

# GRCA 2026 ANNUAL DINNER RECAP

## FROM REJECTION TO ORBIT

Massimino  
Headlines GRCA  
Annual Dinner  
Honoring 70  
local Businesses

The Greater Reading Chamber Alliance (GRCA) recently celebrated the vitality of the Berks County business community at its 113th Annual Dinner held at the Santander Arena.

More than 700 people gathered for the space-themed event.



PHOTO CREDITS: WAYNE BECKER, ZERBE STUDIO OF PHOTOGRAPHY

*Mike Massimino, GRCA's keynote speaker and former NASA astronaut, relayed his time in space and what he learned to a crowd of more than 700 people.*

## GROWTH & TRANSFORMATION



### INSPIRING STORIES FROM THE HEART OF BERKS COUNTY

Sixty years ago, Brentwood Industries started in a rented building outside Reading with two homemade thermoforming machines. Today, it's a global plastics manufacturer shipping engineered solutions to nearly 100 countries.



Scan code to read the whole story.

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## GRCA Launches Non-Profit Roundtable Series

Join the Greater Reading Chamber Alliance (GRCA) as it convenes non-profit professionals from across the community for its Non-Profit Roundtable — an interactive event focused on collaboration, connection and shared problem-solving.

This session brings leaders together in a true peer-to-peer environment, encouraging open dialogue rather than traditional presentations. Participants will have the opportunity to network, exchange ideas and engage in meaningful conversation about the challenges and opportunities shaping today's non-profit landscape.

The first roundtable will center on the role of community calendars, exploring how organizations can better coordinate efforts, increase visibility for events and minimize scheduling conflicts. Attendees will discuss best practices, identify gaps and consider new ways to streamline communication across the sector.

Whether you're looking to brainstorm solutions, share your experiences or simply connect with colleagues who understand the work you do, this roundtable offers a space to learn from one another and strengthen our collective impact. Attendees are encouraged to come ready to engage, contribute and leave with fresh perspectives and new connections.

**WHO:** Greater Reading Chamber Alliance

**WHAT:** Non-Profit Roundtable

**WHEN:** Wednesday, June 24, 8 a.m. to 9:30 a.m.

**WHERE:** Center for Business Excellence, 49 Commerce Dr., Wyomissing

**ADDITIONAL INFORMATION:** Registration required: \$50 for GRCA members. \$60 for future GRCA members. This event includes coffee, roundtable discussion and networking. Register at [greaterreading.org](http://greaterreading.org).

## 2026 GRCA DINNER BUSINESS EXCELLENCE AWARD WINNERS

### Category 1

1. Vision Mechanical, Inc.
2. Irish Creek Construction
3. Mail Shark
4. Grant Manufacturing & Alloying, Inc.
5. Halter Landscaping, Inc.
6. Singer Equipment Company
7. Diamond Credit Union
8. JB Plumbing HVAC & Construction
9. Levan Machine & Truck Equipment
10. Ethosource, LLC
11. Wyatt Seating
12. D&S Elite Construction, Inc.
13. Discovery FCU
14. Sense of Peace Home Care
15. Fraser Advanced Information Systems
16. Unique Pretzel Bakery, Inc.
17. Customers Bank
18. RKL, LLP
19. Rothenberger Insurance Services, LLC
20. REMAX of Reading
21. East Penn Manufacturing Company
22. Betterview Counseling and Trauma Recovery, LLC
23. Berkshire Systems Group, Inc.
24. Stoney Creek Rentals, Inc.
25. New Castle Lawn & Landscape
26. Blatt Construction, Inc.
27. Solve IT Solutions, LLC
28. Advanced Comfort Specialists, Inc.
29. Fromm
30. Entech Engineering, Inc.
31. Spotts Insurance Group
32. Smith Bukowski
33. Financial Planning Advisors, Inc.
34. Kozloff Stoudt Attorneys
35. Kitay Law Offices
36. Muhlenberg Greene Architects, LTD.
37. Catering by John Lowe
38. Moselem Springs Golf Club
39. Reading Royals
40. Van Scoy Jewelers
41. Bell Tower Salon Spa
42. Santander Arena and Santander Performing Arts Center
43. Retro Fitness Kenhorst
44. Reading Truck Body, LLC
45. D&S Portable Toilets, LLC
46. Brentwood Industries, Inc.
47. Descco Design & Construction, Inc.
48. Ronnie C. Folk Paving, Inc.
49. Reading Truck Equipment, LLC
50. Phytogenx, Inc.

