



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.

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

152 E. High St., Suite 360,
Pottstown, PA 19464
• TEL: 610.326.2900
• FAX: 610.970.9705

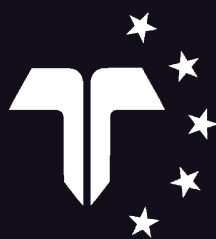
• EMAIL:
info@tricountyareachamber.com

Michele Barrett, Events & Marketing Director
michele@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

Gregory Glenn, Member Relations Director,
gregory@tricountyareachamber.com

Melissa Shainline, Communications and
Administrative Director,
melissa@tricountyareachamber.com



TRICOUNTY AREA CHAMBER OF COMMERCE



PRESIDENT'S MESSAGE

START 2019 OFF RIGHT – LEVERAGING THE POWER OF YOUR MEMBERSHIP!



Membership has its benefits:

• Complimentary exposure for your business:

- Online listing in Membership Directory at tricountyareachamber.com – is your listing correct and complete?
- Display your materials in brochure rack and business card rack at Chamber Office
- Submit press releases for visibility on Chamber website and social media posts

• Credibility – let customers know you are a Member

- Decal – 2019 Chamber Member Decals will be distributed soon
- Membership Certificate – yours to display proudly
- State “Proud Member of...” and use TriCounty Chamber logo – place on website. On letterhead, in email signature

• Join the Chamber community

- Received a list of fellow Members to contact as potential future customers – a new list will be sent

• Complimentary event attendance:

- At your first Membership Breakfast, be introduced as a new Chamber Member
- Renew your Membership and attend a Membership Breakfast as our guest
- Watch for your invite to the luncheon that coincides with your renewal month and join new and existing members at a Membership Anniversary Luncheon
- Network monthly and build new relationships at business card exchanges – next Business Card Exchange is Tuesday, January 22 from 5 – 7 PM at Community Health and Dental Care, Pottstown
- Monthly educational workshops on various topics to refresh you and your staff – next Refresh Friday is on Friday, January 25, from 8:30 – 10 AM – How to Kick the Crap Out of LinkedIn

...And so much more!

MAKING A DIFFERENCE IS WHAT WE DO!

WELCOME APPROVED NEW MEMBERS!

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

PaBella Italia Pizzeria & Italian Kitchen
2209 E. High St.
Pottstown, PA 19464
610.970.0700

www.bellaitaliapizza.com
*Caterers/Banquet Services;
Restaurants/Clubs*

Bella Italia is a family-owned, lively restaurant in the heart of Lower Pottsgrove, Pa. We are conveniently located on East High Street. We are modern in approach and Italian in spirit! We always use the best ingredients and provide a great atmosphere. We are looking forward to serving you!

**Ervin White Beauford
Funeral Service, P.C.**
1133 E. High Street
Pottstown, PA 19464
610.327.4546

www.ewbfunerals.com
Funeral Homes

We are a full provider of funeral and cremation goods and services. We provide professional advice, service and accountability to families in their season of bereavement. We also offer pre-arranged funeral packages.

Goose's Montecristo Cigar Lounge
250 W. Ridge Pike
Limerick, PA 19468
484.902.8770

www.cigargoose.com

Retail Sales

Goose's Montecristo Lounge and Tobacconist, located in Limerick, PA, embraces the slogan of the cigar industry "relax and enjoy a cigar"... helping our members and customers relax after a hard day's work.

Keller Williams Realty Group
2069 Orlando Rd.
Pottstown, PA 19464
610.850.2128

www.facebook.com/RachaelRWRealtor
Real Estate - Residential

I'm a Licensed Realtor. My husband and I are also beginner investors and flippers along with being very active in the Pottstown area community.

Loughin Real Estate
100 Campbell Blvd, Suite 106
Exton, PA 19341
610.705.2200

www.ourteamyourdream.com

*Real Estate - Commercial/Industrial;
Real Estate - Residential*

We are a local real estate team with a focus on creating a community through connecting people.

Majestic Glamour Nails & Spa
1126 Town Square Rd.
Pottstown, PA 19465
267.945.1268

majestic-glamour-nails-spa.business.site
Salons - Hair/Nail and Skin Care/Tanning
Highly qualified nail technicians for manicures & pedicures.

