

FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

I Pick Pottstown

A Vehicle to Tell the Story



By Peggy Lee-Clark, Executive Director
Pottstown Area Industrial Development, Inc. (PAID)

What do leaders do when they know there is a positive story to be told? They collaborate with one another and hire a professional.

The issue for business leaders and stakeholders in the Borough of Pottstown was not that there was lack of economic growth, albeit there is still need for more. It was the fact that we were talking amongst ourselves about all the momentum that we saw. We needed to expand our message to the outside world to encourage other businesses to join in that momentum. So, in the spring of 2017, an RFP for Pro Bono marketing strategy work was put out and Todd Palmer of VFC (formerly Virtual Farm Creative) answered the call. He presented the idea of using "I Pick Pottstown, Pioneers of the Good Life"

as a tag line, along with an overview of how the group might tell our story. Several of the leaders present at that meeting stepped up, without hesitation, and agreed to provide seed money to fund the launch of the campaign. It was decided that Pottstown Area Industrial Development (PAID) should coordinate the effort and would serve as the fiscal agent.

We started by wearing our "I Pick Pottstown" buttons and hanging posters in the windows of our downtown. A website was created — www.ipickpottstown.com. PAID's Facebook Page and Twitter Feed were used initially to let people know about the campaign and are now being used to push

out positive messaging. In the fall of 2017, video vignettes were produced featuring individuals answering the question as to why they had "picked" Pottstown. And on a beautiful sunny day in October business people, citizens, elected officials, and school mascots all wearing "I Pick Pottstown, Pioneers of the Good Life" t-shirts met at the corners of High and Hanover Streets to be part of the first I Pick Pottstown promotional video.

I'll admit it was not perfect at first. Some people not involved in the effort did not understand who the target audience was, and we learned how we could improve and be more inclusive from feedback we received along the way. However, the campaign has successfully done what it was supposed to do. There is now a coordinated platform to encourage and celebrate economic development within the Borough of Pottstown.

There is strong evidence that Pottstown is getting the recognition it deserves as a great place to operate a business, live and visit. We are experiencing more participants with our social media posts, and the comments are positive. When I'm at meetings and gatherings outside of the Borough, people are commenting on the campaign and are impressed about what is going on in Pottstown.



The work continues. We have transitioned a stakeholder group once responsible for e-zine content to an advisory committee to keep the messaging current. Look for banners and posters in additional locations by year's end. We intend to create videos highlighting business locations, other physical assets and business leaders throughout the Borough in 2019.

Those of us who work and/or live in Pottstown already know what makes Pottstown special. We want the rest of the world to know too!

Contact Peggy Lee-Clark at 610.326.2900 or pleeclark@paidinc.org to learn how you can invest in the "I Pick Pottstown" Campaign for \$10 — you'll also receive I Pick Pottstown Swag!

Let's share positive Pottstown moments!
#ParticipateDonateCelebrate

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TURN IT ON!
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The Pottstown Downtown Improvement District Authority (PDIDA) is excited to share our new logo and a new energy for our Downtown!
Let's get excited as we

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Pottstown Downtown Improvement District Authority Update

By Sheila Dugan, Main Street Manager

PDIDA is proud to be finishing our 30th year as an Authority, finding renewed energy in the future of our Downtown Community. Today, PDIDA is revitalized in spirit, community and confidence in the future! We certainly have come a long way baby!

Throughout the years, downtown communities have suffered, due to the loss of industry, the world's economics, and the frustration that evolves from that.

In 2017/2018, Pottstown started to rebuild towards a better future. The once abandoned corridor at Charlotte & High Street opened four new businesses, and created a new buzz amongst the business community. Along High Street and Hanover Streets, three additional businesses opened up, including our newest Pottstown United Brewing Company.

Our "Award Winning" Pottstown FARM (Farm & Artisan Regional Market) entered into its third season with much excitement and energy. We are planning our Hometown Holiday splash on Small Biz Saturday this year, reminding everyone of the benefits of shopping small every day!

Buildings in our district continue to be sold and re-purposed into unique businesses that make up today's world of modern downtowns. Mrs. Smith definitely would not recognize her home town from yesteryear!

