



TRICOUNTY AREA
CHAMBER OF COMMERCE

Largest Networking Event of the Year – 2017 Announcement!

ANNUAL DINNER

YOUR CHAMBER LEADING FOR 90 YEARS!

LEADERSHIP FOR A LIFETIME...

HOW THE PAST PREPARES US FOR THE FUTURE

PAUL'S PRESENTATION WILL HIGHLIGHT IMPORTANT LEADERSHIP TRAITS AND FOCUS ON HOW YOU CAN USE THE *LESSONS OF YESTERDAY* TO OVERCOME THE *CHALLENGES OF TODAY* AND CAPITALIZE ON THE *OPPORTUNITIES OF TOMORROW*.

WEDNESDAY, APRIL 26, 2017 ★ 5-9 PM

RIVERCREST GOLF CLUB & PRESERVE

100 GOLF CLUB DRIVE, PHOENIXVILLE, PA 19460

\$90 PER MEMBER | \$150 PER NON-MEMBER | \$850 PER MEMBER TABLE OF 10



SPEAKER
PRESENTER
TRAINER
ENTERTAINER

PAUL BUTLER

SPONSORS

SPEAKER:



PLATINUM:



★ SPONSORSHIP OPPORTUNITIES AVAILABLE ★

THE CELEBRATION OF OUR 90TH ANNIVERSARY:

- RED CARPET RECEPTION • ANNIVERSARY RECOGNITION
- PRESENTATION OF CHAMBER STARS AWARDS:

Business/Enterprise of the Year / Entrepreneur of the Year / The Andrew J. Paravis
Excellence in Local Government or Education / Nonprofit of the Year

It's not too late to apply for the Chamber Stars Awards! Members in good standing are eligible. Please contact the Chamber Office if you would like one of the above nomination forms. Applications are due by **Friday, March 17 at 4 PM.**

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

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on February 15.

The following businesses have been approved by the Chamber's Board of Directors.

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!**

Beef Jerky Outlet
18 West Lightcap Road, Suite 885
Pottstown, PA 19464
610.327.2847
www.phillyjerky.com
Grocery Stores, Food Products; Food Products – Specialty
Local family owned franchise that specializes in more than 200 varieties and sizes of premium jerky.

Boyertown Lions First Responders
2 E. 2nd Street
Boyertown, PA 19512
610.367.2330
www.boyertownems.com
Ambulance Services; Fire Protection

Chester County Food Bank
650 Pennsylvania Drive
Exton, PA 19341
610.873.6000
www.chestercountyfoodbank.org
Social Services; Food Distributors; Food Products; Nonprofit Organizations; Nutritional Products/Services
Formed in 2009, CCFB addresses hunger in Chester County by securing and distributing food to those who are food insecure. Serving more than 120 partner agencies, CCFB distributes of 2.5 million pounds of food while raising awareness with nutritional programs designed to make inroads in the fight against hunger.

Devikon Group, LLC
856A High Street
Pottstown, PA 19464
610.327.1004
www.devikongroup.com
Building Contractors; Cleaning Contractors; Construction Contractors; General Contractors; Janitorial Services/Supplies
The Devikon Group is a family owned and operated business, serving Montgomery, Berks, and Chester Counties. We are a general contracting and construction management company specializing in home renovation, interior commercial spaces, and offer complete janitorial services for corporate, medical, commercial, retail, institutional, educational, and industrial facilities.

Lifestyles Designs
612 Erb Road
Perkiomenville, PA 18074
610.754.1444
www.lifestyles-design.com
Interior Decorators/Designers
Lifestyles Design is an award-winning kitchen, bath and home space planning design and consulting firm, specializing in universal and accessible design for the elderly and persons with disabilities. We take the time to listen to the client's needs and create beautiful spaces.

PC WORKS
219 W. Main Street
Collegeville, PA 19426
610.831.2125; www.pcworks.net
Website Design; Computer Consultants/Services
PC WORKS assists companies of all sizes get the most from their IT software and databases. From developing software for needed tasks or adding databases and functionality to websites for your customers, we look forward to working with you!

