



**TCACC Mission:** As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

**2017-2018 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS**  
**EXECUTIVE COMMITTEE CHAIRMAN OF THE BOARD**

**Richard Graver**, Chief Lending Officer, The Victory Bank

**CHAIR ELECT**

**Baran Schultz**, CEO, Schultz Technology

**TREASURER**

**Rich Newell**, CEO, Pottstown Hospital Tower Health

**IMMEDIATE PAST CHAIRMAN**

**Heather Chandler**, President, Sealstrip Corporation

**SOLICITOR**

**Joseph K. Koury**, O'Donnell, Weiss & Mattei, P.C.

**SECRETARY**

**Eileen Dautrich**, President, TCACC

**BOARD OF DIRECTORS**

**Danny Aaron**, Dana Incorporated

**April Barkasi**,

CEDARVILLE Engineering Group, LLC

**Bill Breslawski**, Maillie LLP

**Sean Deviney**,

The Body-Borneman Companies

**Dr. Dave DiMattio**, Montgomery County Community College

**Joe Fava**, Clothes to Home Dry Cleaning

**Twila Fisher**, The Hill School

**Peggy Lee-Clark**, Pottstown Area Industrial Development, Inc.

**Rick Libra**, Exelon

**Frank Strunk**, Tompkins VIST Bank



**PRESIDENT'S MESSAGE**

We spent time in 2017 remembering and recognizing our 90 year history. To be a successful organization with longevity over 90 years serving the community and business environment, which has changed over the years, is something that we are very proud of. Thank you to you, our Members, for your support of the Chamber during the past 90 years!

It has been an honor to be part of our organization and be part of our history.

Today I want to focus on our future. We started the first half of our 2017-2018 program year giving the office a facelift. Our walls were adorned with photos of businesses that are truly part of Pottstown history but might not be in business any longer. Another wall was filled with head shots of previous Annual Dinner speakers. It was brought to my attention that those items represented who and where we were as an organization before but did not represent the Chamber's current focus and motivation or purpose. I agreed that changes needed to be made.

New paint colors and decals now brighten up our space! Our new wall decor motivates the staff every day and reminds us, as well as Members visiting the office, why we are here - "Making a Difference, Delivering Solutions, and Delivering Possibilities is what we do" are three separate phrases inspiring us and our dedication to customer service.

The opposing wall to where the three phrases are located states "Small Team Doing Big Things" and "It's not a job, it's a passion" - both statements reflecting the dedication of our team of 4.

The dedication of our small team and the third inspirational statement - "Be the Bridge - Problems become opportunities when the right people join together" will be leading us through our second half of the 2017-2018 program year.

This summer the Chamber staff and the Board of Directors participated in a strategic planning retreat. We spent time working on how to focus our organization on goals that will lead our organization in the direction of continued success as we start our next 90 years. Chambers of Commerce have had to re-evaluate their purpose; I am well aware of what our organization has had to do over the last 10 years. Financial, staff, and organization stability has been our focus for a number of years now.

We look forward to the next year or two when we will be dedicating resources to the organization's connectivity, its community support, and maintaining value and expanding relevancy for our membership. We want to "be the bridge" bringing together the community, our members, and our future members to change problems into opportunities!

I understand that our Members are busy and that it is difficult for every member to realize and take advantage of all of the opportuni-

*Delivering Possibilities*  
IS WHAT WE DO.

*Delivering Solutions*  
IS WHAT WE DO.

ties that the Chamber offers. However, my goal for 2018 is to help each Member engage with the Chamber in at least one way that they had not been engaged before. Whether it is scheduling a meeting, or even a phone call that lasts only a couple of minutes, I would love to hear from you and for you to share with us how we can help you. I would love to have our Membership grow as a

result of our current Members being so pleased with their experience and their investment in the TriCounty Area Chamber of Commerce that they cannot help but share their experience with neighboring businesses, vendors, customers, etc. encouraging them to try TriCounty! I hope you also want to be that bridge!

*(Continued on page 37)*

**CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:**

152 E. High St., Suite 360, Pottstown, PA 19464

• TEL: 610.326.2900 • FAX: 610.970.9705


• EMAIL: [info@tricityareachamber.com](mailto:info@tricityareachamber.com)

Eileen Dautrich, President,  
[eileen@tricityareachamber.com](mailto:eileen@tricityareachamber.com)

Tarra James, Events and Marketing Director,  
[tarra@tricityareachamber.com](mailto:tarra@tricityareachamber.com)

Jennifer O'Donnell, Member Relations Director,  
[jennifer@tricityareachamber.com](mailto:jennifer@tricityareachamber.com)

Melissa Shainline,  
Communications and Administrative Director,  
[melissa@tricityareachamber.com](mailto:melissa@tricityareachamber.com)

**Be the Bridge**   
Problems become opportunities when the right people join together.

**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



**“Start the New Year with new partnerships & new connections to take your business to the next level! To learn more call, 610.326.2900 or email [jennifer@tricountyareachamber.com](mailto:jennifer@tricountyareachamber.com).”** – Jennifer O'Donnell, Member Relations Director

## WELCOME APPROVED NEW MEMBERS!

*Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on December 20.*

**AAA Ambulette LLC**  
915 Chestnut Street  
Collegeville, PA 19426  
610.409.5657

*Ambulance Services / Senior Services / Transportation*

AAA Ambulette is a reliable non-emergency medical transportation service. We transport seniors and disabled individuals in wheelchairs to their doctor's appointments.

