quilted Memories – Stitching Together Your Life Story

Meg's Quilted Memories, in Exeter, is celebrating its 8th year in business as Berks County's place for t-shirt and memory quilts. Owner, Maribeth Gardella says their success has been due to "providing excellent customer service and customization to make your quilt as unique as you are."



She explains; "We all have so many t-shirts from places we've visited, jobs we've worked at and concerts we may have attended. Kids in school get shirts from sporting events and clubs. These all represent times in our lives and happy memories. For many, we hold onto those shirts for years even if they're faded and worn. It's hard to throw them out but what do you do when you have so many and can't wear them anymore?"

"The idea for t-shirt quilts started years ago when my oldest son was small. He looked so cute in his t-shirts I knew I wanted to save all those shirts and give him a gift of his childhood. It was such a

special time that I wanted to capture. He still has the quilt to this day."

Meg's Quilted Memories does more than just t-shirt quilts, they also do t-shirt pillows to complement any quilt. "We design with you in mind and, as the customer, you are involved as well. You'll see a picture of the quilt before we sew anything. We don't sew until you're happy with what you see." She goes on,

"We also involve the customer in the fabric selection and we can get in specialty fabrics if someone wants something different from what we have in stock."

In addition to the t-shirt quilts, Meg's Quilted Memories also can use other materials in quilts. "We completed quilts with toddler and baby clothes. We've done many memory quilts using a variety of materials mixed in with the t-shirts. We can use just about anything — from robes and pajamas to combat fatigues to scarves and ties."

(Continued on page 16)

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BERKS COUNTY BACK TO BUSINESS

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Maribeth also offers quilting services. She explains, "There are many people out there who may have started to sew a quilt top and never completed it, so, it's sitting in a drawer or closet. We can help with those projects they are what we call UFOs — UnFinished Objects."

For additional information, please call 810.250.1825 or visit www.megsquilted-memories.com

Suzy Rae Design

Are you looking for your business to stand out? Do you want your image to look professional? Suzy Lysczek who founded Suzy Rae Design in 2004 does just that! She takes the time to listen to her client's needs, objectives, and ideas, in order to create a print or digital design that truly reflects their business. With more than 25 years of experience, the Suzy Rae Design team of designers



takes their company mission very seriously working with both profit and non-profit clients to develop, create and implement their design making sure your branding is on point. No company is too large or too small to work with Suzy Rae Design. They use their creativity to produce logos, brochures, handbooks, annual reports, catalogs, restaurant menus, signage, websites, and much more. They are local and here to design for you to attract new business.

"The key to SRD's success is making the whole process from concept to completion seamless for each customer by providing them with a design that meets their needs and customer service they can rely on," said Suzy Lysczek president Suzy Rae Design.

In 2019, Suzy Rae Design celebrated their 15th Anniversary and moved from their Wyomissing location to their current location in Muhlenberg Township. Their new location offers clients easy access and a comfortable

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meeting space and a chance to meet our office pups, Maya and Barley. Suzy Rae Design also takes great pride in giving back to the community. Personally, Suzy has shared her time and talents with many non-profits in the area, and has served on the board of directors for The Greater Reading Chamber Alliance, The Animal Rescue League of Berks County, and currently serves as Vice President

on the executive board for the Friends of the Reading Police K-9 Unit and co-chairperson for the Cystic Fibrosis Fund of Berks County's annual Valentine's Gala.

For additional information and to view our portfolio, please visit www.suzyraedesign.com or contact Suzy Lysczek at suzy@suzyraedesign.com or 610.376.1128 x 731.

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530 Court St.: a two-unit commercial property on "lawyers row," just a block from the county services building. A great deal at only \$96,900.



Coming soon: Mixed use property featuring stunning 3-bedroom apartment and PA licensed indoor auto dealership! Very exciting and unique!

Destination Realty, LLC

Sean Moretti, REALTOR and Broker/Owner, started Destination Realty, LLC in 2011 to provide professional real estate services in Greater Reading and Berks County with a focus on property management, commercial and investment property sales, and leasing in downtown Reading.



Moretti says, "The real estate business is uniquely positioned to add value to our community by connecting investors with properties and introducing them to qualified contractors and community leaders." "We help navigate City Hall and work closely with organizations like Greater Reading Chamber Alliance, Berks County Community Foundation, and Berks Alliance. We facilitate introducing new businesses to these groups, which are filled with people who are dedicated to the community, and able to add value to the entrepreneur — both themselves, and through their networks, which results in new relationships and growth in our town."

