



## Gary Vickrey Joins Herbein to Form Leadership Division

Award-winning CPA advisory firm Herbein + Company, Inc. recently announced

that **Gary Vickrey**, a nationally recognized leadership development and business transition expert, has joined the firm to lead its newest leadership division.

“Gary and his team have a stellar reputation for driving transformative change and fostering growth in both individuals and organizations,” said Herbein CEO Dave Stonesifer. “With a deep understanding of leadership dynamics, Gary brings invaluable expertise in executive coaching, conflict management, succession planning, and talent management to our firm, as we continue to drive success for our clients.”

With extensive experience advising family-owned businesses and major corporations in various industries, Vickrey brings a diverse perspective to Herbein. While he specializes in the selection and development of senior leaders throughout the world, his most recent area of focus is in constructing and implementing Leadership Development Academies for leading organizations.

Vickrey also is actively involved in executive coaching and development, conflict management, rewards and recognition, and public speaking.

Joining Vickrey at Herbein are **Mackey Smith** as VP of Talent & Strategy Consulting, and **Stacy Vickrey** as Manager of Assessments and Logistics.

For additional information on Gary Vickrey and his team, please visit [www.herbein.com](http://www.herbein.com).

### About Herbein + Company, Inc. (Herbein):

Herbein + Company, Inc. (Herbein) is an award-winning CPA advisory firm, creating impact nationally and locally since 1972. We build

value through exceptional service and innovative solutions, and provide client-focused accounting, tax, advisory, HR consulting, wealth management, and risk management services. Our clients benefit from tailored strategies in the communities where they live and work that help them succeed with confidence, today and tomorrow.

Herbein is an independent member of Allinial Global, an accounting firm association of legally independent accounting and consulting firms with offices in North America and throughout the world.

Visit [www.herbein.com](http://www.herbein.com) or connect with us on LinkedIn, Facebook, and X (formerly Twitter).



## Fromm’s Enduring Legacy and Vision for the Future

In 2023, Fromm marked a major milestone: 100 years in business. Founded by Alexander Fromm in 1923, the company has grown from a small storefront with four employees into a leading electrical supply and services firm in the Mid-Atlantic, headquartered in Reading, with nine branches and over 120 employees. Through three generations of family ownership, Fromm has remained committed to its core values: an unwavering dedication to customer experience, in-depth knowledge of the electrical industry, and a commitment to giving back to the local community.

As Fromm looks to the future, the company is launching a new division called FrommConnect. This exciting initiative represents a significant departure from Fromm’s traditional distribution business, and is designed to provide a range of engineering, fabrication, and labor-saving services to its customers. FrommConnect was born out of the need to help customers navigate the challenges of a competitive business

environment, where the skills and knowledge of retiring employees can be difficult to replace.

Where Fromm currently supplies electrical materials and equipment, FrommConnect will offer a menu of services including control panel fabrication and assembly, fixture pre-wiring, training, software programming, automation system design, and technical troubleshooting. By providing these value-added services, FrommConnect will help customers streamline their operations, improve efficiency, and stay ahead of the curve.

As Fromm embarks on this exciting new chapter, the company remains committed to its customers throughout eastern Pennsylvania. With FrommConnect, the company is poised to meet the evolving needs of the marketplace, while continuing to deliver the exceptional service and expertise that have defined Fromm for a century.

For additional information, please call 610.323.1555 and visit [www.fromm.com](http://www.fromm.com).

## Driving Success Beyond Tomorrow

For over 50 years, we’ve helped our team, clients, and communities realize their dreams. We’re proud to be an industry leader, great employer, and corporate citizen – and our culture is consistently recognized as one of the best, with awards that include the Best Places to Work in PA, ClearlyRated Best in Accounting, and Accounting Today Best Accounting Firm to Work For, to name a few.

Herbein is the accounting firm of choice for thousands of businesses and individuals throughout Pennsylvania - and beyond.