Parma Pizza
600 Heritage Drive
Pottstown, PA 19464
484.941.0888

www.parmapizzapottstown.com

*Caterers/Banquet Services; Food Products;
Food Products - Specialty;
Restaurants/Clubs*

Great food, great prices. Fast and friendly service, family owned!

Pottstown's Own Meat Market
55 E High St.
Pottstown, PA 19464
610.326.0900

pottstownownmeatmarket.com

Food Products; Food Products - Specialty
Pottstown's Own Meat Market is a wholesale/retail butcher shop. We sell chicken, turkey, beef, lamb, and goat.

Ron's Crooked Hill Tavern
1271 N. Sanatoga Station Road
Pottstown, PA 19464
610.326.5500

www.ronscrookedhill.com

*Food Products; Hotels/Motels/Bed and
Breakfasts; Restaurants/Clubs*

Ron's is a family owned & operated American style tavern & restaurant. We provide a relaxed atmosphere & specialize in quality comfort food & beverages.

Speck's Drive In
3969 Ridge Pike
Collegeville, PA 19426
610.489.2110

www.speckschicken.com

*Food Products; Food Products - Specialty;
Restaurants/Clubs*

Speck's Drive-In has been a family owned and operated establishment since 1953. Our broad menu offers flexible ordering of our award winning Broasted® chicken, sandwiches or daily specials. We also offer a large selection of side dishes, including garden salads & our secret recipe coleslaw. We are the perfect solution for various dining needs — meals on the go, an inexpensive family dinner out, entertaining or organization meetings.

Traveling Nurses LLC
509 S 12th St
Reading, PA 19602
484.755.5482

www.travelingnurses1.com

*Home Care Services - Seniors; Home
Health Care Services*

Home care agency - personal services, house-keeping

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

41+ YEARS

BB&T
Borough of Pottstown

Boyertown Oil
and Propane

Brookside Country Club

Columbia Boiler Co.

Cappelletti Pinter &
Company, P.C.

Exelon Nuclear

Fox Rothschild LLP

P. Richard Frantz,
A.I.A., Architect

The Hill School

Maillie LLP

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

Pottstown Area
Industrial
Development, Inc.

Pottstown Hospital
Tower Health

Pottstown
Roller Mills, Inc.

Reading Foundry &
Supply Co.

Specht Realty, Inc.

Twin County
Construction Co., LLC

Yergey Daylor.
Allebach.Scheffey.
Picardi

15 YEARS

Furniture Soup, Inc.

5 YEARS

Berks Career and
Technology Center

Foundation for
Boyertown Education

Janet Flack -
EXP Realty, LLC

Lily's Grill

My Dad's Flooring

1 YEAR

1031 CORP.

*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 Farrell** at 610.326.2900 or tarra@tricitycount-yareachamber.com

Member Renewals

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

American Crane &
Equipment Corp.

Building a Better
Boyertown

Cigas Machine
Shop, Inc.

Comcast

Complete
Graphics, Inc.

CzarStar Security

A. Jackson Ecker, Inc.

Fred Beans Ford of
Boyertown, Inc.

Glocker Realty
and Insurance

Hollenbach
Home Center

Independence
Planning Group

Keystone Villa at
Douglassville

Klein Transportation

LegalShield

North Coventry
Township

O'Connor Investment
Company, LLC

PA Office of Vocational
Rehabilitation

Patrick J. Murphy
& Associates

The Pennsylvania
Community
Development &
Finance Corporation

Premier Orthopaedics:
Brandywine Institute of
Orthopaedics Division

Rick Linn, LLC

Stored Energy
Concepts, Inc.

Tompkins VIST Bank



TRICOUNTY AREA
CHAMBER OF COMMERCE

THANK YOU!

**2018-2019
Connections Partners:**



2018-2019 Commerce Partners:



MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS SPOTLIGHT

January's Business Spotlight is Community Health & Dental Care. Learn more about them at the event on Tuesday, January 22 from 5-7 PM, located at 351 W. Schuylkill Rd. in Pottstown!

Our NEW LOCATION as a One-Stop-Shop!