PDIDA is proud to be marketing a NEW "Downtown" Identity this year with brochures, "A Welcome Home" package for new homebuyers, a five-year strategic plan, and plans to educate many in the community on our progress and efforts to bring life back into our Downtown. These packets will be distributed, along with our other new marketing tools, with plans to keep the energy moving towards a brighter future for Pottstown.

Sheila Dugan can be reached at 610.323.5400; email: sheladugan@comcast.net. Pottstown Downtown Improvement District Authority is located at 238 E. High Street, Suite 203A, Pottstown, PA 19464; www.downtownpottstown.org.



The Hobart's Run neighborhood initiative is staffed by, from left, Cathy Skitko, Stephanie Trauner, and Twila Fisher.

Hobart's Run Notes Staffing Increase, Lists Achievements

Hobart's Run has announced the addition of two new team members. Hobart's Run is a nonprofit organization that works to make its Pottstown neighborhood clean, safe, and inclusive and to encourage development there and throughout the Borough; currently Hobart's Run is bordered roughly by Keim, Queen, Adams, and Jackson streets.

Cathy Skitko will serve as Senior Director of Institutional Public Relations and Hobart's Run Communications, complementing Twila Fisher's work as Director of Community and Economic

Development for The Hill School and Hobart's Run. Cathy, a Pottstown resident, has served The Hill as Director of Communications for 21 years and has volunteered for organizations including the Pottstown School Board (2006-08) and, currently, the Steel River Playhouse Board of Directors.

Also: Stephanie Trauner, a 14-year resident of Pottstown, recently joined the Hobart's Run team as Administrative Director, a part-time position, to assist with events and other projects.

Since Fisher's appointment in January 2016, Hobart's Run accomplishments have included

ongoing block clean-ups; acquisition of 501(c)(3) status; the mounting of two Pottstown Investors' Conferences at The Hill School; and the \$100,000 installation of 11 security cameras in Hobart's Run and other Borough locations, providing 24/7 "eyes on the street" to assist the Pottstown Police Department. In addition, The Hill School is making a donation of \$200,000 over two years to the Borough toward police vehicles.

Hobart's Run also has:

- Made contributions to **Historic Edgewood Cemetery**, including, in July 2018, a **\$5,000 donation** for maintenance. It continues to collaborate with Edgewood's leadership.
- Received an **Allstate Foundation Helping Hands Grant** of \$1,000 for programming.
- Shared its **office space** at 701 E. High Street with community nonprofits such as the Triskeles Foundation's "Food for Thought" summer youth program.
- Obtained a \$30,000 grant from the Health and Wellness Foundation to launch the **Pottstown Area Social Innovations Lab (PASIL)** and provide Pottstown High School students with Lab scholarships.
- Secured a Pottstown Health and Wellness Foundation grant for the **Mobile Ambassador program**, among other grants.
- Partnered with East Coast Volleyball to offer **free youth volleyball clinics**.
- Helped to sponsor the 2017 and 2018 Pottstown **GoFourth!** celebrations.
- Partnered with the Pottstown Parks and Recreation Foundation for the 2017 and 2018 **Patriotic 5K Races** and held two **Hobart's Ram Run 5k** fundraising races.
- In May 2018, Hill students initiated a **Hobart's Run Leadership Committee** to focus on youth community engagement.
- Co-founded the information-sharing **Pottstown Housing Coalition (PHC)**.
- Fisher was appointed to the board of Pottstown's **land bank**, which incentivizes privately funded rehabilitation of distressed parcels.
- A \$1,500 contribution was made to the Zimrick Group for funding a large **façade improvement project** at 707 Beech Street.
- Pending final board approval in the fall, it will launch a formal Hobart's Run **Homeownership Incentive Program (HIP)**, offering three incentives of \$5,000 each in FY 2018-2019.
- Hobart's Run is **renovating two properties**, 702 Walnut Street and 59 Edgewood Street; proceeds will benefit programming — and The Hill School will pay all taxes on these properties.
- **Five commercial/retail buildings in Hobart's Run changed ownership** and were rehabbed in recent months, including 846 E. High Street, a 17-unit apartment building. Several residential units recently sold as well.

Hobart's Run will continue to make an impact on Pottstown. Please help spread the word!