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## Berks Water Technology

Berks Water Technology was founded by Phil & Debbie Goshert in 1995. We have been proudly providing Berks County and surrounding local areas with the highest quality drinking water. Our highly experienced team can provide a large variety of water treatment products and services that will help you improve your water quality throughout your whole house or business.

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Phil & Debbie Goshert

Please visit our website [Berkswatertech.com](http://Berkswatertech.com) or give us a call at 610.670.7275 to discuss your water treatment needs.

## Rothenberger Insurance Services Recognized at Greater Reading Chamber Alliance Annual Awards Dinner

Rothenberger Insurance Services (RIS) has once again proven its commitment to excellence, earning recognition at the Greater Reading Chamber Alliance (GRCA) Annual Awards Dinner. This event, which honors the region's top businesses, recognized RIS in Category 1 of their Business Excellence Awards.

RIS has long been dedicated to providing top-notch insurance solutions tailored to meet the unique needs of their clients. Their team, known for their expertise and customer-focused approach, has played a pivotal role in this achievement. The recognition at the GRCA Awards is a testament to their hard work and dedication to the clients they serve.

The GRCA Annual Awards Dinner not only celebrates business success but also highlights the importance of community and collaboration. RIS is proud to be part of a business community that supports each other. This recognition reinforces their position as a leader in the insurance industry, continually setting the standard for quality and service.

Whether you're safeguarding your home, your health, or your business, remember that with Rothenberger Insurance Services, you're not just insuring your assets, you're entrusting them to a team that cares about your well-being. For additional information, please call 610.685.2804 or visit [www.risquote.com](http://www.risquote.com).



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# FOCUS ON SUCCESSFUL BERKS COUNTY BUSINESSES

## Lezzer Lumber *Building Pennsylvania Together*

For 97 years, Lezzer Lumber has been serving the Pennsylvania building industry through its business dealings and dedication to community support. With the opening of their 11th location in Reading in 2022, Lezzer Lumber extended their reach into Berks, Chester, Montgomery, and Bucks Counties.

At Lezzer Lumber's Reading store, located at 3171 Morgantown Road in Mohnton, quality is not just a promise but a guarantee. From cabinets to countertops, decking to flooring, each product is carefully curated to meet the highest standards. But it's not just about the materials — it's about the people. Lezzer's team of experts is dedicated to guiding customers through every stage of their home projects, from initial quotes to final delivery, ensuring a seamless experience from start to finish.

As Lezzer Lumber looks towards the future, its commitment to excellence remains strong. With a century of experience under their belt, they continue to innovate and adapt to meet the evolving needs of their customers. Whether it's



investing in their product offerings or expanding into new markets, Lezzer Lumber stays at the forefront of the industry, ensuring that customers have access to the best service and products available.

Stop in at Lezzer Lumber's Reading store today and experience the difference of working with a family-owned company and a team of expert staff who care. Whether you're embarking on a small renovation or a major construction project, Lezzer Lumber stands ready to be your trusted partner every step of the way.

For additional information, please call 610.856.1600 and visit [www.lezzer.com](http://www.lezzer.com).

## Security Service Company

With the protection afforded by Security Service Company (SSC), home and business owners have assurance that, no matter what event takes place, they and their possessions will be safeguarded. Based at 110 West Arch Street, Suite 200, in Fleetwood, Berks County, the family-owned Security Service Company installs and supports commercial, residential, and personal security systems across southeastern Pennsylvania and western New Jersey.

When it comes to protecting clients, SSC emphasizes "total security." This entails designing a system that meets each customer's individual needs, installing that system, and monitoring and responding to any alarm triggers. The company provides rapid, 24/7 responses to such scenarios as an intruder, smoke, fire, and carbon monoxide detection, as well as medical emergencies.

SSC offers free, in-person consultations for anyone interested in a security or fire alarm system.

For those interested in business or home surveillance, SSC will install camera systems with video verification as



well as low-light and long-term recording. Along with notifying customers when someone arrives at or trespasses on their property, SSC's camera systems enable them to view images of people, vehicles and license plates from their phones, computers, or television screens. Depending on the system selected, notifications arrive through a phone app, text message, email and other means.