**The Coventry Mall, 351 W. Schuylkill Road, Pottstown, PA 19465
(Next to Dick's Sporting Goods)**

MON 8-8 • TUES-THURS 8-7 • FRI 8-5 • SAT 8-3

**In collaboration with
Pottstown Hospital
we would like to
introduce...**



Dr. Robert Nielson



Dr. Beth Maisel



Dr. Elisa Ross

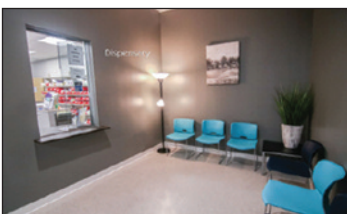
Additional locations: 800 Heritage Drive, Suite 802, Pottstown, PA 19464
(MON 8-5 • TUES & WED 8-6 • TH 8-8 • FRI 8-4) and

700 Heritage Drive, Suite 701, Pottstown, PA 19464 (TUES 8-7 • WED 8-5)

**PHONE: 610-326-9460 FAX# 610-222-5006
OB/GYN PHONE: 484-941-9989 FAX # 610-222-5006
WWW.CH-DC.ORG**

**We are the recipient of the 2018 Community Impact Award, presented by
Pottstown Hospital, Tower Health and Tri County Area Chamber of Commerce.**

*Our services include: Medical, Dental, Vision, Pediatrics, OB/GYN Prenatal,
Behavior Health Services, Substance Abuse Support, Case Management,
Referral Assistance, Healthcare Discounts, Nutrition Services, Medication Dispensary,
After Hours Service and Walk-In's (for established patients).*



**FREE TRANSPORTATION
for existing patients**

**Most Major Medical and
Dental Insurances Accepted.**



ALWAYS BUY CHAMBER

Don't forget to support your fellow Members by **Always Buying Chamber!**

We thought we would make it easier for you by listing Members under their primary categories. Check future issues of the *Route 422 Business Advisor* for more categories – and more Members to connect with!

Salons – Hair/Nail & Skin Care/Tanning

- Lisa's Ultimate Image
- Lords & Ladies Salon and Medical Spa
- Lords & Ladies Salon and Medical Spa - Douglassville
- Lords & Ladies Salon and Medical Spa - Gilbertsville
- Lords & Ladies Salon and Medical Spa - Pottstown
- Reflections Hair Designs
- Salon Evolve
- Virtual Essence Hair Design

Schools/Colleges/Education

- Alvernia University
- Berks Career and Technology Center
- Boyertown Area School District
- The Hill School
- Montgomery County Community College
- Owen J. Roberts School District
- Perkiomen School
- Pottsgrove School District
- St. Bonaventure University Online
- Ursinus College
- Western Montgomery Career and Technology Center
- Wyndcroft School

Senior Services

- Chestnut Knoll
- Visiting Angels

Signs/Banners/Flags

- FASTSIGNS
- Graber Letterin' Sign Co.

Social Services

- Chester County Food Bank
- Family Services of Montgomery County

Software Design/Programming

- CODY Systems
- Gateway Ticketing Systems, Inc.
- Midcore Solutions

**A complete list of members
can be found on the online
business directory at
tricountyareachamber.com.**



WINTER CONSIGNMENT TICKETS

FEATURED MEMBER BENEFIT OF THE MONTH



Ski and Winter Attractions are available – current discounts include:

- Adventure Aquarium
- Bear Creek Mountain Resort
- The Crayola Experience
- The Franklin Institute
- Hersheypark – Christmas Candy Lane
- Jack Frost Big Boulder
- National Aquarium
- Reading Fighting Phils
- Santander Arena & Performing Arts Center

Contact Melissa at 610.326.2900 or melissa@tricoutnyareachamber.com to get a full list of available discounts.

MAKING A DIFFERENCE IS WHAT WE DO!

DECEMBER MEMBERSHIP LUNCHEON

GATHERING OF GRATITUDE

In December, Chamber Members gathered for a special Gathering of Gratitude Luncheon at the Western Career and Technology Center. The delicious luncheon, prepared by students at the Technical Center, was free thanks to our sponsor Exelon.