*Referred by Janet Flack, EXP Realty*

**Alvernia University**  
540 Upland Avenue, Office 134  
Reading, PA 19611  
610.796.8228

[www.alvernia.edu](http://www.alvernia.edu)

*Schools / Colleges / Education*

Alvernia University was founded in 1958 by the Bernardine Sisters of the Third Order of St. Francis. Alvernia offers undergraduate and graduate degrees in addition to certificates. It provides flexible alternatives for adult students.

**Blatt Construction**  
8 Tube Drive  
Reading, PA 19605  
610.916.9828

[www.blattgroup.com](http://www.blattgroup.com)

*Construction Contractors*

THE BLATT GROUP'S full-service Construction and Building Services division is the cornerstone of the group, offering a wide range of construction and building maintenance services.

*Referred by: April Barkasi, CEDARVILLE Engineering*

**Everything Printing & Shipping**  
828A Route 100N  
Cornerstone Plaza  
Bechtelsville, PA 19505  
610.367.7444

[www.everythingprint.us](http://www.everythingprint.us)

*Printers / Publishers*

From brochures to sales presentations, we have you covered. Need blueprints or laminating? We have that too. We offer services from small to large.

**Ironhorse Realty LLC**  
540 W. Schuylkill Road  
Pottstown, PA 19465  
610.334.7305

[www.ironhorserealtyllc.com](http://www.ironhorserealtyllc.com)

*Real Estate - Residential*

Ironhorse Realty LLC is a full service real estate company serving residential and commercial customers and clients in the tri-county area.

**Life Works Counseling Center, LLC**  
933 N. Charlotte Street, Suite 1D  
Pottstown, PA 19464  
610.323.4673

[www.lifeworkscounselingcenter.net](http://www.lifeworkscounselingcenter.net)

*Counseling Services*

Life Works delivers high quality psychotherapy services and education to children, adolescents, and adults. We exist to help our clients thrive throughout all stages of life, to support their goals, and to live with confidence.

*Referred by: Jessica Burger, UFinancial Group*

**Lolli Architects, LLC**  
400 Franklin Avenue, Suite 210  
Phoenixville, PA 19460  
610.938.1400

[www.lolliarchitects.com](http://www.lolliarchitects.com)

*Architects / Architectural Services*

Our firm is focused on providing architectural services for healthcare, senior living, commercial and adaptive re-use related projects. Our firm utilizes the latest in computer technology and has implemented Building Information Modeling (BIM) to better enable the client to visualize the building design and to provide more accurate and efficient documentation.

*Referred by, April Barkasi, CEDARVILLE Engineering*

**Lords & Ladies Salon and Medial Spa**  
[www.lordsandladiessalons.com](http://www.lordsandladiessalons.com)

Lords & Ladies Salon and Medical Spa is a family owned company with seven salon locations. Our purpose is to connect with every person we meet and transform beauty into feelings of confidence, inspiration, and joy; through our artistry, humility, empathy, and human kindness.

**Lords & Ladies Salon and Medial Spa – Gilbertsville**  
1804 Swamp Pike  
Gilbertsville, PA 19525  
844.725.6655

**Lords & Ladies Salon and Medical Spa – Perkiomenville**  
646 Fagleysville Road  
Perkiomenville, PA 18074  
844.725.6655

**Lords & Ladies Salons and Medical Spa – Pottstown**  
64 King Street  
Pottstown, PA 19464  
844.725.6655

**MOSAIC Community Land Trust**  
10 S. Hanover Street  
Pottstown, PA 19464  
610.420.6082

[www.mosaicclt.org](http://www.mosaicclt.org)

*Nonprofit Organizations*

We are a nonprofit with a focus in housing, art, education, and gardening. We currently manage four community sites in Pottstown Borough.

*Referred by: Twila Fisher, Hobarts Run*

**Schuylkill Valley Sports**  
Coventry Mall  
351 w. Schuylkill Road  
Pottstown, PA 19465  
610.327.2001

*Sporting Goods / Retail Sales / Screen Printing*

We are a full line sporting goods location started in 1971. We have three divisions: retail, team sales, and ecom. We have 15 brick and mortar sites, 25 plus teams sales people, and are seeing our largest growth in ecom.

*Referred by: Rich Graver, The Victory Bank*

**West & Company, CPAs, PC T/A Hoffman & West PC**  
1810 Swamp Pike, Suite 200  
Gilbertsville, PA 19525  
610.718.1700

[www.hoffman-west.com](http://www.hoffman-west.com)

*Accountants / CPAs*

We are a local full service CPA firm assisting and guiding small businesses and individuals with their tax and accounting needs. We establish relationships with people and look beyond the numbers.

*Referred by: Jessica Burger, UFinancial Group*

*When purchasing goods and services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you Always Buy Chamber!*

**Want to refer a business to the Chamber?**



**Ask Jenn about the Power of Partnership Event on Tuesday, February 27.**



**Call her at 610.326.2900 or email her at [jennifer@tricountyareachamber.com](mailto:jennifer@tricountyareachamber.com)**

**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



## TRICOUNTY AREA CHAMBER OF COMMERCE

### NETWORKING

**Thurs., Jan. 4**  
7-9 AM

#### Economic Forecast Membership Breakfast

*SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464*

**Chris Kim**, Senior Vice President and Chief Investment Officer, Tompkins Financial Advisors, will cover the current state of the economy and global markets and discuss factors that have led us to this state, including social, political, and economic pressures.