For additional information about the residential and commercial services offered by Security Service Company (SSC), contact the company at 1.800.232.2500 or email: [info@SSCsince73.com](mailto:info@SSCsince73.com), and for additional information, please visit [www.securityservicecompany.com](http://www.securityservicecompany.com). On-site consultations are free and coordinated to meet the customer's schedule and needs.

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## At Berks Leisure Living, You're Family

Berks Leisure Living, located at 1399 Fairview Drive in Leesport, Berks County, is situated on ten lush acres. The one-story, brick building first opened its doors in 1931 to the students of Bern Elementary School. In 1998, the school was sold and underwent extensive renovations before opening in 2002 as Berks Leisure Living. The facility's unique location inspired its tagline, "We're from the old school." Today, the 36,000-square-foot assisted living facility has 36 private and semi-private units with 41 residents. It is licensed to have up to 49 occupants. Residents range in age from 70 to 90 and above, but, at present, one person under the age of 60 calls Berks Leisure Living home.



Ray Miller

Berks Leisure Living has a straightforward mission "to improve the quality of life for residents and their families," said Ray Miller, founder of and partner in Berks Leisure Living. "We provide personal care with a personal touch. We're like family. We're here to help."

Berks Leisure Living provides residents with three nutritious meals each day, all prepared in the facility's commercial kitchen and made with consideration of

dietary restrictions. It has personal laundry service and cleaning and housekeeping. It offers medication management, transportation to and from appointments, in-house podiatry and psychiatry visits, and help with bathing, dressing, hygiene, eating, and mobility. All rooms are wheelchair accessible and cable-ready. Residents pay a monthly fee for private cable TV. All rooms come fully furnished. However, residents who wish to bring their own furniture will be accommodated.

Life at Berks Leisure Living includes more than just health and personal care. Entertainment and lifestyle amenities likewise play a large role in resident's lives. Community outings, bingo, exercise classes, and nondenominational religious services are all part of an active lifestyle at Berks Leisure Living. Additionally, for the residents' convenience, the facility has a hair salon on site.

For additional information about Berks Leisure Living, visit [www.berksleisure.com](http://www.berksleisure.com) or call 610.916.8833 from Monday through Friday, 8:00 AM to 4:30 PM. Berks Leisure Living is located at 1399 Fairview Drive in Leesport, Pennsylvania.

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# FOCUS ON SUCCESSFUL BERKS COUNTY BUSINESSES

## Muhlenberg Greene Architects Firm Associate Joins Reading HARB

**Suzanne Cody, Director of Business Development, is appointed to the Historical Architectural Review Board**

Muhlenberg Greene Architects is pleased to announce that Suzanne Cody has been appointed to the City of Reading Historical Architectural Review Board for a 5-year term.

Suzanne Cody has over 20 years' experience in marketing and holds a Bachelor of Fine Arts, Interior Design, from Moore College of Art and Design. She translates the firm's strategic goals into effective public relations, marketing, and communication efforts to increase awareness and understanding of MGA's capabilities.

The Historical Architectural Review Board (HARB) is an advisory citizen group composed of volunteer professionals and residents committed to preserving historic architectural features and structures within the historic and conservation districts of Reading.

Composed of 9 members appointed by the City Council, Suzanne will fill the role

as a trades professional who has knowledge of or interest in the preservation of historic buildings and districts.

As a community collaborator, Ms. Cody has produced events centered around history and architecture with the Berks History Center, the Greater Reading Chamber of Commerce, Berks Alliance, BCTV, Muhlenberg Township, and the Commercial and Industrial Council of the Reading-Berks Association of REALTORS®. In her position on HARB, she aspires to bring visibility to the organization's mission and articulate the value in historic preservation.

Suzanne is an active member of the community, serving as Board Secretary on the Foundation for the Reading Pagoda, and as the Board Secretary and Membership Chair for SMPS Central PA. Additionally, she runs the annual Help A Girl Out grassroots effort to combat period poverty in Berks County, held each year during February.