Members learned about new initiatives and committees they can be involved in. Committees looking for participants include:

- Pro Business Council
- Membership Committee
- Family Business Task Force
- Lead Engage Young Professionals (LEYP)
- Women of the Workforce
- Business/Education Partnership
- Partnerships and Special Projects Group

THANK YOU TO OUR SPONSORS:



Exelon Generation®

610.718.3025; www.exeloncorp.com/PowerPlants/limerick/Pages/profile.aspx

Exelon does business in 48 states, the District of Columbia and Canada. Wherever we are, we work with local employees, customers, government officials and the public to design strategies that leave each community better than we found it. Exelon employs people and supports volunteer programs that matter to them.



610.796.8228; www.alvernia.edu

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.



610.326.5413; www.pottstownarearapidtransit.com

Pottstown Area Rapid Transit is a publicly owned and privately operated transit system serving the Borough of Pottstown and surrounding areas.



610.495.6204; www.schultztechnology.com

Established in 2000, **Schultz Technology** was founded on the principle of making customer service the number one priority. Our team is standing by to help you 24 hours a day 7 days a week with all your technology needs.



December's Luncheon reached full capacity at the Western Career and Technology Center!



New Members (L to R): Patricia Pasley-Glover, Tricia's Trinkets & Treasures; Jenna Stouch & Nena McMillin, Mike's Brick Oven Pizza; Desiree McCarty, Hilltop Drive-In, Inc.; Frank Rezza, Coventry Neighbors Magazine; LeVioe Howard, Byrd's BarBeQue; and William Baird, Bair's Catering LLC.

One of the breakfast sponsors, PART, collected donations for their Take PART Give Back initiative.



NEXT BREAKFAST:

- Thursday, January 10 – Economic Forecast
- 7 – 9 AM at Copperfield Inn at Lakeside

MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

Thurs., Jan. 10

7-9 AM

Economic Forecast Breakfast

Copperfield Inn, 594 W. Ridge Pike, Limerick, 19468

2019 is here and we are excited to be able to discuss the economic outlook of the new year with several individuals from Tompkins VIST Bank and Insurance. These professionals include an investment officer, portfolio manager, economist, and a technical analyst. Their professionals will be giving a brief presentation on the economic pulse of the nation followed by Q & A session. Please feel free to email us your questions for these individuals ahead of time!

\$26 per Member (prepaid before 1/3); \$32 per Member (invoiced or after 1/3); \$50 per non-member

Sponsored by: Tompkins VIST Bank and Tompkins VIST Insurance

Weds., Jan. 16

12-1 PM

Discover Leadership Tri-County

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

Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. *Now enrolling for the Class of 2020!*

Free; Registration Requested

Thurs., Jan. 17

8:30-9:30 AM

Legislative Coffee

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

All of our legislators for the TriCounty Area have been invited to attend this morning coffee event. Come out and join us in welcoming the new legislators as well as the incumbents from the previous year. This is your opportunity to have a one-on-one conversation with the legislators to discuss your business and network!

Members Only; No Charge; Registration Appreciated

Sponsored by: Montgomery County Community College

Fri., Jan. 18

8:30-10 AM

Leadership Alumni Executive Series: Part 1

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

Through this exclusive and intimate event, gain valuable insight from three top leaders in our region and learn how they develop leaders among their staff and gain influence in the community by serving others. Featured Panelists: **Rich Newell**, CEO, Pottstown Hospital Tower Health; **Scott McDevitt**, President/CEO, Translogistics, Inc.; and **Rich Graver**, Chief Lending Officer, The Victory Bank.

Leadership Alumni Only; Free Event

Contact Jennifer O'Donnell at 610.326.2900 to register.

Tues., Jan. 22

5-7 PM

Business Card Exchange

Community Health & Dental Care, 351 W. Schuylkill Rd., Pottstown 19465

Community Health and Dental Care provides affordable, accessible, and quality healthcare to everyone regardless of insurance status. Come out and tour the new facility at the Coventry mall and see all that they do for the community!