Redevelopment Authority of Montgomery County
104 W. Main St., Suite 2
Norristown, PA 19401
610.275.5300
<http://www.montcopa.org/1014/Redevelopment-Authority>
Economic Development
Established in 1958 as an independent governmental agency under Pennsylvania law, the Redevelopment Authority of Montgomery County's principal purposes are assisting the County's townships and boroughs in stimulating economic revitalization and aiding in the provision of affordable housing through applications to state and federal sources.

State Farm – Drew P. Leck, Agent
351 W. Schuylkill Rd., Suite 6
Pottstown, PA 19465
484.624.4895; drewpleck.com
Insurance Companies; Financial Services
Community centric insurance agency providing insurance and financial services customized for families, individuals and business. Our agency is here to help life go right.

Superior Cleaning Solutions, LLC
1364 Meadow View Drive
Pottstown, PA 19464
484.624.3138
www.superiorcleaningsolutions.net
Cleaning Contractors; Carpet/Rug/Upholstery Cleaners, Janitorial Services/Supplies
Superior Cleaning Solutions, LLC is a family-owned company that is synonymous with everything clean for your home and business. We offer Full Janitorial Services, Residential and Commercial Carpet Cleaning, Upholstery Cleaning, VCT and Terrazzo Floors, Commercial Window Cleaning, Move In/Out Cleaning, and deliver state-of-the-art cleaning equipment and highly-trained technicians to help you with all of your needs.

TS Tech
711 Spring St., Suite 100
Wyomissing, PA 19610
610.288.0780; ts-tech.com
Computer Consultants/Support Services
TS Tech provides security management, hosted infrastructure, and high availability business continuity solutions for business throughout the region. We specialize in supporting businesses with multiple locations and remote workers who require secure, anywhere, anytime access to network resources and services.

It's the March Madness of Membership! Member benefits provide a full court press to make great connections and be a Champion for our region. Join today. Call 610.326.2900 or send an email to jennifer@tricountyareachamber.com.



CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

39 YEARS +

Owen J. Roberts School District

36 YEARS

The Wyndcroft School

27 YEARS

Richard A. Zuber Realty

21 YEARS

MACnificent Pages/Route 422 Business Advisor

17 YEARS

Atris, Inc.

10 YEARS

422 Business Center

6 YEARS

Fraser Advanced Information Systems

*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 **Kitty Papp at 610.326.2900** or kitty@tricountyareachamber.com.

1 YEAR

Dana Driveshaft Products – Dana Holding Corporation

Pearl Exhibit Group

Pennmark Management Co., Inc.

Philadelphia Premium Outlets

Responsible Portion Trends

Woodforest National Bank

Member Renewals

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

American Crane & Equipment Corp.

CEDARVILLE Engineering Group, LLC

Columbia Boiler Co.

Dancing Tree Creations Artisans Gallery and Studio

Golden Living Center Reading

Heritage Coach Company, Inc.

The Hill School

D. G. March and Associates/Enviromat Company

Maillie LLP

Moyer's Catering

My Dad's Flooring

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

Pottstown Area Industrial Development, Inc.

Pottstown Roller Mills, Inc.

Reading Country Club by VIVA Catering

Reading Foundry & Supply Co.

Reading Health Physician Network, Internal Medicine

Sanatoga Water Conditioning, Inc.

Schultz Technology

The Swamp Door Antiques & Curiosities, LLC

Twin County Construction Co., LLC

VideoRay LLC

A. Weitzenkorn's Sons, Inc.

Wendy's Flowers

Western Montgomery Career and Technology Center

Whitegate Contracting Company

Wyomissing Optometric Center, Inc.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Tues., March 14

11:30 AM – 1 PM

WOW Luncheon

Brookside Country Club, Prospect & Adams Sts., Pottstown 19464
Andrea J. Funk, CEO of Cambridge-Lee Industries LLC, will present on the status of gender equality in America's workplace, and her personal reflections and recommendations on closing the opportunity gap.