**\$26 per Member (prepaid by 12/29); \$32 per Member (invoiced or after 12/29); \$50 per non-member**

Sponsored by: Tompkins VIST Bank; Tompkins Financial Advisors

**Weds., Jan. 17**  
5-8:30 PM

#### Boyertown Area Progress Dinner

*La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, 19525*

Featuring a video, created by Boyertown Senior High School Students, highlighting Boyertown's future as a tourist destination hub, continued growth, and maximizing the authentic quality of life resources.

**\$100 per Member; \$900 per Member table of 10; \$150 per non-member; \$1500 per non-member table of 10**

Platinum Sponsors: Pottstown Hospital Tower Health; Tompkins VIST Bank  
Gold Sponsor: The Body Borneman Companies; Boyertown Oil and Propane; Martin Stone Quarries, Inc.

Silver Sponsor: Bally Block Company; BB&T; Herb Real Estate; The Longacre Company; Sealstrip Corporation; Wrigley's Business Products and Services

*Additional Business Development Opportunities Available.*

Snow Date: Wednesday, January 24

**Tues., Jan. 23**  
4-6 PM

#### Business Card Exchange

*Yucha Medical Pain Management & Chiropractic Rehabilitation, 435 W. Cedarville Rd., Pottstown 19464*

Networking, refreshments, and a special book signing of Dr. Randy Yucha & Dr. Rod Gabel's new book "A Unique Approach to Your Health: Putting the Whole Team Behind You!"

**No Charge; Members Only; Reservation Appreciated**

Sponsored by: Yucha Medical Pain Management & Chiropractic Rehabilitation

**Fri., Jan. 26**  
8:30-10 AM

#### Refresh Friday: Culture

*TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464*

**Scott McDevitt**, President/CEO, Translogistics, will focus on the "10 Steps To Go From the Culture You Have To The Culture You Want". It is important to have the right management team to implement changes, a Leader casting the right vision, a framework to build the culture around, getting input from all the employees in helping define the culture, and then implementing it.

**No Charge; Members Only; Registration Required**

**Fri., Feb. 23**  
8:30-10 AM

#### Refresh Friday: Goals

*TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464*

**Peg Calvario**, PegCalvario Coaching & Consulting, LLC will focus on "Secrets to Happiness" and how pursuing your goals can help lead to being Happier at Work and in Your Life.

**No Charge; Members Only; Registration Required**

**Thurs., Mar. 1**  
7-9 AM

#### Membership Breakfast

*Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468*

More details to come.

Sponsored by: Reading Fightin Phils

**\$26 per Member (prepaid by 2/23); \$32 per Member (invoiced or after 2/23); \$50 per non-member**

**Fri., Mar. 23**  
8:30-10 AM

#### Refresh Friday: Advertising

*TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464*

Take a "fresh" look at your business and ask yourself some tough questions: Is my advertising budget working or non-existent? Would I patronize my business? And then, How do I stand out amongst my competition? **Linda Jacobs**, owner of Downtown DeZign, will provide helpful answers and give you a "fresh" new perspective on your business.

**No Charge; Members Only; Registration Required**

**Thurs., April 12**  
11:30 AM-1 PM

#### WOW Luncheon

*La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, 19525*

To achieve success in today's environment with its emphasis on collaboration, teamwork, impact, communication and leadership, we need to enhance our **Networking** skills and interpersonal communication skills in order for us to build stronger, value-adding relationships. **Networking** is about building relationships through conversations. **Jo Iorio**, Business Performance Consultant, Dale Carnegie, will share a proven process for networking that is guaranteed to help you become more creative about enhancing your upward mobility, maximize every networking experience, and create opportunities.

**\$26 per Attendee (prepaid by 4/3); \$32 per Attendee (invoiced or after 4/3)**

Co-Sponsor: Decorating Den Interiors; HealthSouth Reading Rehabilitation Hospital

**Fri., May 4**  
9 AM-4 PM

#### Leadercast

*Morning Star Fellowship, 100 Limekiln Rd., Bechtelsville 19525*

The world is looking for great leaders to follow. In order to become those leaders to the outside, we have to lead ourselves first. We must walk the walk. It's like the flight attendants tell us - please remember to wear your own oxygen mask before helping others. In 2018, Leadercast will be focusing on that very concept. How do you **lead yourself** effectively? How do you develop your **core principles and values** so that your leadership is an outpouring of your innermost self? And how much more will those who follow you benefit from your leadership **when you lead yourself well?**

**\$95 per Member (4+ tickets purchased - \$85 per Member); \$120 per non-member (4+ tickets purchased - \$110 per non-member)**

**Ticket price includes: Continental Breakfast, Lunch, Refreshment Breaks, Leadercast Journal**

*Business Development Opportunities Available*

### SAVE THE DATES

**Tues., Feb. 6**  
11:30 AM-1 PM

#### WOW Luncheon

*Brookside Country Club, Prospect & Adams Sts., Pottstown 19464*

Communication is key in great **Customer Service**. **Terese Brittingham**, Keller Williams Realty Group, will focus on **Customer Service** in the Business industry and how knowing and respecting your clients' needs and expectations can lead to continued future business through referrals and a smooth transaction. **Megan McKee**, Coventry Corners, will share how to Sparkle in today's not so sparkly Retail environment and make your guests feel special by providing an experience that is key to superior **Customer Service**.