### Category 2

1. Blades of Steel Landscaping
2. Bime Beauty
3. Disc Centers of America
4. Blinds and Designs
5. FXV Digital Design
6. Uncorkd
7. Lausch's Moving Company
8. Archwood Soapery
9. Berks Digital, Inc.
10. Three Hive Studios
11. Empowerment Behavioral Health, LLC
12. Gilded Design Studio
13. Bell Media Group
14. Interlace Communications, Inc.
15. Jeff Martin, Century 21 Gold
16. LJ's Fitness
17. Parcon Cleaning Services
18. Moyer-Drabick & Associates, LTD
19. Inspired Wellness, LLC
20. Ignite Martial Arts



**Category 1 winners Eric Unger (middle left) and Barry Unger (middle right) celebrate Vision Mechanical Inc.'s win with GRCA COO Sally Stewart and Jeff Rush, Chairman of the Board.**

The evening began by instantly transporting attendees to the moon with a space-themed showcase featuring companies that have worked directly or indirectly with NASA. VIP Sponsors were treated to an exclusive experience, complete with signature cocktails delivered by a roaming robot named KittyBot, gourmet hors d'oeuvres and a photo opportunity with keynote speaker and former NASA Astronaut, Mike Massimino. As other guests arrived, they were welcomed by dancing and high fiving robot named PepperBot. The excitement continued with lively photo backdrops, the use of CatapalloVR's headsets to land a crashing spaceship and hang out in Reading Truck's speakeasy lounge. Smoke billowed and subwoofers shook the room to emulate a rocket launch.

During Massimino's 45-minute speech he recounted being rejected by NASA three times before finally being accepted into the 1996 astronaut class. He encouraged the audience to never crush the ideas of the new person on your team, even if they aren't good, because they'll be less likely to share when they have a good idea. He also reflected on his role in a complex repair of the Hubble Space Telescope, encouraging the audience to trust their tools, training and team when facing high-pressure challenges.

"You never know when innovation is going to come," he said.

During one of the many lighthearted moments from his speech, Massimino talked about sending the first tweet from space.

"Take that, Neil Armstrong!" he recalled thinking.

Shortly after, he received an email from his kids learning that not only their friends and they were making fun of him, but also the comedians on Saturday Night Live's Weekend Update.

The evening continued with recognizing the 50 companies that made up the Business Excellence Awards in Category 1. Vision Mechanical, Inc., Irish Creek Construction, and Mail Shark took the top

three spots. The honored businesses in Category 1 are for-profit companies, with revenues of at least \$1 million in each of the past three fiscal years.

Twenty small businesses were recognized in Category 2 with Blades of Steel Landscaping, Bime Beauty and Disc Centers of America making up the top three. The recognized companies in Category 2 are for-profit businesses, with revenues of at least \$250,000 in each of the past three fiscal years.

"The Annual Dinner was a strong reflection of the innovation and forward momentum across the Greater Reading business community," said Jeff Rush, Chairman of the board. "With a nod to exploration and discovery, the evening highlighted businesses that are leading the way and setting a high standard for growth in Berks County."

The Platinum Sponsor of the event was JPMorgan Chase & Co. and the Diamond Sponsor was Shuman Development Group.

## GRCA

**GREATER READING**  
Chamber Alliance

**ABOUT THE GREATER READING CHAMBER ALLIANCE:** Our mission is with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses that are already here, nurture local startups, develop the workforce for today and the future, and advocate on behalf of the business community.