Members Only; No Charge; Registration Appreciated

Sponsored by: Community Health & Dental Care

Fri., Jan. 25

8:30-10 AM

Refresh Friday: How to Kick the Crap Out of LinkedIn

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

Selling, Hiring and Growing in the Digital Age. Stop wasting time online and start making more money. Featuring Guest Speakers: **Ed Burns**, LinkedIn and Social Media Expert; and **Don Carrick**, Corporate Photographer and Facial Expression Coach.

Members Only; No Charge; Registration Appreciated+

Tues., Jan. 29

8-9 AM

Discover Leadership Tri-County

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

Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. *Now enrolling for the Class of 2020!*

Free; Registration Requested

SAVE THE DATES

Tues., Feb. 5

4-6 PM

Business Card Exchange

Keller Williams Realty Group, 542 N. Lewis Rd., Limerick 19468

Come mix it up with the Keller Williams Realty Group! Take a night to come mingle with the membership at their office on N. Lewis Road. Office tours will be available throughout the evening along with some amazing food and beverage being offered. Come find out why *Entrepreneur* magazine recently ranked Keller Williams as the No. 1 real estate franchise.

Members Only; No Charge; Registration Appreciated

Sponsored by: Keller Williams Realty Group

Tues., Feb. 12

5-8 PM

Women's Roundtable: inspired

Brookside Country Club, 850 N. Adams St., Pottstown 19464

\$35 per attendee (prepaid before 2/5); \$40 per attendee (invoiced or after 2/5); \$250 per table of 8

Sponsor: YWCA Tri-County Area

Additional Business Development Opportunities Available

Fri., Feb. 22

8:30-10 AM

Refresh Friday: Advocacy

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

Peggy Lee-Clark, Executive Director of Pottstown Area Industrial Development, Inc. will present on **Advocacy**.

Advocacy is a powerful tool that ranges from grass-root efforts to well-oiled machines. When effective it inspires positive change. Unfortunately, professionals don't always understand the process which is why it isn't always successful.

Members Only; No Charge; Registration Appreciated

Thurs., March 7

7-9 AM

Membership Breakfast: Shoestring Marketing

TBD

More details to come.

\$26 per Member (prepaid prior to 2/28); \$32 per Member (invoiced or after 2/28); \$50 per non-member

Sponsors: Alvernia University; Tompkins VIST Bank

Additional Sponsorship Opportunity Available

Weds., March 20

5-8:30 PM

Boyetown Area Progress Dinner

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

More details to come.

\$100 per Member; \$900 per Member table of 10; \$150 per non-member; \$1,500 per non-member table of 10

Platinum Sponsor: Tompkins VIST Bank

Additional Sponsorship Opportunities Available

Call Michele Barrett, Events & Marketing Director for more information or to sponsor an event.

610.326.2900

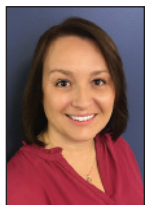


Scanning this QR code will take you to the event's page.



Register today; connect tomorrow. Visit tricountyareachamber.com or call 610.326.2900.

MEET THE NEW CHAMBER STAFF MEMBER



Michele Barrett

The TriCounty Area Chamber of Commerce is excited to introduce our new Special Events & Marketing Director –Michele Barrett.

Michele started her employment with the TriCounty Chamber on Tuesday, December 4, 2018. Michele will primarily be responsible for planning and execution of all Chamber events including but not limited to Business Card Exchanges, Membership Breakfasts, and Refresh Fridays. She will also design and facilitate all annual events such as the Legislative Coffee, College Fair, and the Boyertown Area Progress Dinner. Michele will be your business-to-chamber contact for marketing of all events. We look forward to Michele's contributions to the Ambassador Program, Women of the Workforce Program, Family Business RoundTable, and Lead Engage Young Professionals.

Michele earned her M. Ed in Curriculum and Instruction as a Teaching Fellow at the University of Missouri-Columbia. She enjoyed teaching middle and high school English and Language Arts for seven years, in part teaching in the Antietam School District, before dedicating her time to raising her children, Grace who is now 16 and Nicholas who is now 13.