**\$26 per Attendee (prepaid by 2/2); \$32 per Attendee (invoiced or after 2/2)**

Co-Sponsors: Creative Health Services, Inc.; Reflections Hair Designs

**Fri., Feb. 16**  
8:30-10 AM

#### "Made in the Tri-County Area Tour"

*The Eastwood Company, 263 Shoemaker Rd., Pottstown 19464*

To quote **Brian Huck**, President & Chief Operating Officer, Eastwood "Makes car guy dreams come true every day". The core focus of Eastwood is to provide solutions that inspire in the DIY (Do It Yourself) automotive niche.

**\$10 per Member; Members Only; Registration Required**

Sponsored by: The Eastwood Company

**The Chamber Office will be closed Monday,  
January 15 for Martin Luther King Jr. Day.**

Call Tarra James, Events & Marketing Director, for more information or to sponsor an event.

**610.326.2900**



**Scanning this QR code will take you to the event's page.**



**Register today; connect tomorrow. Visit [tricountyareachamber.com](http://tricountyareachamber.com) or call 610.326.2900.**

# 2017

# ECONOMIC DEVELOPMENT LUNCHEON

## Presented by Pottstown Hospital Tower Health

Over 220 Chamber Members gathered at the SunnyBrook Ballroom on Thursday, November 30 for the 2017 Economic Development Luncheon Presented by Pottstown Hospital Tower Health & TCACC.

In addition to the awards that were presented, Chamber Members celebrating significant anniversaries were recognized:

- **100 Years:** Visiting Nurse Association of Pottstown & Vicinity
- **80 Years:** Citadel Federal Credit Union
- **50 Years:** Lomax Carpet & Tile Mart; Pottstown Cluster of Religious Communities
- **30 Years:** Express Data Systems, Inc.
- **25 Years:** Graber Letterin' Sign Co.
- **20 Years:** Montgomery County Community College, West Campus
- **10 Years:** Philadelphia Premium Outlets



1

1 Our speaker, J.D. Harrison, U.S. Chamber of Commerce, presented on "Innovation That Matters."



2

2 The 2017 Worksite Wellness Initiative Awards were presented to Translogistics, Inc. and Boyertown Lions First Responders. Bunny Boyle, TCACC Worksite Wellness Initiative Director (C), presented the awards to Scott McDevitt, Translogistics, Inc (L) and Ryan Billings, Boyertown Lions First Responders (R).



3

3 The 2017 Economic Development Award was presented to Lomax Carpet & Tile Mart. (L to R) Dave Kraybill, Pottstown Area Health & Wellness Foundation, presented the award to Michael Longwill and Steve Colaanni, Lomax Carpet & Tile Mart.

4 The first 2017 Economic Impact Award was presented to the Carousel at Pottstown. (L to R) Accepting the award are George Wausnock and Bev Reber, Carousel at Pottstown. Rich Newell, Pottstown Hospital Tower Health presented the award.

5 The second 2017 Economic Impact Award was presented to Genesis Housing Corporation. Peggy Lee-Clark (Right) Pottstown Area Industrial Development presented the award to Judith Memberg, Genesis Housing Corporation (L).

6 PA State Representative Marcy Toepel received the 2017 Legislator of the Year Award. Representative Toepel has focused her legislative efforts on property tax reform, cutting government waste, public safety and open space while also supporting the elimination of unreasonable regulations for job creators.

**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



Congratulations to all of the Award Winners and **thank you** to our **sponsors** who made this event a great success:

**Presenting Sponsor**



**Pottstown Hospital**

TOWER HEALTH

Advancing Health. Transforming Lives.

**Co-Sponsors:**



POTTSTOWN AREA  
**Health & Wellness**  
FOUNDATION  
*Promoting Healthy Living*



**Platinum Sponsors:**



Montgomery County  
Community College



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



**PECO**  
An Exelon Company



**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**

# Leadership

T R I - C O U N T Y

## DECEMBER SESSION

Leadership Tri-County Class of 2018's December session was focused on Arts & Culture.

The class began their day at their second session of BoardCorps: Bootcamp™, hosted by **Elizabeth Pilacik**, Director of Audit and Accounting for Kreisler Miller and an instructor for the Nonprofit Center at La Salle University's School of Business. This session of Bootcamp focused on **Finance for Boards**. This portion of the program is sponsored by PAHWF.

Next the class traveled to the **Boyetown Museum of Historic Vehicles**. The class was enjoyed a catered lunch at the 1938 Fegley's Reading Diner in the museum, catered by **Moyer's Catering**. Following lunch, **Autumn Shaner**, Curatorial Assistant, gave the class a tour of the museum.

Up next – the class made their way to Colledgeville to tour the **Philip & Muriel Berman Museum of Art**. **Charlie Stainback**, Museum Director, led the class around the exhibit. The museum is located on the campus of **Ursinus College** and fosters a greater understanding of the places of visual arts in the learning process and society at large.

The class ended their day with a tour of **Steel River Playhouse** in Pottstown. **Velva Zarley** took the class on a behind the scenes tour. Each year, Steel River, produces over 90 plays, musicals, concerts, and recitals, and hosts thousands of people as audiences, students, artists, donors, and volunteers from throughout the region.

*The Leadership Tri-County Class of 2018 is sponsored by:*

CO-SPONSOR



EDUCATION SPONSOR

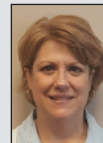


TRANSPORTATION SPONSOR



### Meet the Class

#### Lori Bernhard



Lori Bernhard, Center Director, The Center at Spring Street at Boyertown Area Multi-Service, has worked in the tri-county area for 35 years. Her family members include husband Bo, sons Jason and Justin, and daughter Rebecca. Lori also has 6 grandchildren: Jackson, Claire, Roman, Julian, Maya, and Athena. She enjoys spending time with her family, reading, and walking. Her business role model is her former supervisor.