\$26 per Member (prepaid by 3/10/17); \$32 per Member (invoiced or after 3/10/17); \$35 per non-member

Sponsorship Opportunities Available

Weds., March 22

11:30 AM – 1:30 PM

Pottstown Progress Luncheon Presented by PAID, Inc.

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464
Learn "Why Pottstown?" – Community Collaborations, Redevelopment, Investment, so many reasons! Pottstown Assets Expo showcasing: tourism, non-profits, special events in the Pottstown Area!

\$45 per Member; \$60 per non-member

Expo Tables Available: No Charge for Members; \$50 for Non-Members

Presenting Sponsor: PAID, Inc.

Platinum Sponsors: CEDARVILLE Engineering Group; Exelon Generation; Montgomery County Community College; Pottstown Area Rapid Transit, Inc.; Pottstown Memorial Medical Center

Gold Sponsors: O'Donnell, Weiss & Mattei, P.C.; Tompkins VIST Bank; Wolf, Baldwin & Associates, PC

Silver Sponsors: Pottstown Area Health & Wellness Foundation; State Farm – Drew P. Leck, Agent

Additional Sponsorship Opportunities Available

Tues., March 28

4 – 6 PM

Business Card Exchange

Jay Lanes Bowling and Laser Tag, 1428 Ben Franklin Highway, Douglassville 19518

After some networking and refreshments with fellow Chamber members, why not get a group together and receive a discount for a game of Laser Tag. There is also free shoe rental if you would rather try your luck at Bowling. You can also enter your business card into the drawing for a \$50 Gift Card to the bowling alley.

No Charge; Members Only; Registration Appreciated

Sponsored by: Jay Lanes

Fri., March 31

8:30 – 10 AM

Refresh Friday: "Cyber Security in Small Business"

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

The third in a series of "Refresh Fridays" will focus on cyber security in small business. Once reserved for only large, high-profile consumer companies, **data breaches** and other **cyber-attacks** are becoming increasingly common for many small and medium size businesses. The losses from these unfortunate situations often present significant financial and legal consequences that could deliver a lasting negative impact. **Matthew Miller**, Managing Executive and Chief Information Officer of First Priority Bank, will explore the risks, realities and insights to best defend against potential cyber breaches and loss.

No Charge; Members Only; Registration Appreciated

SAVE THE DATES

Wed., April 5

8:30 – 10 AM

Power Networking

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

This is your chance to **Be Seen** and make new business contacts, and **Be Heard** by promoting your products and services as you **NETWORK** full speed ahead meeting face-to-face with other Chamber members. **This event is limited to 28 participants – one per company (first to register).** Bring plenty of business cards.

\$15 per member; Members only; Registration Required

Sponsored by: Reading Eagle Company

Weds., April 26

5 – 9 PM

Annual Dinner

RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville, 19460

Paul Butler – instructor, speaker, emcee, consultant – will present "Leadership for a Lifetime – How the Past Prepares Us for the Future". Paul's presentation will cover some of the most important leadership traits, and how you can use the *lessons of yesterday* to overcome the *challenges of today* and capitalize on the *opportunities of tomorrow*.

\$90 per Member; \$850 per Member table of 10; \$150 per non-member

Speaker Sponsor: CODY Systems

Platinum Sponsors: Exelon; Pottstown Memorial Medical Center

Gold Sponsors: O'Donnell, Weiss & Mattei, P.C.; Schultz Technology

Sponsorship Opportunities Available

Fri., April 28

8:30 – 10 AM

Refresh Friday: "Managing Workplace Conflict"

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

As we continue our workshops on "Refresh Fridays", **Adrean Turner**, "Coach Adrean", Career Fulfillment Expert, will focus on how to discover ways to understand and resolve conflicts that are disruptive or unproductive for team success in a workplace full of diverse employees with differing strengths and weaknesses.