During her years as a "stay-at-home parent," Michele started a nonprofit organization, Walk Bike Berks, and served the tri-county area as a transportation education and equity advocate at the local, state, and national level. Michele says she is delighted that her early work as a grant writer for the Pottstown School District's Safe Routes to School program was able to serve as a small component of the overall success that has led to the new bicycle and pedestrian network throughout the Pottstown area. She went on to become the first Executive Director for PA Walks and Bikes. She served both leadership roles until her family made the move to Montgomery County in 2010 where Michele served on the board of directors for Building a Better Boyertown. She offered her help as a temporary full-time Main Street Manager to the BBB while the established Manager, Adrienne Blank was on leave for a short time.

In 2014, Michele went on to serve as the Colebrookdale Railroad Preservation Trust's Assistant Director. Michele is delighted to have the opportunity to currently serve on the Pennsylvania's Americana Region's visitor's bureau's ADA/Autism Friendly Committee. The work will enable the bureau to launch a new website page and print resources to highlight businesses and destinations in our region that provide ADA and autism-friendly infrastructure and supports.

Michele looks forward to being a vital part of the tri-county region and contributing to the growing success of the ongoing business development.



TRICOUNTY AREA
CHAMBER OF COMMERCE



A TriCounty Chamber Story...

They helped me grow and I still get business every day from the chamber. I believe we're only as good as our chamber, locally, referring other business and buying local I truly believe in that .



Baran Schultz,
Owner,
Schultz Technology

Check out TCACC Member Benefits by scanning the QR Code: see how we can *Make a Difference* in your organization

tricountyareachamber.com; 610.326.2900



ECONOMIC FORECAST BREAKFAST



We are excited to be able to discuss the economic outlook of 2019 with several individuals from Tompkins VIST Bank and Insurance. These professionals include an investment officer, portfolio manager, and economist. Their professionals will be giving a brief presentation on the economic pulse of the nation followed by Q & A session.

JANUARY 10

7 - 9 AM

COPPERFIELD INN

\$26.00 on or before 1/3
\$32.00 invoiced after 1/3

To register call 610.326.2900 or visit tricountyareachamber.com

TOMPKINS
Insurance Agencies

SPONSORED BY:

TOMPKINS
VIST Bank

MAKING A DIFFERENCE IS WHAT WE DO!

'PLANNING' TO REDUCE TRAFFIC CONGESTION

We have all seen it...and felt it. The snows of last winter and the rains of the spring and summer paused—for only a short time—the 'march of construction equipment'! Cranes, dump trucks, concrete mixers and excavators seem almost as dense as our passenger vehicle traffic.

All over our region, the combination of the enlivened economy and interest rates have contributed to a surge in the construction and re-development of both single family and multi-family residential units from all corners of Montgomery and Chester counties. Hard to believe that while we may have gotten used to the cyclical nature of roadway repair and bridge reconstruction along our most congested arteries, once off the highways, we also face the construction vehicles on our hometown roads.

A simple question may have already crossed your mind.

If we are paying to widen and improve our major roadways and approving the building of residential projects along our corridor... won't traffic just continue to get worse?

It is a very valid point for discussion.

While Townships can limit development with moratoriums based on issues like the lack of available capacity for sewage



conveyance and treatment and water, they cannot deny a property owner's right to develop his or her property because of potential congestion issues related to a lack of planning along transportation corridors.

New development certainly has many positive elements to offer any township or municipality. Increased tax revenue and revitalization of areas are the most obvious. However, new development and redevelopment projects also allow Townships to 'piggy-back' and cooperate on improvements that developers make to their communities—creating greater benefits and more efficient use of township funds.

How should municipalities handle the challenges of this growth—especially in the arena of traffic congestion?

The answer lies in 'planning'. Townships and municipalities who regularly look at

the current and future needs of their communities and address them in their planning documents position themselves successfully for the inevitable periods of economic growth and recession. Updates to Comprehensive Plans and Zoning Codes allow townships to begin the process of planning for the increased amount of vehicle trips associated with growth and redevelopment.

More specifically, codes and planning guidance material can be reviewed with the intent of incorporating transportation demand management (TDM) ordinances. TDM is a method of addressing the very real impacts of traffic congestion in our communities by advocating for multi-modal mobility options that reduce the use of single-occupant vehicles. TDM measures include trail use, walking, biking, van pooling, carpooling and other incentives.