Hobart's Run is
Open for *Your Business*



To learn more about Hobart's Run and how we welcome local business development, email **Twila Fisher**, manager of community and economic development, at tfisher@thehill.org or call 610-780-6324.

Facebook.com/HobartsRun HobartsRunPottstown.org

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Vlahos Dunn Insurance has been a staple in the community for more than twenty years, living and breathing the changes that the Pottstown community has experienced over the past two decades. On the horizon is another decade of some very positive forward movement, with some new ideas and fresh investors who have found our diamond in the rough. To Vlahos Dunn Insurance, we always viewed the Pottstown community as a quality diamond, providing us with all of the needed ingredients to build a thriving business that can continue to give back and support those who supported us. We view our success as a reflection of how supportive the community has been toward our agency.

As part of our commitment to give back to the community, we encourage readers of this article to support local Veterans by participating in next year's (10th Annual) Vlahos Dunn Insurance Veterans Golf Outing at Twin Ponds Golf Club on July 10. The proceeds of this event will benefit the 814 Elks Veterans Committee; Vets for Vets, located in Pennsburg; and will provide Montgomery County Community College Pottstown West Campus scholarships for Veterans.

We welcome the opportunity to provide the insurance services necessary to protect the investment being made in Pottstown. From Breweries, Restaurants, Mixed-Use Commercial Space, we have the knowledge and outlets to provide coverages needed at a competitive premium.

For additional information, please contact Jim Vlahos at 610.326.1010; email: jvlahos@vlahosdunn.com; or Nick Vlahos at nvlahos@vlahosdunn.com; and visit www.vlahosdunn.com.

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Complete Graphics Inc

Complete Graphics Inc is a full service graphic design and printing company with over 34 years in the printing and advertising business. Jim Rittwage Sr started CGI in the basement of his home in 1984 and expanded to what it is today with the help of his family. Alongside Jim Rittwage Sr, are his wife Phyllis, sons Jim Rittwage Jr, Mark Rittwage and daughter-in-law Elaine Rittwage. Their current location at 38 East High Street allows walk in customers to experience a warm and welcoming environment, while customers from across the world can reach them via phone, email and on the web. Some of their customers have never even met them, or know where Pottstown, Pennsylvania is.

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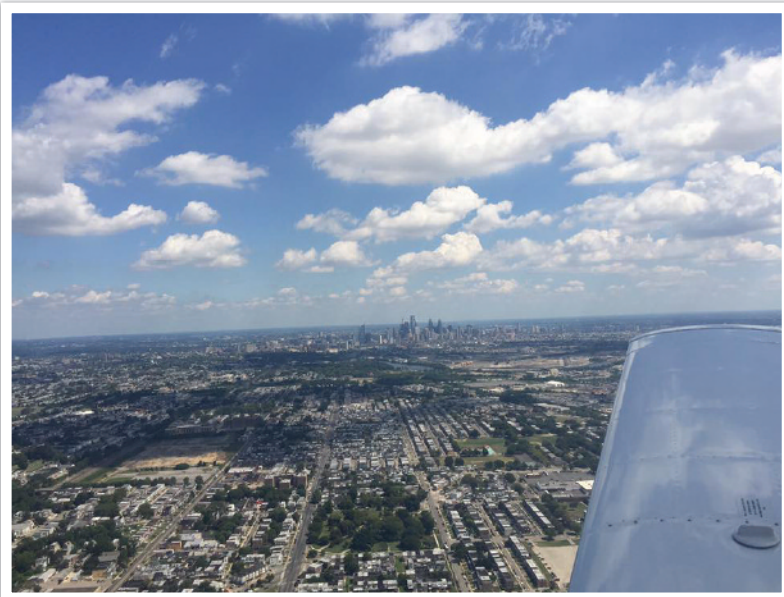
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Fly Elite is your one stop shop for everything aviation, from flight training and maintenance, to FBO services and pilot supplies. Fly Elite began as a flight school in 1985 under the name of Limerick Flight Center at Pottstown Heritage Field in Limerick PA. Along with its sister company Fare Share LTD, they offered flight instruction, aircraft charter services, and pilot services in a variety of airplanes. In 2014, Fly Elite opened a full service FBO at the Pottstown Municipal Airport in Pottstown PA, merging Limerick Flight Center into a full service aviation business. Now operating out of 2 locations, Fly Elite now owns a full service aircraft maintenance facility, offers flight instruction to all levels of flying, FBO services such as aircraft refueling and detailing, and more.