Lori is a graduate of Boyertown Area Senior High School. In the community, she is involved in Relay for Life. Her personal business philosophy is - "work hard and always strive to be her personal best."

Lori believes the class is important because of the many opportunities available through the program such as networking and gaining knowledge of what the tri-county area has to offer. While participating in the class, she is most looking forward to gaining stronger leadership skills to enable her to be a stronger person both personally and professionally.

#### Siva Mahalingam



Siva Mahalingam is the President of Cube Info Solutions. He has worked in the tri-county area for over 20 years. He is married to his wife Vimala Sivakumar, and has two children: Ashmitha and Parmesh Sivakumar. Siva enjoys volunteering and tennis. His business role model was his great-grandfather.

Siva has a Bachelor of Engineering and an MBA. His personal business philosophy is to "provide more value to the clients than what we get."

Siva is currently involved in only the Chamber's Leadership Tri-County program. While in the class, he is most looking forward to helping the non-profit he is assigned to work with, touring the different facilities, and the learning experience. Siva believes this program is important because it helps you learn leadership skills for non-profits, build lifelong friendships and relationships with classmates, and help non-profit organizations with projects.



Second Session of BoardCorps Bootcamp focused on Finance for Boards.

### The Class on their tours of:

**Boyetown Museum of Historic Vehicles**



**Philip & Muriel Berman Museum of Art**



**and Steel River Playhouse**



**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



**MEET THE NEW EMPLOYEE**

**Tarra James, Events and Marketing Director**



Tarra began working at the TriCounty Area Chamber of Commerce as the Events & Marketing Director in December 2017. She has spent the last 8+ years in the events field ranging from sporting events, and marathons to professional trade shows, receptions, and luncheons.

Tarra graduated from the University of Pittsburgh with a B.S. in Sports and Recreation Administration. She then continued on to receive her M.S. in Sports Management from Canisius College in Buffalo NY. She finished her masters degree in Florida while working at the Walt Disney World Resort where she spent several years at the ESPN Wide World of Sports Complex. Afterwards she had a year long stint as an Event Manager at the Orange County Convention Center, where her understanding and knowledge of the business world grew exponentially. Taking the chance at an opportunity to move closer to home, she then moved back up to the Pottstown Area in November 2017. She is excited to be a part of the TriCounty Area Chamber and looks forward to learning all she can about the community.

Tarra also enjoys sports and coaching youth volleyball on the side. Her interests include singing, traveling, playing volleyball, and watching hockey games.

**Thank You for Your Voluntary Contributions**

Voluntary Contributors invest in the Chamber monetarily above their membership fee enabling the Chamber to offer additional services and benefits to all of our Members. The Chamber would like to thank the following Members for their contributions:

- |  |  |   |
|--|--|---|
| ARRO Consulting, Inc.                      | Larry E. Hoffa & Company                                     | Premier Orthopaedics: Brandywine Institute of Orthopaedics Division |
| Beacon Container Corp.                     | Houck & Gofus Funeral Home, Inc.                             | Reading Royals  |
| Berk International, LLC                    | Independence Blue Cross                                      | Rotary Club of Pottstown  |
| Boyertown Area Multi-Service, Inc.         | JL Machine & Tool, Inc.                                      | The Salvation Army  |
| Boyertown Publishing Co.                   | The JT Dorsey Foundation                                     | Sanatoga Ridge Community, Inc.                                      |
| Brandywine Living at Upper Providence      | KCK Photo and Entertainment                                  | Schumacher & Benner Funeral Home & Crematory                        |
| Building a Better Boyertown                | Keller Williams Realty Group                                 | Service Electric Cablevision, Inc.                                  |
| James M. Capinski and Associates           | Keystone Villa at Douglassville                              | Sher Properties, Inc.   |
| Chestnut Knoll                             | Klein Transportation   | Sunnybrook Village Business Campus                                  |
| Chris Rowe, State Farm Agent               | LegalShield  | Tompkins Insurance  |
| Cigas Machine Shop, Inc.                   | Lindt Chocolate  | Tompkins VIST Bank  |
| Colebrookdale Railroad Preservation Trust  | Meridian Bank  | Tornetta Realty Corp.   |
| Complete Family Eyecare, Ltd.              | Montgomery County Community College                          | Traci O'Connor Bookkeeping  |
| Complete Graphics, Inc.                    | Patrick J. Murphy & Associates                               | Tri County Toyota   |
| DeMedio's Building Maintenance, Inc.       | Norco Fire Company   | Universal Machine Co.   |
| Evans, Hauseman & Richard, Inc.            | North Coventry Township                                      | Video Ray LLC   |
| Express Data Systems, Inc.                 | Orlandow Law Offices, P.C.                                   | Visiting Angels   |
| Gerhart, Hartman & Ritner Insurance Agency | The Pennsylvania Community Development & Finance Corporation | Visiting Nurse Association of Pottstown & Vicinity                  |
| Glocker Realty and Insurance               | PeopleShare, Inc.  | Wanner Associates   |
| Gorski Engineering, Inc.                   | The Perkiomen School   | Whitegate Contracting Company                                       |
| Herbein + Company                          | Pottstown Area Health & Wellness Foundation                  | WrightBrain Design, LLC   |
| Heritage Coach Company, Inc.               | Pottstown Parks and Recreation Foundation                    |   |