**Category 2 winners Doug and Rachel Brown of Blades of Steel Landscaping celebrate with GRCA COO Sally Stewart and Jeff Rush, Chairman of the Board.**

# GRCA 2026 ANNUAL DINNER RECAP

Business Excellence Category 1 Winner #19

## ROTHENBERGER INSURANCE SERVICES

*Your Business Is Changing.  
Is Your Insurance Keeping Up?*

By Ron Rothenberger, Owner,  
Rothenberger Insurance Services

You probably didn't start the year planning for your business to change. But somewhere along the way, new software was added, employees started using AI tools, vendors gained access to systems, people began working differently, and operations evolved. Most business owners don't think twice about those changes because they feel normal. What often gets overlooked is whether their insurance and risk conversations evolved at the same pace.

Years ago, insurance reviews focused mostly on buildings, vehicles, and equipment. Today, some of the biggest exposures are harder to see. A file uploaded into a free AI platform, a vendor outage that stops operations, remote access from multiple locations, or expanded services

can create unexpected gaps. That doesn't mean businesses should slow down or avoid technology. It means taking time to make sure protection reflects how the business actually operates today, not how it operated three years ago.

The strongest businesses I work with are not waiting for something to go wrong before asking questions. They review changes before renewal and look at risk as part of growth planning, not paperwork. Should your business look different today than it did a year ago, now is a smart time to have a conversation and make sure your coverage is keeping pace with where you're headed.

Give Rothenberger Insurance Services a call at 610.406.5827 or 610.685.2804 or schedule a time to meet at <https://risquote.com/contact-us/>.

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## Could Your Business Benefit From an AI Agent?

AI Agents are digital team members trained to support your business so you and your team can focus on what truly matters.



### 5 QUESTIONS TO CONSIDER

- 1 What work do we repeat every day?
- 2 Where are projects slowing down?
- 3 What questions does our team answer repeatedly?
- 4 What knowledge would our business lose if one person retired, left, or became unavailable?
- 5 What work pulls skilled employees away from higher value activities?

These questions uncover opportunities you already know exist—but haven't had time to solve.

### AI Agents are designed to:

- Improve consistency**  
so your business runs smoothly.
- Save time**  
by automating and streamlining everyday work.
- Free Up Your Team**  
for work that requires judgment, creativity, and human connection.

The question may not be whether AI Agents belong in business. It may be which role you would assign first.



Ready to explore what an AI Agent could look like in your business?  
**Let's start the conversation.**



484-709-6564  
alyse@iciconnect.com  
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Business Excellence Category 2 Winner #14

## INTERLACE COMMUNICATIONS

### Could Your Business Benefit from an AI Agent? 5 Questions to Consider

Business owners have spent years adding software to solve problems. Today, AI Agents are beginning to provide a different approach. Instead of being another tool that waits for instructions, AI Agents are designed to carry out specific responsibilities tailored to your business. Think of AI Agents as a digital team trained to support areas of your business, whether that means brainstorming ideas with you, helping customers find information, organizing your team's knowledge, creating content, guiding follow up, identifying opportunities, or recommending next steps.

Before exploring AI Agents, I encourage leaders to begin with these five questions: 1) What work do we repeat every day? 2) Where are projects slowing down? 3) What questions does our team answer repeatedly?

4) What knowledge would our business lose should one key person retire, leave, or become unavailable? 5) What work pulls skilled employees away from higher value activities? These questions often uncover opportunities that business owners already know exist but have not taken time to address.

The businesses benefiting most from AI are not necessarily the largest or the most technical. They are the ones taking time to build intentionally and fill gaps thoughtfully. AI Agents are designed to improve consistency, save time, and create more space for work that requires judgment, creativity, and human connection. The question may not be whether AI Agents belong in business. It may be which role you would assign first. Should you be curious about what an AI Agent could look like in your business, I would love to continue the conversation. Contact Alyse Mitten at Interlace Communications at 484.709.6564 or [alyse@iciconnect.com](mailto:alyse@iciconnect.com).