Fly Elite operates 10 aircraft as part of the flight training department allowing for all levels of training, from basic to advanced. Private Pilot training is the first step for all aspiring aviators to start with. The training includes the FAA mandated total of 40 total flight hours, encompassing training areas such as fundamentals of flight, navigation, emergency procedures, and preparation for the FAA practical flight test. The instructors at Fly Elite have a combined experience of over 75 years of flight training experience. Fly Elite prides itself on a proven record of success in training, but most importantly a consistent track record of safety. We also offer advanced license and rating training to help any pilot further his or her piloting experience. We offer Instrument training, Commercial Pilot training, Flight Instructor training, and High Performance and High Altitude training in our state of the art Cirrus aircraft. Fly Elite currently offers instruction in Cessna, Piper, Beechcraft, Cirrus, and Diamond aircraft.



Fly Elite is proud to be a key player in the economic stimulus in the Pottstown area and beyond in the South East portion of Pennsylvania. With plans to renovate and expand the existing Pottstown Municipal Airport, Fly Elite is looking to further the economic growth in the SE Pennsylvania. With plans of a larger runway, air shuttle service, restaurants, and more, Fly Elite will be laying the groundwork for economic growth and the creation of more jobs to help provide the boost that the area needs to emerge as a valuable player in the business community. Every year, Fly Elite hosts an Open House at the airport to provide a step into aviation for everyone, and has proven to be a huge community event, typically bringing in 250-500 people.

To learn more about Fly Elite, or to answer any questions about flight training or services, check out our website, Fly-Elite.com, or give us a call at (610) 495-6366.

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The Pottstown Auto Wash and Detail Center, located at 150 Shoemaker Road, Pottstown, PA 19464, is committed to customer satisfaction and provide a level of service which surpass most car washes in the area.

The Pottstown facility was opened in July, 2011 and is supported by a great team of employees who take pride in their work and have grown a very, devoted customer base. This state-of-the-art facility is equipped with the latest energy efficient, soft cloth equipment

and uses environmentally friendly chemicals. The attention to detail and level of service from the basic exterior wash to complete full service details will exceed your every expectation. Our motto: *If you are not satisfied with any aspect of your car wash experience, please let one of our service advisors or managers know and we will make it right. If you are satisfied, please tell your friends, family and colleagues about us!* Once you get to know the staff, it feels more like a car wash club than just an ordinary car wash because the staff are happy to help out in any way they can.

Pottstown Auto Wash and Detail Center is a family owned and operated businesses. The

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Seeking Dance Students for Pottstown Dance Theatre to travel with us to Tokyo for the 2020 Olympics!

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business also supports the local communities by holding fundraisers and providing donations to many local charities and organizations. Please feel free to stop by to tour the facility, try the services, or just ask questions. Please call 610.323.7474 or visit www.PottstownAutowash.com to contact the owners and managers at any time. Hours of operation: Mon-Sat: 8am - 6pm (Summer); Mon-Sat: 8am - 5pm (Winter); Sun: 9am - 5pm.

6pm! Come and see dance set in the frighteningly spooky house to Oingo Boingo, the "Walking Dead" theme, and a finale to the iconic Michael Jackson song, "Thriller"! After seeing the ghouls dance, enjoy a spooktacular Halloween Bash with yummys and music until 9pm. Tickets are available upon arrival and are \$8 per person. Costumes for patrons are optional but, the person with *the best costume wins four free tickets to "The Nutcracker"!*

Pottstown Dance Theatre Returns to Olympics & Wants YOU

It's been quite a year at the Pottstown Dance Theatre! The studio got renovated as part of a multi-phase improvement project, the students performed at Carnegie Hall for a second time, and the studio is working to bring a performance group to the 2020 Olympic Games in Tokyo, Japan! *We want more dancers to join us! YOU are going to love dancing with us!*

Classes are starting on Monday, September 10th and the Repertory Ensemble will have a fall performance in the studio, "The Haunted Dance Theatre", on Saturday, October 6 beginning at

Dancers from age 3 to adult are welcome to join the Pottstown Dance Theatre family! Your dancer will blossom right before your very eyes and will learn a love for the art form that will last! You will get world class performance opportunities that are once in a lifetime! Check us out! Call 610.323.2569 or visit www.pottstowndance.com for more information.