**CHAMBER MEMBERSHIP ANNIVERSARIES**  
(ACCORDING TO TCACC RECORDS)

**HAPPY ANNIVERSARY**  
*to the following Members:*

**40+ YEARS**

- |   |   |  |
|---|---|--|
| <b>BB&amp;T</b>                               | <b>Exelon Nuclear</b>                       | <b>Pottstown Roller Mills, Inc.</b>                |
| <b>Borough of Pottstown</b>                   | <b>Fox Rothschild LLP</b>                   | <b>Reading Foundry &amp; Supply Co.</b>            |
| <b>Boyertown Oil and Propane</b>              | <b>P. Richard Frantz, A.I.A., Architect</b> | <b>Specht Realty, Inc.</b>                         |
| <b>Brookside Country Club</b>                 | <b>The Hill School</b>                      | <b>Twin County Construction Co., LLC</b>           |
| <b>Columbia Boiler Co.</b>                    | <b>Maillie LLP</b>                          | <b>Yergey, Daylor, Allebach, Scheffey, Picardi</b> |
| <b>Cappelletti Pinter &amp; Company, P.C.</b> | <b>O'Donnell, Weiss &amp; Mattei, P.C.</b>  |  |
|   | <b>Pottstown Hospital Tower Health</b>      |  |

**35 YEARS**

**Montgomery County Development Corp.**

**27 YEARS**

**West Pottsgrove Township**

**17 YEARS**

**Clark Industrial Supply**

**D.G. March and Associates/Enviromat Company, Inc.**

**The Lewis Group**

**Sanatoga Water Conditioning, Inc.**

**11 YEARS**

**Community Health & Dental Care**

**Synergy Environmental, Inc.**

**5 YEARS**

**Glass Slipper Concierge**

**1 YEAR**

**Amy's Upcycles, LLC**  
**Keller Williams Realty**

**Member Renewals**

Thank you to the following Members who renewed their commitment to make your Chamber a **PRIORITY!**

- |  |   |
|--|---|
| <b>American Crane &amp; Equipment Corp.</b>                  | <b>Herbein + Company</b>                  |
| <b>A. Jackson Ecker, Inc.</b>                                | <b>Hollenbach Home Center</b>             |
| <b>Bally Savings Bank, a Division of Ambler Savings Bank</b> | <b>Independence Blue Cross</b>            |
| <b>Berk International, LLC</b>                               | <b>Independence Planning Group</b>        |
| <b>Buttercup Beads</b>                                       | <b>The JT Dorsey Foundation</b>           |
| <b>Carr Chiropractic And Wellness, LLC</b>                   | <b>Klein Transportation</b>               |
| <b>Chestnut Knoll</b>  | <b>LegalShield</b>                        |
| <b>Cigas Machine Shop, Inc.</b>                              | <b>Meridian Bank</b>                      |
| <b>Colebrookdale Railroad Preservation Trust</b>             | <b>Patrick J. Murphy &amp; Associates</b> |
| <b>DaBrian Marketing Group</b>                               | <b>North Coventry Township</b>            |
| <b>C. Raymond Davis &amp; Sons, Inc.</b>                     | <b>Reading Fightin Phils</b>              |
| <b>FlagZone LLC</b>  | <b>Rick Linn, LLC</b>                     |
| <b>Fred Beans Ford of Boyertown, Inc.</b>                    | <b>Sanatoga Animal Hospital</b>           |
| <b>Fox Rothschild LLP</b>                                    | <b>Tompkins VIST Bank</b>                 |
| <b>Glocker Realty and Insurance</b>                          | <b>Traci O'Connor Bookkeeping</b>         |
|  | <b>YWCA Tri-County Area</b>               |



**TRICOUNTY AREA CHAMBER OF COMMERCE**

*Are you Celebrating 25, 50, 75 Years?*

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success.

Contact **Tarra James** at **610.326.2900** or **tarra@tricityareachamber.com**

**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



## Boyertown Area Progress Dinner

Wednesday, January 17

5—8:30 PM

La Massaria at Bella Vista Golf Course

Inclement Weather Date: January 24

Video Presentation by BASH students featuring an update on Building a Better Boyertown's Community Visioning Process and Planning for future direction

\$100 per Member ; \$900 per Member table of 10

\$150 per non-member; \$1500 per non-member table of 10

Platinum Sponsors:



To Register:

Scan the QR Code; log on to **Members Only**; call **610.326.2900**; visit [tricityareachamber.com](http://tricityareachamber.com); or email [kitty@tricityareachamber.com](mailto:kitty@tricityareachamber.com)

## BUSINESS CARD EXCHANGE



Chamber Members enjoyed networking on November 14 at the Pottstown Regional Public Library. The wine and beer bar featured literary connection to brewers and vintners. Grumpy's Handcarved Sandwiches provided delicious hors d'oeuvres. Attendees received a tour of the library's renovations and were able to meet the new Executive Director, Michelle Kehoe.

Sponsored by:



PottstownRegionalPublicLibrary  
Smile. Your knowledge is showing.