**Suzanne Cody,  
Firm Associate,  
Muhlenberg Greene  
Architects**

Celebrating a century of business in the county, the staff at MG Architects have developed strong ties to the local community, including serving on a variety of Boards and other volunteer roles. Congratulations, Suzanne.

**About Muhlenberg Greene Architects, Ltd.:** Since 1920, Muhlenberg Greene Architects, Ltd. has built a reputation for thoughtful design, detailed project documentation, and quality service for our clients. Our history traces the development of Berks County, with timeless designs including Stokesay Castle and the Medical Arts Building. Today, our legacy continues as a partner building the future of Berks County. We help our area businesses, nonprofits, and educational clients bring new and adaptive reuse projects to life.

Learn more at [MG-Architects.com](http://MG-Architects.com).

**About the City of Reading Historical Architectural Review Board:** The Historical Architectural Review Board (HARB) is an advisory citizen group composed of volunteer professionals and residents committed to preserving historic architectural features and structures within the historic and conservation districts of Reading. The HARB exercises the functions, duties, responsibilities, and activities set forth in the City of Reading Historic and Conservation Districts Ordinance.

For more information visit [Readingpa.gov/historical-architectural-review-board-harb](http://Readingpa.gov/historical-architectural-review-board-harb)



## 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).



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Dolan Construction Inc. is thrilled to announce that they have taken first place in the Greater Reading Chamber Alliance Business Excellence Awards for 2024. This recognition stands as a testament to the unwavering commitment and dedication of the entire Dolan Construction team. The honor reflects the culmination of years of hard work, strategic planning, and an unyielding focus on delivering excellence in every project. The Dolans express their heartfelt gratitude to their talented team and loyal customers, whose trust and collaboration have been pivotal in this remarkable achievement.

The Dolan Construction team, a group of highly skilled and passionate professionals and craftspeople, has always prioritized quality, safety, and customer satisfaction. Each member brings unique expertise and a shared commitment to the company's core values, creating a synergy that drives success. This award is not just a reflection of the Dolans' leadership but also a celebration of the team's collective effort. From project managers to on-site workers, every individual's contribution has been integral to reaching this milestone.

One of the key factors behind Dolan Construction's success is their strong repeat customer base. Patrick and Maureen Dolan, owners, have fostered relationships built on trust, reliability, and exceptional service. Their customers know that they can count on Dolan Construction to deliver projects on time, within budget, and to the highest standards of quality. This loyalty is a testament to the company's consistent performance and dedication to meeting and exceeding customer expectations. The company's culture of continuous improvement and investment in their people ensures that they remain at the forefront of the construction industry.



As Dolan Construction looks to the future, the company remains committed to maintaining the high standards that have earned them this esteemed recognition. Everyone at Dolan Construction is excited about the opportunities ahead and is confident that their team will continue to deliver exceptional results. The first-place award from the Greater Reading Chamber Alliance is not just a celebration of past achievements but a promise of continued excellence and growth.

The honor from the GRCA Business Excellence Award for 2024 serves as a milestone in Dolan Construction's journey of success and excellence. Patrick and Maureen Dolan express their deepest gratitude to everyone who has been a part of this journey and look forward to many more years of shared success.

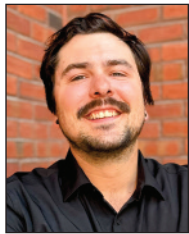


► For more information about Dolan Construction, call 610.372.4664, email [info@dolanconstructioninc.com](mailto:info@dolanconstructioninc.com) or visit [dolanconstructioninc.com](http://dolanconstructioninc.com)





## The Greater Reading Chamber Alliance Welcomes New Director of Advocacy, Promotes Two Staff



Alex Roché

The Greater Reading Chamber Alliance (GRCA) recently announced several key promotions and a new hire, underscoring our commitment to growth and excellence in delivering programming and services to its members and the Greater Reading business community. GRCA is pleased to welcome Alex Roché as their new Director of Advocacy, where he will lead GRCA's legislative agenda, advocacy initiatives, and strategy, and keep our members and community stakeholders informed on regulatory changes and community matters.