No Charge; Members Only; Registration Appreciated

Fri., May 5

8 AM – 5 PM

Leadercast – "Powered by Purpose"

Morning Star Fellowship, 100 Limekiln Rd., Bechtelsville 19505

This day long leadership development event broadcast live via simulcast from Atlanta, GA serves individuals and companies that want to become intentional about raising their standard of leadership. This year's theme "Powered by Purpose" includes a great lineup of speakers: Dr. Henry Cloud; Molly Fletcher; Tyler Perry, Daniel Pink; Andy Stanley; and Suzy Welch. Continuing Education Units will be available.

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

Co-Sponsor: Pottstown Memorial Medical Center

Lunch Sponsor: Schultz Technology

Sponsorship Opportunities Available

Fri., May 19

8:30 – 10 AM

Refresh Friday: "Finding a Social Media Strategy that Works for Your Business"

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

Fifth in the series of Refresh Fridays will focus on **Social Media** for business. **Joe Tacyne**, Creative Director and **Taylor Tropea**, Marketing & Social Media Associate, of the award-winning Valley Forge Tourism & Convention Board social media team, will help you find a strategy that works for you and your business goals.

No Charge; Members Only; Registration Appreciated

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

Eileen Dautrich, President, eileen@tricountyareachamber.com

Jennifer O'Donnell, Member Relations Director, jennifer@tricountyareachamber.com

Kitty Papp, Special Events Director, kitty@tricountyareachamber.com

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

Call Kitty Papp, Special Events 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.

Leadership

TRI-COUNTY

The Leadership Tri-County Class of 2017's February Session was postponed due to inclement weather.

The Leadership Tri-County Class of 2017 is sponsored by:

CO-SPONSORS



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



Meet the Class



Josh Petrauskas

Josh Petrauskas, Account Manager at Wrigley's Business Products & Services, has worked in the tri-county area for 17 years. He has a daughter, Lilly; a dog, Groot; and two fish, Bella and Rosie. Josh enjoys hiking, going to see live music, percussion, and watching historical documentaries.

Josh has an Associates of Science in Audio Production from The New England Institute of Art and Communication. His personal business philosophy is to "lead by example" and his business role model is his dad, Joseph Petrauskas. He is involved with the Chamber through the Ambassador Program.

Josh believes that it is important to participate in the class in order to better understand the community and to hone in on his leadership skills. He is most looking forward to gaining long-term friendships and working on the non-profit project.



Natalee Sassaman

Natalee Sassaman is a Lab Technician for the Borough of Pottstown. Her family includes her parents, Dale & Carol, and two sisters, Emily & Malorie. She is engaged to her fiancé, Chris. Natalee enjoys CrossFit, hiking, and animals.

Natalee graduated from Pottstown High School in 2008 and has a Bachelors Degree from the University of Rochester. She has worked in the Tri-County area for 4 years. Her personal business philosophy is "don't make excuses, make improvements!" Currently, Natalee isn't involved with Chamber programs but hopes to become more involved after the class.

Natalee believes that it is important to participate in the class because she wants to become more involved in the community and be a positive influence. She is most looking forward to using the knowledge that she gains from the class to improve the community.

LEADERSHIP TRI-COUNTY

BE A LEADER IN THE COMMUNITY



Get prepared for nonprofit board leadership in just 10 months – now accepting applications for the Class of 2018!

- The class of 2018's program will run from September 2017 to June 2018. Check upcoming issues of the *Route 422 Business Advisor* for their progress!
- The class kicks off with a one and one-half day retreat in September.
- Participants meet once a month for programs covering topics such as: Arts & Culture, Business, Economic Development & Infrastructure, Education, Government, Health & Human Services, Justice, and Leadership Development.
- Participants tour the community and attend a variety of meetings and events in the area as well as participating in educational workshops.
- Participants will complete a group project on behalf of a local Chamber Member nonprofit organization.
- Upon completion, participants are accepted into active service with a local board or committee of a local non-profit organization.