## NEXT BUSINESS CARD EXCHANGE

- Tuesday, January 23
- 4 – 6 PM
- Yucha Medical Pain Management & Chiropractic Rehabilitation, 435 W. Cedarville Rd., Pottstown 19465

Networking and refreshments with fellow Members! Sponsored by: Yucha Medical Pain Management & Chiropractic Rehabilitation  
No Charge to attend; Members Only; Reservations Appreciated

## BUSINESS OF THE MONTH

BUSINESS OF THE MONTH IS CHOSEN AT RANDOM THROUGH A BUSINESS CARD DRAWING AT CHAMBER EVENTS, OR BY PARTICIPATING IN OTHER CHAMBER PROGRAMS, SUCH AS SURVEYS. NOVEMBER'S BUSINESS OF THE MONTH WAS CHOSEN FROM MEMBERS WHO ATTENDED NOVEMBER'S MEMBERSHIP BREAKFAST.

*Barbara Akins*  
certified public accountant  
relationships. service. integrity



## BIG FIRM CAPABILITY. SMALL FIRM PERSONALITY.

Barbara Akins, CPA, has been preparing taxes, performing audits, and providing accounting services to individuals, businesses, municipalities, and non-profit organizations in the Boyertown/Pottstown surrounding area since 1991. Barbara opened her own Certified Public Accounting Firm in July 2015, which has allowed her to be even more committed to her clients' success! Many of Barbara's clients are smaller businesses and non-profits, who are required to "wear a lot of hats" at a time. After two years of having her own firm, Barbara understands that she is a **Business Owner, Accountant, Mom, Assistant, Sales Person, Janitor, and Marketing Director.**

In 2017, the Firm's second Tax Season, clientele increased 13%! They are presently preparing 400+ tax returns. The Firm also increased the number of audits that they perform by 33% - performing approximately 30 audits annually. Planning is everything when helping clients achieve their business objectives. A quick response to clients' questions and requests via phone and email allows the Firm to take these items off of their "To Do List" and move on to the next task. In return, clients can make decisions and move forward with other aspects of their business. If you tell Barbara and her associates to follow through on something, consider it done!

Barbara Akins understands that many clients see her as a "trusted advisor". As such, she is committed to improving her interpersonal skills via networking, collaboration, and communication. Owning a small firm does not mean that your resources must be small. She is continually looking

for other experienced, trusted, and respected professionals who are as equally committed to her client's success. Barbara has built relationships with other Certified Public Accountants that have other areas of expertise. Rather than viewing these CPAs as competition, she looks to them as resources to provide expanded services for clients. Payroll service companies, financial advisors, and banks are other professionals that she regards as assets to her business.

Barbara is a team player with a positive attitude. Cindy Mellor, with 15 years of experience, is seasoned Tax Professional and Auditor. As a valuable member of the team, Cindy received her Masters of Accounting and passed the CPA exam in the Spring of 2017. In preparation of the firm's third Tax Season, Barbara Akins Accounting Firm has recently expanded and hired Brittany Jones, who also has her Masters in Accounting. Brittany comes to Akins Accounting with two past tax seasons and audit experience, as well. Her attention to detail, creativity, personality, and commitment make her a perfect addition to the team.

Barbara considers it an honor to be a CPA. The clarity, consistency, transparency, and trust that is obtained by using a CPA is more important now than ever. For Barbara, QUALITY is not an act, it is a HABIT!

If you are looking for Relationships, Service, and Integrity in your tax preparer or auditor, don't hesitate to contact the firm of Barbara Akins, CPA at 484.321.3839 located at 835 Route 100 North, Bechtelsville and visit [www.akinsaccounting.com](http://www.akinsaccounting.com).

**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



## WOW – WOMEN OF THE WORKFORCE



Adrean Turner, December's WOW Speaker, gave a dynamic presentation on G.I.R.L. Power!



Over 60 women enjoyed an energetic WOW Luncheon on December 6 at the SunnyBrook Ballroom in Pottstown.

**Adrean Turner, Coach Adrean,** Career Fulfillment Expert, focused on **G.I.R.L.** She explained how it takes **GRIT, INSPIRATION, REBELLION** and **LEADERSHIP** abilities to secure a promotion, gain influence with male colleagues and successfully navigate workplace relationships.

**Sponsored by:**



## NEXT WOW LUNCHEON

Communication is key in great **Customer Service**. **Terese Brittingham**, Keller Williams Realty Group, and **Megan McKee**, Coventry Corners, will share their tips on great customer service.

**\$26 per Attendee (prepaid by 2/2);**  
**\$32 per Attendee (invoiced or after 2/2)**

- **Tuesday, February 6**
- **11:30 AM – 1 PM**
- **Brookside Country Club,** Prospect & Adams Sts., Pottstown 19464

## PRESIDENT'S MESSAGE

*(Continued from page 29)*

We have the results of our Strategic Planning session, that I referenced earlier, to share with you and for you to hopefully share with your contacts. If one of our focus areas, that will be shared in my President's Message email, on Tuesday, January 9, are of interest to you please do not hesitate to contact our office; we will be happy to keep you updated on that goal and/or would love your input and support if you would like to help on one of our task forces focused on these important goals defining our future.

Again, I cannot thank each of you enough for helping us celebrate 90 years!



Remember, you have a say in helping us define our next 90 years. The TriCounty Area Chamber of Commerce is your organization and we work for you - help us help you use your Membership as an extension of your business, to aid your staff, and as a reference and trusted business development resource!

WINTER IS COMING!  
TRANSPORTATION WEBSITES  
FOR INCLEMENT WEATHER

On average, there are over 5,748,000 vehicle crashes each year. Approximately 22% of these crashes - nearly 1,259,000 - are weather-related. Weather-related crashes are defined as those crashes that occur in adverse weather such as ice, snow, rain etc. \* Stay safe on the roads this winter by using these transportation websites:

**Phillytraffic.com**

See how the roads look before taking off on your journey by checking the live traffic cameras on Phillytraffic.com. Check to see if major roadways have been plowed and how traffic is moving through the several live cameras that monitor roadways such as, I-76, I-95, RT 422 and RT 202. The website can help you determine the best route to travel during adverse weather conditions.