P.S. Did I have help? Yes, Frannie helped

# BUSINESS SPOTLIGHT



## Village Architecture & Preservation, LLC

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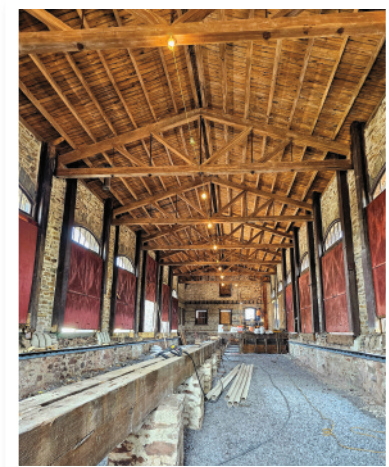
*Did you know?* Close by in southern Berks County, Village Architecture & Preservation, LLC is your neighborhood full-service design firm. We prioritize community, history, and sustainability in helping property owners grow and improve their homes and businesses. VA&P's specialty is creative solutions for unique building challenges prioritizing long-term building use, efficiency, and maintenance concerns.

*Community-focused design.* After specializing in historic preservation design for over a decade, Jessica Zeigler-Cihlar founded VA&P in the 1820s home of Lionville Village Historic District's former cabinet maker. Now based in Caernarvon Township, in the former Jones Mine Village Schoolhouse, VA&P draws on over 25 years of both personal and professional experience in architectural and historic preservation design, serving our

neighbors throughout the Tri-County area. We collaborate with our clients to identify the needs of their families, customers, and building users, to create more enjoyable, functional, and safe spaces to live, work, and play.

*Let's work together.* Do you own a home needing a fresh look or expansion? A business needing fitout or adaptive reuse design? A school or church needing efficiency or accessibility upgrades? Or a historical building needing updates? VA&P can help. Our key professional services include: Schematic Designs for project budgeting; Construction Documents for building permit approvals; Code Compliance Summaries for identifying necessary upgrades in renovation projects; and Condition Assessment Reports for repairing and maintaining historic structures.

*Now Celebrating our 15th Anniversary.* Village Architecture & Preservation recently became a limited liability corporation and is a certified WBENC and SBA Women-Owned Small Business. Through collaborative relationships with talented builders and specialized design consultants, VA&P assembles a personalized, experienced team to meet your project's needs, providing exceptional, custom designs and documentation to achieve your goals. Exciting local projects include: *Salon Aspire* Fitout, *Rhoads Opera Restaurant and Market*, *Union Township Municipal Complex Meeting Room Rehabilitation*, *Althouse Arboretum Greenhouse Classroom*, *Crucial Cuts Barbershop and Salon fitout*, *Little Mates*

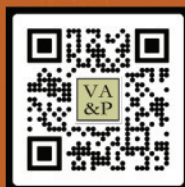


*Child Development Center Renovation, Lansdale Freight House Rehabilitation, Heller Homestead Park Open Space and Barn Restoration Master Plan* (consulting role), and numerous residential projects throughout Berks, Montgomery, and Chester Counties.

Contact VA&P Founder and Principal Architect, **Jessica Zeigler-Cihlar** (AIA, LEED AP BD+C) for your next home or business project. You'll receive a complimentary consultation to discuss your project goals, customized design services tailored to your personal needs and property conditions, and detail-oriented documentation to achieve quality end results. When you work with **Village Architecture & Preservation, LLC**, you are part of our team, collectively dedicated to your project's success - every step of the way.



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# GRCA 2026 ANNUAL DINNER RECAP

Business Excellence Category 1 Winner #9

## LEVAN MACHINE & TRUCK EQUIPMENT

### A Tradition Of Excellence For Over 89 Years!

Since it's humble beginnings in 1936, through good times and bad and everything in between, Levan Machine & Truck Equipment headquartered in Fleetwood, PA, just outside of Reading, has adapted with the demands of its customers and expanded its product lines and services over the years, and today it is recognized as one of the top 50 businesses based in Berks County.

Levan Machine and Truck Equipment is a one-stop, full-service machine shop and work truck and van upfitter, for all things related to CNC machining and commercial vehicle upfitting. Since 1936 their machine shop has serviced customers throughout the United States and internationally. From custom repair and manufacturing machining and fabricating, to prototyping, to welding, to com-

pletely engineered projects, Levan Machine and Truck Equipment is a job shop that specializes in custom work.