Leadership

TRI-COUNTY

A DIVISION OF THE TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION, INC.

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



GOVERNOR WOLF RELEASES INNOVATIVE BUDGET PLAN

By Alex Rahn, Senior Associate of Wanner Associates

Governor Tom Wolf delivered his 2017-2018 fiscal budget to the General Assembly during the first week of February. This ambitious budget seeks to save \$2 billion in taxpayer money by merging departments together, modernizing the workforce, and offering new, early retirement programs.

Also, the Chamber is excited to see the proposal does not include any broad-based taxes, such as a personal income tax increase or expansion of sales tax. However, the Chamber will continue to analyze and monitor some of the proposed new taxes to see how it impacts our members. This includes the Governor's plan for a 6.5 percent severance tax on natural gas extracts, changes to Corporate Net Income (CNI) Tax rate, expansion of the insurance premiums tax to most previously exempt insurance entities, and elimination of exemptions in the sales and use

tax for specialty software and computer services, prepared food sold to airlines, aircraft maintenance and repair and business storage.

In addition, as reported by PA Legislative Services, Gov. Wolf is proposing to lower all available tax credits by \$100 million by combining them into a block grant "to focus these initiatives on those credits that have demonstrated the greatest return in new business investment, education access, and community development."

As the budget process unfolds, the Chamber of Commerce is committed to continued work with the Governor and our Legislative Delegation to support pro-business policies which will go a long way towards making our area and state a better place to live, work, and raise a family.

Pro Business Sponsor:



Board on the Move!

The Chamber's Board of Directors recently visited the following Chamber Members for their monthly meetings in January and February!

Chamber Members interested in hosting the Board of Directors can contact Eileen at 610.326.2900 or eileen@tricityareachamber.com for more information. Board Members, should their schedule permit, may have an interest in touring your business after the meeting!



Montgomery County College,
101 College Drive,
Pottstown, PA 19464

The Victory Bank,
548 N. Lewis Rd.,
Limerick, PA 19468



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 February's Membership Anniversary Luncheon.



Tri County Area Federal Credit Union has been active in the community since 1949 when eight employees of the Firestone plant led in the creation of Firestone #336 Federal Credit Union. Founded on the credit union philosophy of 'People helping people', members believed if they pooled their money together, they could provide more affordable financial services for everyone. In 1981, our name changed to Pottsgroves Community FCU and in 1984, we became Tri County Area FCU. We currently have offices in Pottstown and Pennsburg, as well as, student branches inside of Pottstown and Pottsgrove High Schools. We are a community chartered credit union, whose field of membership includes most of Berks, Chester and Montgomery counties. We serve over 13,000 members. If you live, work, worship or attend school within our field of membership, you and your family may be eligible to join Tri County Area FCU.



At Tri County Area FCU, you can trust how your money is being handled. As a not for profit cooperative, it is natural for us to focus on our members' needs. Profits earned are invested back to our members, *not stockholders*. That is a huge difference between credit unions and banks. We have proudly served our community, and continue to do so, creating a banking experience that feels more like a family than it does a business. That's what makes us unique. We strive to provide a diverse variety of products and services from savings to loans to business services.

Experts say money management skills are best learned at a young age. Tri County Area FCU takes this to heart by partnering with the PA Credit Union Foundation and another local credit union to host Reality Fairs at Pottstown and Pottsgrove High Schools. During a Reality Fair, students participate in a "hands on" budgeting experience to learn more about personal financial management in a one day, real world environment.

Our credit union is a proud sponsor of Designing 4 Hope, a local non-profit organization dedicated to helping critically ill children and their families by giving them dream bedroom makeovers. Our staff actively donate and volunteer with D4H, as well as, many other local organizations, such as Meals on Wheels, Salvation Army, Pottstown Cluster Outreach, United Way, Special Olympics and the Walking School Bus. As you can see, our employees take pride in not only our members' needs but in being part of our community and its needs as well.