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

O'Donnell, Weiss & Mattei, P.C. (OWM Law) has been serving clients in Pottstown and Phoenixville, and throughout Montgomery, Chester, and Berks Counties for over 60 years, and has been a member of the Chamber for over 35 years.

OWM Law attorneys serve as Solicitors to both the TriCounty Area Chamber of Commerce and Pottstown Area Industrial Development, Inc., and we are pleased help advance their vision of growth and revitalization for Pottstown. In fact, it is not unusual to find the lawyers from OWM involved behind the scenes in much of what is happening in both Pottstown and Phoenixville, as OWM attorneys are good citizens and proud volunteers, strongly committed to supporting the communities in which they do business.

OWM Law has fully-staffed offices in Pottstown at 41 E. High Street, and in Phoenixville at 347 Bridge Street, Suite 200. Supporting the 13 lawyers is a dedicated staff of paralegals, legal assistants and other staff members who, along with the attorneys, are committed to providing top quality service and legal representation to clients in a professional, pleasant and cost-effective manner. We constantly strive to stay up-to-date with the latest available technology, while endeavoring to develop and maintain personal relationships with our clients and provide individualized service.

The attorneys at OWM Law represent businesses, municipalities, banks, individuals, families, and charitable organizations. In addition, several OWM Law attorneys are licensed title agents, and OWM Law routinely

conducts residential and commercial real estate settlements in both of our office locations. While each OWM lawyer maintains an individual practice, to better serve clients we also utilize client service teams concentrating in specific areas of the law. Through the development of these focus groups, we are able to handle complex transactions and provide the guidance and solutions our clients need. The successful resolution of each case begins with our commitment to open communication and a knowledge-based team approach.

Pottstown Office: 41 East High Street, Pottstown, PA 19464-5246; Phone: 610.323.2800. Phoenixville Office: 347 Bridge Street, Suite 200; Phoenixville, PA 19460; Phone: 610.917.9347. www.owmlaw.com.

Pottstown Police Athletic League

Pottstown Police Athletic League has been part of Pottstown since 1985. PAL's goal is to provide safe and fun sports programs for the youth of Pottstown. We offer Baseball, Cheerleading, Flag Football, Tackle Football, Dek Hockey, Lacrosse, and Wrestling. More than 800 children were part of PAL Programs in 2017! Did you know that ALL PAL Sports Directors and Coaches are Volunteers? How grateful we are to the men and women who support the Mission, Vision and Values of PAL so we can continue to do what we do best.

(Continued on page 18)

Pottstown Area Police Athletic League 13th Annual Food Festival

Monday, October 8 • Sunnybrook Ballroom
5:30 - 8:30 PM • \$20 per person



- Sample the drinks and food of over twenty local restaurants!
- Browse and bid on items of the Silent Auction!
- Take a chance on the 50/50 and more!
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Pottstown PAL is a non-profit organization providing low-cost programs to the families of Pottstown.

The Pottstown Area Police Athletic League Food Festival is PAL's largest Fundraiser of the year.

610.327.0527
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Office: 146 King Street Pottstown • PAL Field 1455 Chestnut Grove Road Pottstown

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(Continued from page 17)

Our PAL Trojan Baseball Team hosted its first Home Baseball Tournament in June 2018 – School's Out Summer Slam, with a smashing success. Our Team works very hard with many fundraisers to be able to travel to Baseball Tournament. Their most recent was to the Cal Ripken Field Experience in Aberdeen. Over 165 PAL athletes took to the PAL Sports Complex Field in early August to commence the 2018 PAL Football and Cheer Program. PAL is part of the Inter County Football League and proudly has Cheerleading, Flag Football and Tackle Football. Our annual PAL Day will be September 8 and we will welcome our Pottstown School District Guests to our Annual Pink Out / Teacher-Student Appreciation Day in October. Did you know that some former PAL Football Players are now PAL Football Coaches! How fantastic is that?