"After years working in non-profit and doing research with Downtown Colorado, Inc., I continued to realize the importance of the community's impact on the economic vitality and development of a region. I am excited to come home to Reading and work with the Greater Reading Chamber Alliance as we work together to ensure that the community is the center of the continued development of the Greater Reading region," Roché said.

Most recently, Roche served as a Strategy and Project Consultant at Sustainable Misfits where he developed its programmatic framework and long-term organizational goals. Before that, he managed the adult nutrition education team in Reading and Philadelphia as a Project Manager for The Food Trust.

"Alex will bring incredible energy, communication and analytical abilities that will be invaluable to our team. We are so excited to have him," said Lucine Sihelnik, President and CEO, GRCA.



Jackie Stiles

Additionally, Jackie Stiles has been promoted to Vice President of Business Development/Special Programs where she will oversee training, GRCA membership, events and leading Women2Women and the Family Business Alliance.

Aaron Gantz has been named Vice President of Economic Development & Strategy where she will be responsible for spearheading GRCA's economic development initiatives and strategic planning efforts.

"Both Aaron and Jackie possess the knowledge and ability of a growth mindset to support all of us at GRCA into what the future holds for our organization," Sihelnik said.



Aaron Gantz

**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 start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.

## Morgan Truck Body Expands its Presence in North America

Morgan Truck Body, LLC acquired Transit Truck Bodies Inc. (Les Fourgons Transit Inc.), a well-established manufacturer of truck bodies in Laval, Quebec, Canada. The acquisition of Transit increases the total number of Morgan Truck Body locations to 14 manufacturing facilities in North America. Founded in 1978, award-winning Transit Truck Bodies has been mastering the craft of truck body manufacturing for over forty-five years, with Louis Leclair leading as Transit's president. Transit Truck Bodies is headquartered in Laval, Quebec, and includes a product line of cutaway, dry freight, refrigerated, and tailor-made solutions.

"With Transit's workforce, known for quality and efficiency, and an expandable 120,000+ square foot manufacturing facility in the heart of Quebec, Morgan Truck Body looks forward to meeting growing customer needs with quality products for North American markets," said Tom Diez, Chief Commercial Officer of Morgan Truck Body.

(See page 20 for more on Morgan)

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## SureStay Plus by Best Western Reading North Grand Opening

SureStay Plus by Best Western Reading North held a Grand Opening and Ribbon Cutting Ceremony on June 20th at 2200 Stacey Drive, Reading, PA 19605 (at intersection of Route 12 and North 5th St. Hwy.) The event included speeches and ribbon cutting, a door prize (free night stay) drawing, and other raffle prizes drawings. There were representatives from Both The Rudden Family Foundation and The Salvation Army had a successful day of fundraising.

SureStay Plus by Best Western Reading North, formally known as Comfort Inn, Reading recently changed their brand name & franchise association. They offer clean & comfortable guestrooms at budget pricing, with wonderfully friendly service, plus a fresh & hot breakfast buffet.

Vijay Joshi, Owner, spoke to staff, friends & family of SureStay Plus by Best Western Reading north, political figures, and local business people, explaining his enthusiasm about working with Best Western and giving praise for the staff's hard work and dedication.

Additional speakers included: Senator Schwank, Mayor Moran, Jackie Stiles of GRCA, Gary Seibert of SBRA, and Ed Puodziunas of Best Western. (Greater Reading Chamber Alliance & Small Business Resource Association.)



There were music performances by Lucile Jazz Vocalist, Tom Montgomery on Keys & Roger D Harris with guitar.



For additional information, please contact Janet Lamborn, GM, SureStay Plus by Best Western Reading North, 2200 Stacey Drive, Reading PA 19605. Hotel Phone: 610.371.0500. Cell Phone: 484.507.3926. Email: [salesrdgpa@gmail.com](mailto:salesrdgpa@gmail.com).

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