TDM ordinances can include incentives for developers who can verify that elements of their proposed plan reduce the number of vehicle trips or penalize those developments that have not considered the broad impact of TDM in their communities.

Other types of ordinance implementation could include complete streets ordinances (advocating for the incorporation of pedestrian and bike-friendly paths along proposed circulation routes) and transit benefit ordinances (incentivizing employers moving into a community to offer monetary benefits to those employees who use alternate methods of commuting).

The benefits of reduced congestion and more efficient transportation networks are many. Increased

productivity, reduction in physical and emotional stress and an improved quality of life are just a few of these benefits. Get involved with your local government by attending public meetings and asking questions about how changes to your community might be improved by considering TDM measures in planning decisions.

For more information on Transportation alternatives visit wearetdm.com.

Anita Nardone, PE, Director of TDM Planning, GVF. To reach Anita Nardone by email: Anardone@gvftma.com, or by phone: (610)354-8899.

LEGISLATIVE COFFEE

TRICOUNTY AREA CHAMBER OF COMMERCE
CONFERENCE ROOM

JANUARY 17TH
8:30AM-9:30AM

ALL OF OUR LEGISLATORS FOR THE TRICOUNTY AREA HAVE BEEN INVITED TO ATTEND THIS MORNING COFFEE EVENT. THIS IS YOUR OPPORTUNITY TO HAVE A ONE-ON-ONE CONVERSATION WITH THE LEGISLATORS TO DISCUSS YOUR BUSINESS AND NETWORK!



SPONSORED BY:



MONTGOMERY
COUNTY COMMUNITY COLLEGE

MAKING A DIFFERENCE IS WHAT WE DO!

WOMEN OF THE WORKFORCE

Women in the area had a great WOW Holiday Networking event on December 12. It was a wonderful afternoon of networking and holiday festivities. The Carousel at Pottstown was beautifully decorated and put everyone in the holiday spirit. Thank you to everyone who came out and made this event a success!

Sponsored
by:
Citadel
Banking with one focus. You.



NEXT WOW EVENT:

- Women's Roundtable: InspiRED
 - Tuesday, February 12 from 5 – 8 PM
 - Brookside Country Club, Pottstown
- \$35 per attendee (prepaid by 2/5); \$40 per attendee (invoiced or paid after 2/5); \$250 per table of 8



Holiday Party

On December 6, young professionals in the tri-county area gathered at the Red Horse Motoring Club to support two deserving families through donations of gifts to The Salvation Army of Pottstown. Red Horse Motoring Club provided a gorgeous venue to create connections, build community, and support commerce. Sincere appreciation goes to the following businesses for their generous donations of food and beverages:

Lily's Grill; The Avenue; Juan Carlos; Sly Fox; Amruth Brewery; McDonald's – Pottstown; Giuseppe's Cafe & Pizzeria; Wolf, Baldwin & Associates, P.C.; Pottstown Area Industrial Development; Louette's BYO; Pottstown Area Health & Wellness Foundation

Thank you to everyone who made this event a success! Stay tuned for more exciting events and programs for LEYP!



Lead | Engage |
Young | Professionals
Network of Leaders, Professional Development,
Volunteerism, Community Action.



MAKING A DIFFERENCE IS WHAT WE DO!

RIBBON CUTTINGS

**Weidner's
Deli,**
12 S. Reading
Ave.,
Boyertown,
PA 19512



Donut NV,
194 S. Hanover St.,
Pottstown,
PA 19464

Celebrate your new business or new location by hosting a Ribbon Cutting/Grand Opening. The TriCounty Area Chamber of Commerce provides this complimentary service to ALL businesses in the tri-county region.

For more details or to schedule your Ribbon Cutting, please contact Michele Barrett, Events & Marketing Director, at 610.326.2900 or michele@tricountyareachamber.com.