PAL Dek Hockey is our largest program and will start its 30th Season this Fall. Dek Hockey has over 285 children playing each Spring and Fall Seasons. New for Fall 2018 Dek is the Chipmunk Program that is for 4 and 5-year-old boys and girls. PAL is striving to expand our



Dek to incorporate two Deks to allow more children to enjoy the sport! PAL Girls Lacrosse Clinic was new for Spring 2018. Our goal is to build this program in 2019. PAL Wrestling has been a part of PAL for decades. Our Boys and Girl participate each winter in the Inter County Wrestling League under the leadership of many talented coaches.

Pottstown PAL is a non-profit organization. Our programs are low cost to the families of Pottstown. In order to provide quality programs as we do, we must seek financial



support from local business and people of Pottstown. Our Largest Fundraiser of the year is the Pottstown Area Police Athletic League Food Festival. Our 13th Annual Food Festival will be Monday October 8 at Sunnybrook Ballroom from 5:30 -8:30 PM for just \$25 per person. Guest will enjoy sampling the drinks and food of over twenty local restaurants, some

of which have participated for 10 years or more. Guests also browse and bid on items of the Silent Auction, take a chance on the 50/50 and more. Join us for this fun event.

Please visit www.pottstownpal.org; 610.327.0527; Office: 146 King Street Pottstown; PAL Field 1455 Chestnut Grove Road Pottstown.

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that ignites giving in your community.

The Amazing Raise is a one day giving campaign that provides a proportional funding match for all participating nonprofit organizations. This means, over 30 local participating nonprofit organizations are provided with additional funds on top of what they've raised.

Get Involved Through a Workplace Giving Campaign

You can raise funds at your business to support the Amazing Raise Match Pool. A workplace campaign for the Amazing Raise does more than raise funds for local nonprofit organizations, it also connects the employee to their community! Contact us to learn how! info@tcnetwork.org OR 610-850-0181 ext. 0.

Participating Nonprofits Benefitting From Your Support:

Amity Township Athletic Club, Animal House Project, ArtFusion 19464, Association for Adults with Developmental Disabilities, Bon Homie Better Days Foundation, Boyertown Area Community Wellness Council, Inc, Centro Cultural Latinos Unidos, Inc, Colebrookdale Railroad, Developmental Enterprises Corporation, Family Services of Montgomery County, Foundation for Boyertown Education, Foundation for Pottstown Education, Frederick Living, Genesis Housing Corporation, Greater Pottstown Tennis & Learning, GreenAllies, KenCrest, Mission Kids Child Advocacy Center, MOSAIC Community Land Trust, Mother Goose: Read to Me, Open Hearth Inc., Operation Backpack, Pottstown Cluster, Pottstown GoFourth!, Pottstown Regional Public Library, RSVP, Seniors & Sprouts, Steel River Playhouse, The Lincoln Center for Family and Youth, The Salvation Army of Boyertown, The Salvation Army of Pottstown, TriCounty Active Adult Center, TriCounty Area Chamber of Commerce Foundation, Inc., TCN, United Way of Boyertown, Women's Center of Montgomery County & YWCA Tri-County Area

www.amazingraisetricounty.org



Tri County Area Federal Credit Union

Tri County Area Federal Credit Union has helped to make our community a better place to live, work and raise a family since 1949. Their mission is to provide affordable financial services for their members and give back to the communities they serve.

On July 21, 1949, eight employees of the Firestone Rubber Plant No. 336 in Lower Pottsgrove Township filed an organizational certificate to start Firestone No. 336 Federal Credit Union. It was approved on August 11, 1949 and Firestone #336 FCU was open for business. In 1981, their name changed to Pottsgroves Community FCU and in July 1984, they became Tri County Area FCU.

Today, Tri County Area FCU serves over 13,000 members across 41 townships and

boroughs in Montgomery, Berks and Chester counties.

Their main office is located at 1550 Medical Drive, Pottstown. The credit union's second location opened in 2007 and is located at 110 Pottstown Ave, Pennsburg.

In 2009, the credit union opened a student branch inside of Pottsgrove High School. In 2013, they opened another student branch inside of Pottstown High School.

