

Ask SCORE

GET AHEAD OF YOUR PERSONAL PAPER CHASE

Forget everything you've read about the "paperless" office. Though our computers, PDAs, and smart phones have digitized many aspects of daily life, paper is still very much with us.

That's not necessarily a bad thing for a small business owner. After all, clutter is usually a sign of activity, whether it's new projects, financial reports, receipts from sales and expenses, or reminders of upcoming appointments. What's more, many entrepreneurs love their cluttered desks and offices because they know exactly where to find something they need—often to the bemusement of their tidier colleagues and employees.

But when you become too accustomed to clutter, you may not realize how cumbersome it becomes, or how it compromises your productivity. Minutes spent looking for a particular item can add up, especially if you're pressed for time. You are also more likely to be distracted during your searches,

derailing the reason you dove into the pile in the first place.

Organizing Coach Carol Halsey has developed a five-step approach called DRAFT—Discard, Refer, Act, File, and Table—that can help small business owners organize for efficiency:

Discard: If it's something you'll never retrieve again, trash it, don't file it. Your files should be a "resource holding tank," not a dead storage place.

Refer: If someone else needs the information or can handle it for you, pass it along.

Act: If it requires action by you, do it now. It's inefficient to delay and handle the paper a second or third time.

File: If it's important and you will truly need it later, file it in a proper filing system that allows you to find things quickly.

Table: If it's something you'll need in the near future (but not today), place it in a simple follow-up system for easy, quick access.

(Continued on page 38)

ROUTE 422 BUSINESS ADVISOR



DINING GUIDE

www.gracies21stcentury.com
610-323-4004

Gracie's
21st Century Cafe' & Catering
CIVILIZED DINING
in the Country
"A Restaurant Like No Other"

Find us on **facebook** at Gracie's 21 Century Cafe and Catering
1534 Manatawny Road,
Pine Forge, PA 19548

**Luncheons
Dinners
Beer
Cocktails**

**Famous for
Hand-Carved
Beef &
Home-made
Snapper Soup!**

Serving the area since 1960,
Route 100 South, Pottstown

The Old Coventry Pub

610-323-5790 | Open every day at 11.00 A.M.

Speck's Drive-In (610) 489-2110

"Chicken at its finest!"

3969 Ridge Pike, Collegeville, PA 19426
www.speckschicken.com
Family owned and operated since 1953

Hours:
Mon - Fri 10am - 9pm
Saturday 11am - 9pm
Sunday 12:00pm - 8pm

- Broasted Chicken
- Sandwiches
- Soups
- Salads
- Sides
- Milkshakes
- Kid's meals
- Party Orders

FOOD · BEER · FUN

HARES HILL
BREWING CO.

NOW OPEN!

1161 Ridge Road
Pottstown, PA 19465
(610) 469-6419
hareshillbrewingco.com
@hareshillbrewing
@hareshillbrewing

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE

PRO KEYSTONE GARAGE DOOR

"The Service Specialists" Since 1970

→ Residential → Commercial → Industrial

- Professional Installation • Free Estimates • New & Replacement Doors
- We Service All Major Brands • Custom Reframing • Steel Insulated Doors
- Radio Controls • Fiberglass • Aluminum • Rolling Steel Doors
- Fire Doors • Rolling Grilles • Electric Operators

**SALES • SERVICE • INSTALLATION
OPERATORS • PARTS**

BROKEN SPRINGS
REPLACED
REPAIR ALL MAKES

RAYNOR
Since 1945

VISA MasterCard DISCOVER



Most Of Our Business Comes From Referrals...

We Are That Good!
Pottstown
610-367-6211 • www.prokeystone.net



Patricia Miller Picardi
 CLU®, ChFC®, RICP®
 610-970-8555
 patricia_picardi@natfin.net

“Educating, protecting, and inspiring members of our community to do better with their personal and business finances.”



**NATIONAL
 FINANCIAL
 NETWORK**

SPECIAL NEEDS PLANNING | INSURANCE | RETIREMENT INCOME PLANNING | WEALTH MANAGEMENT

Registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS). OSJ: 1767 Sentry Parkway West, Suite 200, Blue Bell, PA 19422. (267) 468-0822. Securities products and advisory services offered through PAS, member FINRA, SIPC. Financial Representative of The Guardian Life Insurance Company of America® (Guardian), New York, NY. PAS is a wholly-owned subsidiary of Guardian. National Financial Network is not an affiliate or subsidiary of PAS or Guardian. CA Insurance License Number - 0161270, 2022-137026 Exp 04/24

C·O·R·E ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

- STEP 1** SELECT YOUR SPACE
 Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.
- STEP 2** CHOOSE YOUR COLOR STORY
 Professionally-designed, mix and match color schemes suit your space, your style and one another!
- STEP 3** PICK YOUR PRODUCTS
 We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
 5 minutes from the Limerick exit of Route 422

610-495-6211

www.chesmontcarpetone.com
 LIC# PA0081672



FLOORING SOLUTIONS MADE SIMPLE



Ask SCORE

(Continued from page 37)

Planning is also essential to staying organized. Professional organizer and productivity expert Julie Morgenstern recommends selecting a single consistent planning tool, whether it's digital or on paper.

“When all your ideas are in one place you can prioritize everything in context, not in pieces,” she says. The planner should have your to-do list, phone calls and key documents “That boosts your confidence, particularly in meetings, because you know where everything is, and where to find it,” Morgenstern adds.

Another organization must-have is a filing system for critical information such as contacts, pitch letters, proposals and marketing content. “This kind of system is critical to your speed of execution,” Morganstern says. “If you can't find it, you will get frustrated and start to procrastinate.”

You can also manage business contacts better with a client information system. It should contain details about your client, his or her assistant's name, family information, past contacts and projects for them, etc.

For more guidance on how to operate an efficient office, connect with SCORE,

a nonprofit organization which offers free and confidential counseling to members in the small business community. The nearest SCORE office is in Pottstown. Request free counseling or check out the workshop schedule by going to www.pottstownscore.org.

Since 1964, SCORE “Mentors to America’s Small Business” has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org.

ROUTE 422 Business Advisor
 PROMOTE YOUR BUSINESS IN THE ROUTE 422 BUSINESS ADVISOR!
 CALL (610) 323-6253