We continue to embrace our core values as authentic, professional "people helping people" with a wide variety of financial products and outstanding personalized service. Please stop in and visit our office filled with unique pictures from the "past" and ask us how we can help build your future.

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



JANUARY BUSINESS CARD EXCHANGE

UPCOMING NETWORKING EVENTS:

March WOW Luncheon

- **Tuesday, March 14**
 - **11:30 AM – 1 PM**
 - **Brookside Country Club,**
Prospect & Adams Streets, Pottstown 19464
- Andrea J. Funk, CEO of Cambridge-Lee Industries, LLC, will present on the status of gender equality in America's workplace, and her personal reflections and recommendations on closing the opportunity gap.
- \$26 per Member (prepaid by 3/10);**
\$32 per Member (invoiced or after 3/10);
\$35 per non-member

March Business Card Exchange

- **Tuesday, March 28**
 - **4 – 6 PM**
 - **Jay Lanes,** 1428 Ben Franklin Highway East, Douglassville 19518
- After some networking and refreshments with fellow Chamber members, why not get a group together and receive a discount for a game of **Laser Tag**. There is also free shoe rental if you would rather try your luck at **Bowling**. You can also enter your business card into the drawing for a \$50 Gift Card to the bowling alley.



On January 24, Chamber Members gathered at Pearl Exhibit Group for the January Business Card Exchange.



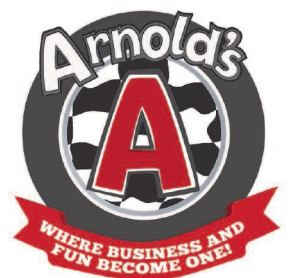
At this event, Chamber Members were able to meet every person in attendance! A group of Chamber Members looking to connect met at the Chamber Office on February 1 for Power Networking. Attendees rotated from table to table, sharing what their business has to offer with a one-minute elevator pitch.

POWER NETWORKING RECAP

“I really enjoyed the Power Networking Event that I attended this morning. It was sponsored by the Reading Eagle, and this setting helped me to connect very quickly, with other TriCounty Members. I thoroughly enjoy going to all of the Business Card Mixers, but sometimes when you are having a conversation with someone, it can be challenging stepping out of one conversation, in order to connect with another member.

This morning you (and your bell), helped me to spend my time wisely. Being that the Networking Event was only 2 hours long, it was fantastic to have your assistance with short bursts of interaction.”

– Shari Mest, Arnold's Family Fun Center



REFRESH FRIDAY ATTITUDES FOR SERVICE

On January 27, the Chamber hosted the first Refresh Friday Seminar. Sam Iorio, Trainer & Executive Coach, Dale Carnegie, presented on customer satisfaction and the right attitudes for success!
Next Refresh Friday Seminar – Friday, March 31, “Cyber Security for Small Business”

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TCACC BOARD OF DIRECTORS

The TriCounty Area Chamber of Commerce Board of Directors currently has openings for Chamber Members to support our organization through volunteer leadership.

Do you have skills you believe could benefit our organization and support our mission?

Are you willing to support the organization by assisting us in growing the organization with New Members? There is a board commitment statement we are able to share with you if you are considering this opportunity.

If you are interested in serving on the Chamber's Board of Directors please contact Eileen at your earliest convenience. **DEADLINE OF April 1**

RIBBON CUTTINGS



Beef Jerky Outlet,

18 W. Lightcap Rd., Suite 0885, Pottstown, PA 19464



Patricia A. Petitti Accounting,

33 E. Philadelphia Ave., Boyertown, PA 19512

POTTSTOWN PROGRESS LUNCHEON

Proud of our past, confident in our future!

Presented by:



&



Wednesday, March 22

11:30 AM—1:30 PM

Sunnybrook Ballroom

\$45 per Member; \$60 per non-Member

Learn "Why Pottstown?"