What's new in Reading? Micro leasing and modern apartments! Recently, a number of excellent co-working/single office suites have come available, some with shared conference rooms and impressive

common spaces. These co-workspace rentals are perfect for the transition out of the home-office...allowing workers to keep safe while adding value with all-inclusive leases! An added bonus is the availability to network with like-minded entrepreneurs with convenient access to all the amenities that downtown offers.

Up-scale apartments being added in West Reading and Wyomissing has led to an increased demand for modern, market rate apartments in downtown Reading. There are several large projects of that nature in the works now. This exciting development has the potential to increase foot traffic and draw new retailers to the city to serve these new residences. We believe that a tipping point in the development of this type of living space is just around the corner and that Greater Reading and Berks County is poised to facilitate these projects and benefit from the increase in demand for Reading City real estate.

For additional information, please contact Sean H. Moretti, Realtor, Broker Owner, Destination Realty, LLC, Commercial Real Estate at 610.743.3310; email seanhmoretti@gmail.com; and visit www.destinationrealtypa.com.

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BERKS COUNTY BACK TO BUSINESS



Berks Hearing Professionals, LLC

Berks Hearing Professionals, LLC opened in 2006 in Elverson, Pennsylvania with the goal of helping people hear and communicate better. In 2011, Berks Hearing Professionals moved to Birdsboro and 2013, opened a second location in Wyomissing. In 2020, both the Wyomissing and Birdsboro locations are staffed daily with Board Certified Audiologists, available to help individuals improve their quality of life through better hearing. The practice offers comprehensive hearing evaluations and the latest hearing aid technology available including Bluetooth, health monitoring, and rechargeability. This year the practice evolved to include cochlear implant evaluations and comprehensive newborn hearing tests.

berkshearing.com

Berks Hearing Professionals, LLC

Mindy K. Brudereck, Au.D., FAAA, CH-TM
Nicole Kendig, Au.D., FAAA
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Board Certified Hearing Instrument Specialist

321 N. Furnace Street, Suite 90
Birdsboro, PA 19508
610-404-8025

560 Van Reed Road, Suite 205
Wyomissing, PA 19610
610-750-6107

Berks Hearing Professionals is 100-percent owned by Dr. Mindy Brudereck, Au.D., a Berks County native and a practicing audiologist for the past 19 years. She has dedicated her career to helping others and has actively volunteered within the profession on both state and national levels. She was part of the committee that helped develop October as National Audiology Month through the American Academy of Audiology. She continues to stay current with the

changing field of audiology and strives to maintain best practices with every patient.

Berks Hearing Professionals met the challenges of 2020 and has changed to accommodate the new procedures and practices. Sanitation and safety procedures have been updated to keep the staff and patients safe. Telehealth and remote care technology are available and used regularly by the audiologists for patients that are not able to leave their homes. The staff at Berks Hearing Professionals is happy to provide the best possible hearing care to each individual.

For additional information, please call 610.404.8025 (Birdsboro) or 610.750.6107 (Wyomissing) and visit www.berkshearing.com.

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ideas and better design, providing MORE VALUE for your marketing dollars.

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Signs & More is located at 118 W. Lancaster Avenue in the center of Shillington. Call 610.777.0500 or stop in to learn MORE about the advantages we can offer you and visit www.SignsMore.com!



LinkTech

LinkTech Incorporated Receives *2020 Best of West Reading Award*

LinkTech Incorporated, located at 200 Penn Avenue in West Reading, has been selected for the 2020 Best of West Reading Award in the Data, Voice & Fiber Optic, Security Cameras, Wireless Networking Engineers Networking Engineers category by the West Reading Award Program.



Each year, the West Reading Award Program identifies companies that they believe have achieved exceptional marketing success in their local community

and business category. These are local companies that enhance the positive image of small business through service to their customers and our community. These exceptional companies help make the West Reading area a great place to live, work and play.

LinkTech, Inc. is a structured cabling system provider that designs, installs, and maintains cabling systems for all technologies and security systems/access control systems. The professionals at

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LinkTech, Inc. is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB. LinkTech, Inc. would appreciate the opportunity to participate in the bidding process. If you require any additional information please contact Ramon Melecio, president of LinkTech Inc. at rmelecio@linktechinc.com.

LinkTech, Inc. is located at 200 Penn Ave., West Reading, PA 19611; Phone: 610.927.2126 Ext: 3001; Cell: 610.587.0406; www.linktechinc.com.