Tri County Area FCU has grown significantly over the years. Stop by and experience the credit union difference! You'll quickly see why they have been voted the #1 Credit Union in the Mercury's Readers' Choice Awards for the past 10 years in a row! For more information visit www.tcafcu.org or stop by a branch today.

BUSINESS SPOTLIGHT

2018-2019 SEASON AND OFFERINGS AT

STEELriver



Steel River Playhouse is celebrating their 10th Anniversary Season, commemorating ten years as the Heart of High Street! First up, a festivity with their annual Gala held on September 8th, 2018. There is VIP experience tickets, and an After Party at a very affordable ticket price, which directly furthers Steel River Playhouse's mission and is a non-profit donation. This after party will have an open bar, desserts, dancing, DJ, live entertainment, and an auction. Join in the fun and come to the Gala on September 8, 2018 to meet the community leaders, and learn more about Steel River Playhouse.

The season opener this fall is **Sweeney Todd** is an iconic, award-winning musical written by one of America's great living composers, Stephen Sondheim. *Sweeney Todd* tells the story of a barber who has returned to London after 15 years in a penal colony. Working with his landlady, Mrs. Lovett, Sweeney plots his revenge upon the Judge who falsely convicted him and destroyed his family. Sweeney meshes a masterful plot of thrills and unexpected turns together with a beautiful yet haunting score to create a musical experience unlike any other. This show runs October 5 – 22, 2018 and is bound to sell out.

The remaining season has a wide array of Productions that include something for everyone.

Beauty and the Beast, a Broadway musical favorite perfect for the whole family, a reprise of the first show produced in the Steel River Playhouse theater ten years ago, **Miracle on 34th Street**, plus the irreverent one man Holiday treat, **Santaland Diaries**. There will be non-stop laughter with the musical **Nunsense**, and Shakespeare's most beloved comedy **Much Ado About Nothing**. Additionally, a thought provoking play **Constellations**, examining the different paths each of our lives can easily take, and the Theatre for Young Audiences production of **The Fisherman and His Wife**, where there is a lesson within for young and old alike. You can save on tickets when you buy a season subscription, 35% off for a full season subscription or 25% off for a "pick 4" option. If you have groups of ten or more you can save on individual productions as well, guaranteeing best seating, no fees and discounts on each ticket. Contact Beth McDonnell, Director of Sales and Marketing for special events, field trips or groups of ten or more to get the best deals.

This past summer, Steel River Playhouse delighted audience goers with a sold out run of **Newsies**, which was developed during the Pre-Professional Broadway Summer Intensive Program. These young adult actors were able to



PHOTO CREDIT: JOHN DAGGETT



learn from these highly sought after professionals, taking their training to the next level, all while producing this family friendly, mega hit Broadway musical. This is an auditioned program, yet all ages and experience levels are welcome at Steel River Playhouse. SRP prides itself on being the community's gateway theatre and strides to strengthen the community, inspire creative exploration, educate and entertain through the presentation of quality performing arts events and education for diverse audiences.

If you're looking to jump into classes, look no further than the outstanding education and training at Steel River Playhouse. With group classes and private lessons year round, fundamental and advanced production workshops offered in the fall and spring, summer camps and Broadway Intensives, there is no shortage of opportunities to learn and develop as an artist at Steel River Playhouse.

Steel River Playhouse is located in historic Pottstown, Pennsylvania and is committed to Pottstown's creative and economic revitalization. In 2008 Steel River purchased a turn of the 20th century abandoned department store in the once thriving downtown of Pottstown and transformed it into a 2.4 million dollar performing arts center. The playhouse serves as an anchor for the community to rebuild and develop a new

thriving economy and as a gathering place for shared artistic experience, standing as an artistic and entertainment destination for the tri-county area. When you see a production at Steel River Playhouse you can see how they meld the traditions of volunteerism, camaraderie, and entertainment of Community Theater, with the artistic goals, education, and skilled staff of professional theater. You can visit this performing arts center; learn about the numerous productions, educational programs, classes, community outreach, volunteer opportunities, auditions, design positions, charitable aspirations and more.