**us202.com**

The U.S. 202 site consists of traffic alerts, updates and construction information related to U.S. 202 roadway. Check here for delays on 202 during inclement weather.

**422improvements.com**

The 422improvements provides traffic alerts, updates and construction information related to route 422. Check here for delays on 422 during severe weather conditions.

**WeareTDM.com**

Wearetdm.com provides the latest and most up to date transportation information. It also shares alternative transportation options to driving alone. If roadways aren't safe to drive check here to find other transportation options to get to where you need to be during the winter months.

For more information contact Stacey Henrich at GVF, shenrich@gvftma.com.

\*(Source: Ten-year averages from 2005 to 2014 analyzed by Booz Allen Hamilton, based on NHTSA data).

Stacey Henrich works as a TDM Manager at GVF. To reach Stacey by email: shenrich@gvftma.com, or by phone: (610)354-8899.

Women Owned  
Businesses

Over the past few years, the number of new women-owned firms launched has doubled in the United States. Pennsylvania is regularly in the top ten states when considering the number of women-owned businesses, with more than 300,000 firms. There are many targeted services for women in Pennsylvania who are seeking to start a business or enhance the success of an existing one.

The Small Business Development Centers have a business owners page specifically for women. For the SBDC, women-and jointly-owned businesses represent over half of their client base. By providing targeted training, coordinating roundtables, and creating networking groups, the SBDC seeks to enable women to flourish in starting and successfully running a small business. The Kutztown University, Lehigh University, Temple University, and Widener University SBDC branches serve the Montgomery, Chester, and Berks areas and have local offices to support each county.

Additionally, there are many grants that are targeted specifically towards woman. One specific grant is the Amber Grant for Women, a monthly Qualifying Grant of 500 dollars. Those who receive the Qualifying Grant of 500 dollars are also eligible to receive the 2,500 dollar Amber Grant at the end of the year. Each application is due at the end of the month.

The Women's Business Enterprise Council is a multi-state organization that serves Pennsylvania, Delaware, and southern New Jersey. The Council provides women-run businesses enterprise certification, targeted services that foster growth, and business opportunities that reach across state lines. There are various events held by the WBEC that are intended to allow for these activities. The next event focuses on listening to your business, and is designed to provide women business owners with critical evaluation tools to create a three-year vision plan. It is being held in Philadelphia on February 23 and costs 150 dollars.

Alex Rahn, Wannner Associates; 717.236.2050; arahn@wannnerassoc.com.

**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**



## CONFERENCE ROOM



No space to hold a seminar, meeting, or training?

Work out of your home and need a professional location to meet clients?

Save Time, Save Money with utilizing the Chamber's Conference Room.

Take advantage of the Chamber's easily accessible space, located conveniently in the heart of downtown Pottstown! The Chamber will set up the layout and amount of space you need – one room (approximately 8 people); two rooms (9-20), or all three conference rooms (20 - 30). The Chamber has a kitchen on site with coffee pots, refrigerator, microwave, and a Keurig.

**This is a free, Members-Only Benefit!**

For room availability, please contact Melissa at 610.326.2900 or melissa@tricityareachamber.com.

## FEATURED MEMBER BENEFIT OF THE MONTH

Additionally, if needed, the Chamber has:

- LCD Projector
- Laptop
- Screen
- TV & DVD/VCR
- Multiple Phone Jacks
- Phone
- Wi-Fi
- White Boards
- Flipchart/Easel



## NOVEMBER REFRESH

Members worked on refreshing "Networking" skills on November 15. "Super Connector" David Green, Sound Marketing Resources/Hold Time Advantage focused on: what to do before, during, and after networking events; new perspectives to increase success; and what to do with an Elevator Speech.

**NEXT REFRESH SEMINAR:**

**Friday, January 26, 8:30 – 10 AM, "Culture"**

## JOB POSTINGS

### LOOKING TO FILL A POSITION?

The Job Postings and Resume Service helps Members that are looking to fill a position by saving them *time* and *money*.

#### How to Post Your Job Opening

Companies who have posted Job Openings will be featured in a weekly email and in the *Route 422 Business Advisor*.

**Members:** It's easy to post your Job Openings!

– Login to Members Only on the Chamber website and click the "Jobs" tab on the left side module.

– Click "Add New Job Posting," fill in the description.

– Preview your posting by clicking "Preview" on the bottom of the page.

– Click the red "Save & Exit" button on the bottom to finalize your posting.

### LOOKING FOR QUALIFIED INDIVIDUALS?

Information from resumes the Chamber has received are announced at Membership Breakfasts and summarized in the *Route 422 Business Advisor*.

**Members:** Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work.

### Know someone looking for a job?

1. Have them send their resume to Melissa at melissa@tricityareachamber.com.

2. They can also go to the Chamber's website and view Chamber Members who currently have positions available at their company.

Chamber Members with job openings:

- **Family Services of Montgomery County** – In-Home Licensed Counselor/Social Worker (P/T)

## DECEMBER SPONSORS — THANK YOU!

Coffee Sponsor:



Mini Newsmagazine Insert Sponsor:



**It's as easy as 1-2-3 or ABC – Always Buy Chamber!**