2018-2019 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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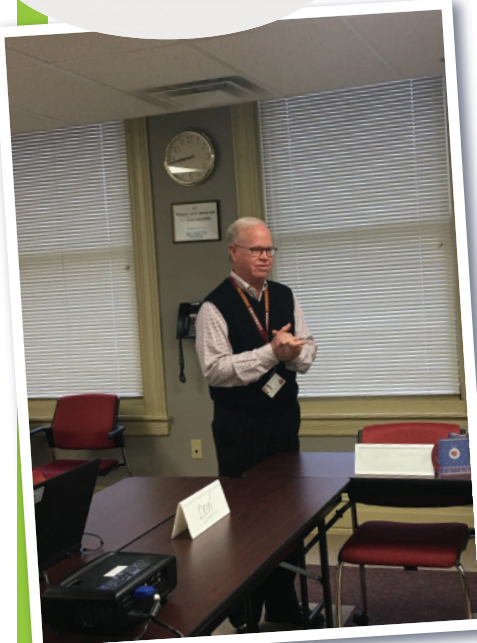
Frank Strunk, Tompkins VIST Bank

Refresh

REFRESH FRIDAY - DECEMBER

December's
Refresh Friday focused on
Strategic Management.

Donald Schalk,
Director of Business &
Corporate Development,
Alvernia University,
discussed the execution side
of strategic management
and how to ensure success
with the daily realities of
budget cuts and competing
priorities using various
tools and techniques.



NEXT REFRESH SEMINAR:
Friday, January 25, 8:30 – 10 AM,
"How to Kick the Crap Out of LinkedIn"

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 QUALI- FIED 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@tricountyareachamber.com.
2. They can also go to the Chamber's
website and view Chamber Members
who currently have positions available
at their company.

MAKING A DIFFERENCE IS WHAT WE DO!

Leadership

TRI-COUNTY

A DECEMBER TO REMEMBER

A Blog Post by Class of 2019 participant, Jenn Ulrich, Pottstown Hospital Tower Health

'Tis the season to be jolly. It's the time of year when most people are looking forward to spending time with family and friends. Children are doing the countdown to see what *Santa* has left them under the tree. So often we get caught up in "ourselves" that we forget those who have lost a loved one, a job or any other hardship this time of year. Today I was able to walk through the Pottstown Community and embrace what this time of year truly means. *The Tri-County Leadership Class of 2019* braved the cold and witnessed some of the great things local non-profits are doing for the community.

I have worked in Pottstown for over 5 years and never knew about the *Steel River Playhouse* located down on High Street. Standing in the main lobby I felt the same excitement and joy I get before seeing a show in the "City". The volunteers and performers have a true passion for the arts and it shows through all of their hard work. A few of us left there planning our next girls' night out for a show and a glass of wine! Little did we know that our next stop at the *Salvation Army* would introduce us to some of the sweetest people, who reinforced there are still kind-hearted human beings. We jumped right in to help with the donations and sorting of food etc. There was a sense of warmth and love in the center, one that you feel when you are around family. Our last stop pulled on my heart strings – the *YWCA Tri-County Area*. Our youth are the future leaders and it all starts at a young age. Walking through seeing the safe place the children have to learn and flourish was amazing. Being greeted with hugs and smiles made me want to continue along my journey of becoming the best leader possible.

At the end of the day, I drove home with a larger sense of purpose, knowing that I want to open doors for others. The words of my grandmother ringing in my ears — it takes a village...



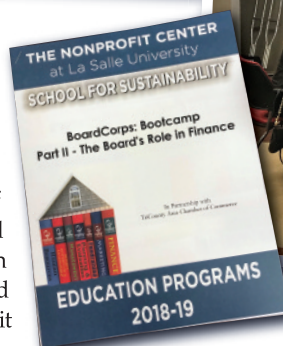
Steel River Playhouse



YWCA Tri-County Area



Part 2 of 3 BoardCorps: Bootcamp



JOIN THE CLASS OF 2020!

Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. Now enrolling for the Class of 2020. Applications due June 30, 2019. Class starts in September.

Learn More!

Register for an Info Session!

WEDNESDAY, JANUARY 16th 12 – 1 PM

or TUESDAY, JANUARY 29th 8 – 9 AM

Call 610.326.2900

Lunch provided by:



For more information on Leadership Tri-County, contact Jennifer O'Donnell, IOM, Director, at 610.326.2900 or jennifer@tricityarea.com.



Volunteering at the Salvation Army in Pottstown



EXECUTIVE SPONSORS



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MAKE AN IMPACT – JOIN THE CLASS OF 2020!