**Steel River Playhouse is located at
245 E High Street, Pottstown PA 19464;
610.970.1199; info@steelriver.org;
www.steelriver.org.**



FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

TriCounty Community Network Amazing Raise Campaign

In early winter of 2017, the TriCounty Community Network (TCN) set forward a goal of helping local nonprofit organizations increase their fundraising and organizational awareness through a regional one day giving campaign. The result was a movement the organization named The Amazing Raise. The idea was to provide local nonprofit organizations with the opportunity to raise funds, both online and in person, with the promise of a proportional funding match based on the amount raised. "We not only wanted to support our community nonprofit organizations in their fundraising efforts, but we also wanted to promote a spirit of philanthropy in our region," said Holly Parker, Executive Director of TCN. "Through the Amazing Raise we generated a level of excitement and fostered a movement that will have lasting impacts on the organizations providing services in our community."

The fundraising goal for the Amazing Raise was \$50,000. In October 2017 the Greater Pottstown Community generosity shined, smashing the original goal by raising over \$100,000 for nonprofit organizations providing services in our region. The movement and

momentum continue for 2018! October 16th is our 2018 Amazing Raise Day. Beginning September 1st and leading up to October 16th, local nonprofit organizations will raise funds to be proportionally matched by the Amazing Raise. What Can YOU DO?

Get Involved Through a Workplace Giving Campaign! You can raise funds at your business to support the Amazing Raise Match Pool. A workplace campaign for the Amazing Raise does more than raise funds for local nonprofit organizations, it also connects the employee to their community! Contact us at info@tcnetwork.org or 610-850-0181 ext. "0" to learn how!

Donate to Your Favorite Nonprofit! Starting September 1st, designated donations to your favorite participating nonprofit organization will be eligible for matching funds through the Amazing Raise. You may also join your community on October 16th by providing donations through the online portal. www.amazingraisetricounty.org

Sponsor the Movement! Corporate sponsorships are available. Visit: <https://tcnetwork.org/the-amazing-raise/> for more details!



Pottstown HQ Pic: Pictured is TPD's staff located at their headquarters in Pottstown.

TPD, Pottstown-based Civil Engineering Firm, Named a Fastest-Growing Company in America

Inc. magazine has named Traffic Planning and Design, Inc. (TPD) to their **Inc. 5,000 list** of the fastest-growing private companies in America. TPD's commitment to growth has earned them a spot for the first time since 2009 when they came in at 4,312. This year they came in at 4,998 in their fourth time on the list.

TPD calls Pottstown "home" and is deeply rooted in the community. A sampling of local projects they are working on include Walk and Bike Pottstown, the Pottstown closed loop signal upgrade, and the design for the Keim Street Bridge replacement. The firm has also volunteered and donated to the Pottstown Cluster, as well as with the Chester County Pet Food Pantry in Pottstown. Now with 150 members, 10 office locations, and an ever-expanding repertoire of services, TPD has made

some notable strides over the past few years. As TPD continues to leverage their resources and recruit top talent, they are expecting another strong year ahead.

Kevin Johnson, TPD's President, attributes the firm's success in recent years to "TPD's dedication to investing in human capital and exploring new service-driven and geographic opportunities, while operating as lean and strategically as possible."

TPD is a transportation engineering firm that serves the eastern United States with offices in Pennsylvania, New Jersey, Maryland and North Carolina. This year the firm has also landed on the Zweig Group's Best Civil Engineering Firms to Work list (a national ranking) as well as Engineering News Record's list of Top Design Firms in the Mid-Atlantic Region.

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Dischell Bartle Dooley is proud to be an important part of the Pottstown community. With an office at 224 King Street and a second just minutes away in Boyertown, the firm's attorneys and staff know the people, places and issues that are important to residents and businesses in the Tri-County region. When you work with Dischell Bartle Dooley, you work with a team that is as deeply committed to the area as you.

Dischell Bartle Dooley's attorneys can handle

all your legal needs. The firm's lawyers are experts on matters involving Workers' Compensation, Personal Injury, Social Security, Employment and General Litigation. Jonathan Young, a partner, is among the best in the region. In the words of a client, "I felt very confident in Jon because of his caring professionalism."

Attorneys can also assist you with Family Law, Wills, Trusts and Estates and Real Estate, Business and Criminal matters. The staff and lawyers pride themselves on offering personal and responsive service. You are treated with respect and will experience a commitment to Dischell Bartle Dooley's mantra: Results Matter.

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