&



Platinum Sponsors:



To register: scan the QR code, call 610.326.2900, or visit tricountyareachamber.com.

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



Here a 2016 student company takes a much needed break from preparing their advertising and stockholders presentations

BUSINESS PROGRAM EXCITES LOCAL STUDENTS

There is an award-winning summer program that for nearly four decades has been exciting the imaginations of high school students throughout Pennsylvania about the world of business and private enterprise. That program, **Pennsylvania Free Enterprise Week (PFEW)**, will be marking its 39th storied year this July and August. PFEW was founded specifically to teach rising high school juniors and seniors about the American private enterprise system and what it means to our country. PFEW now annually holds five sessions in July and August, serving nearly 2,200 students, four on the campus of Lycoming College and a fifth on the campus of Pennsylvania College of Technology, both located in Williamsport, PA.

The focus of each session is to group the participants into management teams of junior executives who have inherited imaginary companies. These teams, under the guiding hands of volunteer "executives-on-loan" called Company Advisors, operate their firms for a computer simulated three-year period of time. They work with balance sheets, statements of income, market share surveys, etc., and must react to a variety of external factors as well. Sound familiar?

The Chamber is proud to support PFEW and encourages our local companies and civic organizations to provide sponsorship for our students and, if possible, volunteers for the sessions. Every student attends

PFEW on a fully tax-deductible \$575 scholarship (the actual value of the scholarship is about \$1,500) which is provided by a local firm. Each student wears the name of their sponsor throughout the week and writes them after graduation to report on what they have learned. PFEW is also an approved organization through the PA Educational Improvement Tax Credit (EITC) program.

If you would like to learn more about this award-winning program and how you can help, please call the Chamber directly or contact Scott Lee, vice president of marketing & development for the Foundation for Free Enterprise Education at (814) 833-9576 ext. 101 or e-mail him at scott@pfew.org. PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance, as well as program applications, can also be found on the website. Questions can be directed to Amber Goss, Schools Assistant for PFEW, by calling her office at (814) 833-9576 ext. 103 or emailing her at amber@pfew.org.



THE TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION, INC.

Designated as an EIO by the Pennsylvania Department of Community and Economic Development, the TCACC Foundation, Inc. funds vocational career development programs for students in grades Kindergarten through 12th grade in Chamber Member public school districts. These programs are designed and implemented by area educators and approved by the Foundation's Advisory Board.

Businesses may contribute to the Foundation's EIO program by providing career information, training, resources, and/or monetary donations. Under PA public school code, businesses who donate funds to an EIO are eligible to receive 75 to 90 percent PA state tax credits on contributions up to \$300,000. For more information about tax credits, visit www.newpa.com/eitc.

The Foundation recently donated money to support the following opportunities:

- **BMBA Shadow Day** program to help offset the costs of the event. Shadow Day allows high school students the opportunity to spend a day at a workplace in a field of their interest.
- Funds to provide 3 scholarships for local students to attend **Pennsylvania Free Enterprise Week**. PFEW is a one-of-a-kind summer program that offers incoming high school juniors and seniors a unique and challenging opportunity to see what it is like to run their own business.
- **Foundation for Pottstown Education** in support of the STEM program – specifically in Automotive Technology. The program helps prepare students for: employment as skilled workers or technicians, enrollment in postsecondary education programs, and assists them in choosing a meaningful career pathway.



Shop TriCounty
Live Local. Save Local.

Shop TriCounty encourages the community to patronize local businesses. Use your Shop TriCounty key tags at participating locations! A full list of participating businesses can be found at tricountyareachamber.com/shoptricity.

Each month, we will be highlighting businesses participating in the Shop TriCounty program in the *Route 422 Business Advisor*. Learn a little more about the businesses and the offers they currently have!