In 2010, Levan launched their Commercial Truck Upfit division which services the commercial and fleet market throughout Pennsylvania and the northeast. Their highly qualified, experienced team builds a commercial truck or van specific to your daily work needs. Whether you need a service, platform, crane, or dump body, snowplow or spreader, liftgate, central hydraulic system, or power take-off (PTO), Levan's truck experts are trained to build a truck that will increase your efficiency and get the job done safely. They also offer general truck repair, maintenance, and inspection, plus they provide after-market truck accessories/parts, including spray liner.

Levan Machine and Truck Equipment has an extensive selection of truck products and primarily serves customers with

commercial vehicles from Class 1 up to Class 8. The team at Levans listens to their customers before, during and after the sale is complete. They work hard to ensure they build a truck to meet your daily work needs, and if you aren't sure what you need, they'll help you figure it out. Levans has several great relationships with commercial auto and truck dealers and can help facilitate the buying process too. They specialize in truck bodies, van solutions, toolboxes, mobile power solutions, lift solutions, hydraulic systems, specialty lighting, and crane systems.

As the company continues to expand its product lines and services, it remains focused on the fundamentals of providing exceptional customer service and quality. "Communication is key," said Brian Levan, President and CEO and third-generation owner. "Listening to and understanding the customer is the foundation of our company and our

vision for the future. We have a mindset throughout the company that every customer is a priority, and really what it comes down to is we are here to serve them. We are not just that truck shop or machine shop. We combine the two. When we build the custom truck for exactly what a customer needs, if we can't buy a part, we have the full capabilities of machining or making anything we want and make it work to what you need," he said. "We are also proud to tell our customers that we service everything we sell," said Levan.



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**Business Excellence Category 1 Winner #36**

## MUHLENBERG GREENE ARCHITECTS

Muhlenberg Greene Architects (MG Architects), established in 1920, has been a cornerstone in Berks County, Pennsylvania, offering comprehensive architectural design, planning, and construction management services. The firm's leadership team embodies a hands-on approach, ensuring projects are both innovative and practical.

The three principals at Muhlenberg Greene Architects—Scott O. Graham, AIA, LEED AP BD+C, NCARB; Robert B. Conklin, AIA, NCARB; and James A. Sarro, AIA, LEED AP BD+C—form an exceptional leadership team that seamlessly blends sophisticated, educated design with deep construction expertise. With decades of combined experience, they bring a refined architectural vision rooted in technical precision, sustainability, and practical buildability.

Scott Graham is a leader in sustainable design and Building Information Modeling, ensuring projects are forward-thinking and environmentally responsible. Robert Conklin's extensive experience in documentation and construction administration makes him a vital link between concept and execution, fostering



strong relationships with contractors. Jim Sarro's expertise in adaptive reuse and municipal planning brings a unique perspective that balances historical integrity with modern functionality.

Together, they champion a collaborative and construction-friendly approach, ensuring that each project is as structurally sound and efficiently built as it is aesthetically compelling.

In recent developments, MG Architects has relocated to a permanent office at 1268 Penn Avenue, Wyomissing, PA 19610. This strategic move enhances their ability



to serve the local community and underscores their commitment to the region. The new location offers a centralized base for clients and staff, facilitating better collaboration and accessibility.

This transition marks a significant milestone in the firm's century-long history, reinforcing their dedication to shaping the built environment of Berks County.

For those seeking a collaborative and experienced architectural partner, MG Architects invites you to contact them to discuss your upcoming project needs.

**Business Excellence Category 2 Winner #9**

## BERKS DIGITAL INC.

A family-owned business founded in 2005, Berks Digital has grown and continues to invest in the state-of-the-art printing technologies, including computerized large format cutting by COLEX® for custom shape cutting of signs, displays and added automation and accuracy in finishing. Berks Digital was the recipient of the 2020 Greater Reading Chamber Alliance Entrepreneurial Award.

Offerings include small format printed materials that businesses use, such as brochures, flyers and postcards. Large-format printing includes banners, displays, decals and store signage. "With a focus on quality and customer service our customers rely on our expertise to make print buying pleasant and affordable."



Berks Digital Inc. is located at 2620 Hampden Boulevard, Reading, PA 19604. For additional information, please call 610.929.1200 and visit [www.berksdigital.com](http://www.berksdigital.com).