

FOCUS ON READING & BERKS BUSINESS



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Berks Digital, Inc.

CELEBRATING 16 YEARS IN BUSINESS

A family owned business founded in 2005, Berks Digital has grown and continues to invest in the state-of-the-art printing technologies. Recently updating our printers and adding computerized large format cutting by COLEX® for custom shape cutting of signs, decals, displays and added automation and accuracy in finishing.

Offerings include small format printed materials that businesses use, such as brochures, flyers and mailings. 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." Dedicated to Excellence.

Berks Digital Inc. is located at 2620 Hampden Boulevard, Reading PA. For additional information, please call 610.929.1200 and visit www.berksdigital.com.

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16
 YEARS

610.929.1200 • BerksDigital.com

HEAVY EQUIPMENT TRAINING OPEN HOUSE

JUNE 12TH | 10:00am - 2:00pm
 OLEY CAMPUS



NOW ENROLLING ADULT STUDENTS
 6 WEEK TRAINING PROGRAM
 CLASSES BEGIN JUNE 28TH

BerksCareer.com/ACE
 610-743-7630



Berks Career & Technology Center Heavy Equipment Operations Program

According to the Bureau of Labor Statistics, the demand for trained Heavy Equipment Operators in Berks and surrounding counties is projected to grow by six percent through 2028. Recognizing the need for Operators, Berks Career & Technology Center developed a state-of-the-art program designed to help fill these open positions. As one of the few Career and Technical Education Centers that offer Heavy Equipment Operations, BCTC offers this program to high school and adult students.

BCTC's Heavy Equipment Operations program begins with jobsite safety and basic maintenance. Theory lessons are delivered at the BCTC East Campus in Oley. Students learn to operate the controls and gears on an advanced simulator before moving to real equipment in a local quarry. There, students operate several pieces of heavy equipment and gain



extensive field practice while work in different weather conditions.

Graduates of the program earn a BCTC Certificate of Completion, a 10-hour OSHA and a PennDOT flagger certification.

An adult student open house is scheduled for Saturday June 12th from 10am to 2pm at the BCTC's Oley campus located at 3307 Friedensburg Road, Oley. For more information contact BCTC Continuing Education at 610.743.7630 or visit www.berkscareer.com/ACE.



Alvernia's Reading CollegeTowne

SLATED TO OPEN AUGUST, 2021

Alvernia's \$20 million renovation project on its newly acquired building at 401 Penn Street in Reading is nearing completion. The facility, which will house the university's new engineering majors, expanded business and communications programs, modern residences, a TV studio, an esports suite, Alvernia's O'Pake Institute for Economic Development & Entrepreneurship, and a Starbucks®, will serve as the hub of the university's Reading CollegeTowne initiative.

This new metro-complex expands Alvernia's campus into the center of downtown in what will be the university's largest facility. The educational experiences students will gain there will make it possible for students to develop marketable skills working with global businesses, build professional networks and have a strong hand in breathing magic back into a city that many have grown up loving. "CollegeTowne is probably the most complex, multifaceted initiative you could take on at a midsize university," said President John R. Loyack. The project's overarching goal is to reenergize economic development in downtown Reading and to do so in ways that support the university's expansion into new technical majors while growing its transformational mission. It calls for establishing a significant physical presence for Alvernia downtown, creating a student-centered business incubator to provide guidance and support to new businesses as they work to get up and running, revitalizing our college of business and communications, introducing engineering, E-sports, and other academic programs, while giving an urban living experience to our students.

Student Fellows (some of Alvernia's best and brightest) are already working with local businesses and entrepreneurs through the O'Pake Institute's business incubator. More than 20 student fellows have engaged with over 50 companies on real-world projects ranging from social media campaigns to developing licensing agreements to creating industry playbooks. One team assisted a client through the process of business entity formation and trademarking. Another team worked with a pre-revenue client to implement a digital marketing campaign. Fellows on the O'Pake Institute's Intellectual Property Committee use cutting-edge IP software to create IP portfolios for clients in the incubator.

"The O'Pake Institute is addressing the multiple needs of emerging businesses by creating a whole ecosystem to support them, while enhancing our students' learning," said Alvernia Senior Vice President and Provost Glynis Fitzgerald. "The students gain tangible skills and the businesses benefit from receiving services they wouldn't otherwise be able to pay for. The O'Pake Institute puts all the different pieces together for success, whether it's a new business, a business trying to grow or a business trying to navigate through the COVID-19 environment."

Alvernia's 401 Penn Street property is scheduled for a grand opening in August.



Lobby



Business Trading Lab



Esports



Residence Room

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Destination Realty, LLC

Sean Moretti, REALTOR and Broker/Owner, started Destination Realty, LLC in 2011 to provide professional real estate services in Greater Reading and Berks County with a focus on property management, commercial and investment property sales, and leasing in downtown Reading.

Moretti says, "The real estate business is uniquely positioned to add value to our community by connecting investors with properties and introducing them to qualified contractors and community leaders." "We help navigate City Hall and work closely with organizations like Greater Reading Chamber Alliance, Berks County Community Foundation, and Berks Alliance. We facilitate introducing new businesses to these groups, which are filled with people who are dedicated to the community, and able to add value to the entrepreneur—both themselves, and through their networks, which results in new relationships and growth in our town."


What's new in Reading? Micro leasing and modern apartments! Recently, a number of excellent co-working/single



office suites have come available, some with shared conference rooms and impressive common spaces. These co-workspace rentals are perfect for the transition out of the home-office...allowing workers to keep safe while adding value with all-inclusive leases! An added bonus is the availability to network with like-minded entrepreneurs with convenient access to all the amenities that downtown offers.

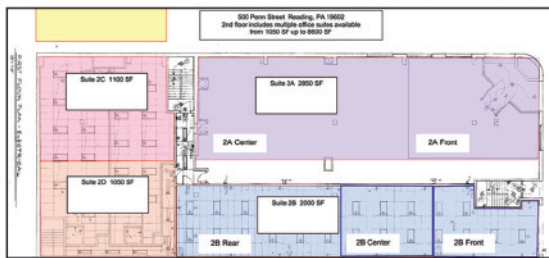
Up-scale apartments being added in West Reading and Wyomissing has led to


Large Open Commercial Space Downtown Reading



Second-floor commercial space at the corner of 5th & Penn Streets. This downtown property offers large open spaces — we have up to 7000 sf! Subdividable down to 1,050 sf ... many permitted uses in the Commercial Core zoning! Bring your ideas. Let's get some activity in downtown Reading!

Contact Sean Moretti of Destination Realty, office # 610.743.3310, or directly at 484.769.3209.





Destination Realty, LLC Sean H. Moretti, REALTOR, Broker Owner
Office 610-743-3310 or call / text Sean at 484-769-3209 * seanhmoretti@gmail.com destinationrealtyllc.com

an increased demand for modern, market rate apartments in downtown Reading. There are several large projects of that nature in the works now. This exciting development has the potential to increase foot traffic and draw new retailers to the city to serve these new residences. We believe that a tipping point in the development of this type of living space is just around the corner and that Greater

Reading and Berks County is poised to facilitate these projects and benefit from the increase in demand for Reading City real estate.

For additional information, please contact Sean H. Moretti, Realtor, Broker Owner Destination Realty, LLC, Commercial Real Estate at 610.743.3310; email seanhmoretti@gmail.com; and visit www.destinationrealtypa.com.

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