ABOUT WEST READING AWARD

PROGRAM: The Reading Award Program is an annual awards program honoring the achievements and accomplishments of local businesses throughout the West Reading area. Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value.

The West reading Award Program was established to recognize the best of local businesses in the community. The organization works exclusively with local business owners, trade groups, professional associations and other business advertising and marketing groups. Their mission is to recognize the small business community's contributions to the U.S. economy.

BERKS COUNTY BACK TO BUSINESS

EB Designs LLC - Liz Hafer

EB Designs LLC, established in 2016 as a full-time endeavor, is a local Berks graphic design company offering print, web and social media design solutions for the innovative. With over 19+ years of experience in the design field and years in the community, Liz prides herself on not only being a local small business, but giving back to other local small businesses and the community wherever possible. From co-op projects such as the inaugural "Giving Back 2 Berks Small Business" give away introduced during the pandemic, offering Small Business yard signs for purchase to show support within the community, to utilizing local suppliers, printers, and vendors for her clients' needs wherever possible, she is a firm believer in supporting small business and understanding to "we are all in this together."

Now in her fifth year of business, EB Designs continues to work primarily with local small businesses and non-profits in Berks County and beyond, including Children's Home of Reading; Berks County Monument Preservation Fund; and Pointman Ministries. Liz is very

passionate about working with small business and non-profits as she enjoys helping them grow by providing the right marketing tools to be successful. She is 100 percent committed to her clients, from concept to completion, and clients can expect first-hand interaction and support from her even after the project is done. Liz wants to see small businesses succeed, no matter the circumstances! For a full list of services visit www.eb-designs.com.

In addition to EB Designs, Liz also leads the Berks Women in Motion networking group. Founded in 2017, Liz took over leadership in October of 2019 and hit the ground running on a mission in getting the group in motion, together and building relationships outside of the 30-second introductions. The group is comprised of a wide variety of empowering local women in business who are very community driven. The energy is unlike any other! The goal of BWIM is to bring together successful businesswomen and community leaders in the Berks County area who are looking to expand their connections, further build relationships within the



A graphic celebrating 5 years of EB Designs. It features a large, stylized number '5' on the left. To the right is the EB Designs logo, a red square with a white 'EB' inside. Below the logo, the text reads 'EB Designs Solutions for the innovative print | web | social media'. At the bottom, a red banner says 'CELEBRATING 5 YEARS OF CREATIVE SOLUTIONS!' and below that, in white text on a black background, is '610.406.5414 | Temple, PA | eb-designs.com'.

community and support one another with business referrals.

Liz has expanded the group with various networking opportunities, volunteering, and fun team building activities. Due to the pandemic, the group has continued to meet by moving their meetings and roundtable discussions to a digital platform and have recently begun introducing other activities to see each other in person while practicing safe distancing best practices. For

more information on BWIM, visit <https://berkswomeninmotion.square.site>. Offering a membership free networking group, in a carefree environment and flexible commitment to attend events, BWIM is ideal for any busy businesswoman.

For additional iii information, please visit www.eb-designs.com or contact Liz Hafer at liz@eb-designs.com or 610.406.5414. EB Designs LLC is Located in Temple, PA.

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Berks Career & Technology Center

Berks Career & Technology Center (BCTC) is proud to announce the completion of the Advanced Welding and Metal Fabrication Training Center. The four-million-dollar, state-of-the-art facility, opening in August 2020, houses 42 brand new welding booths, a welding robot and rigging apparatus.

Welding is used in many industries including construction, manufacturing, aerospace, petroleum, agriculture, and the military. Due to this fact, welding is an essential part of the U.S. economy. Local and regional employers have a strong need for skilled, certified welders.

Students in the BCTC Welding Technology program learn the welding standards established by the American Welding Society (AWS). Students will learn to fabricate or repair metal using electric arc welding. Students also receive training in shielded metal arc welding, gas metal arc welding and gas tungsten arc welding, as well as oxyacetylene cutting/welding. Students will also have hands on experience using pulse welding technology and a CNC controlled plasma table to create projects.



Adults seeking a career in welding can choose from three unique training opportunities. Day and evening classes are available and students with exceptional financial need can receive up to \$6,345 in federal financial aid.

BCTC adult education also offers customized training for business and industries needing to upskill their employees.

For more information about starting a rewarding career as a welder, go to berkscareer.com/ACE or call 610.743.7630.

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