SOME OF THE CURRENT DISCOUNTS:

Audubon:



buttercup beads

Buttercup Beads: 1123 Pawlings Road, Audubon, PA 19403; 484.524.8231; www.buttercupbeads.com

- 10% off your bead purchase (\$25 minimum)

Bechtelsville



Clothes to Home: 822B Route 100 North, Bechtelsville, PA 19505; 610.367.1001; www.clothestohome.com

- FREE pick up and drop off to select areas; 40% off any complete tuxedo rental

Boyetown



Boyertown Museum of Historic Vehicles: 85 South Walnut Street, Boyertown, PA 19512; 610.367.2090; www.boyertownmuseum.org

- \$1 off each admission in your party/group

TCACC Members who are interested in participating can contact Jennifer O'Donnell at 610.326.2900 or jennifer@tricountyareachamber.com.

The Shop TriCounty program is sponsored by:



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

Leadercast

Join us for this year's Leadercast – Powered by Purpose! Watch the simulcast broadcast live from Atlanta on Friday, May 5 from 8 AM – 5 PM at Morning Star Fellowship.



Daniel Pink

Behavioral Science Expert, Best-Selling Author, and Host of Crowd Control

Daniel Pink is an expert on behavioral science and motivation in the workplace. He is the author of five provocative books about business, work and management – including the long-running New York Times bestsellers *A Whole New Mind*, *Drive*, and *To Sell is Human*. Dan's books have been translated into 34 languages and have sold more than 2 million copies worldwide. He is also host and co-executive producer of "Crowd Control," a new TV series about human behavior that airs on the National Geographic Channel. Dan's articles on business and technology have appeared in many publications, including *The New York Times*, *Harvard Business Review*, *The Sunday Telegraph*, *Fast Company* and *Wired*. He is often tapped to analyze business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. He also advises Fortune 100 companies and startups on recruiting, innovation, and work practices. Dan resides in Washington, D.C., with his wife and their three children.



Molly Fletcher

Former Top Sports Agent & Author

Molly Fletcher helps organizations develop purposeful cultures and fearless growth. As a top sports agent, she was hailed as "the female Jerry Maguire" by CNN, representing many top athletes and negotiating more than \$500 million in contracts in the high stakes world of professional sports. Molly has been featured in *ESPN*, *Fast Company*, *Forbes*, and *Sports Illustrated*. She is the author of three books, most recently *A Winner's Guide to Negotiating: How Conversation Gets Deals Done*, and is the founder of an e-learning platform that provides coaching for corporations and individuals. A graduate of Michigan State University, Molly resides in Atlanta with her husband, Fred, and their three daughters.



Andy Stanley

Leadership Author and Communicator

Communicator, author and pastor Andy Stanley founded Atlanta-based North Point Ministries (NPM) in 1995. Today, NPM is comprised of six churches in the Atlanta area, serving more than 60,000 people weekly, as well as a network of 30 churches around the globe. As host of NBC's *Your Move with Andy Stanley* — which has reached over 36 million viewers in less than two years on the air —, and author of 20-plus books including *Ask It*, *How to Be Rich*, *Deep & Wide*, *Visioning* and *Next Generation Leader*, he is considered one of the most influential living pastors in America. Andy and his wife, Sandra, have three grown children and live near Atlanta.



Suzy Welch

Author, TV Commentator, and Business Journalist

Best-selling author, popular television commentator, and noted business journalist Suzy Welch is the author of the *New York Times* bestseller *10-10-10: A Life Transforming Idea*. Suzy and her husband, Jack Welch, co-authored the international bestsellers *Winning*, in 2005, and *The Real-Life MBA*, in 2015, and have written together for numerous publications, including the *New York Times*, *Wall Street Journal*, and *Business Week*.

In 2009, the couple launched the Jack Welch Management Institute at Strayer University, a unique online MBA and certificate program aimed at giving professionals the tools to transform their lives and organizations. During her tenure at *Harvard Business Review*, Suzy was the author of numerous articles on leadership, change, creativity, and organizational behavior, as well as the contributor to several books on management.



Dr. Henry Cloud

Acclaimed Leadership Expert, Clinical Psychologist, and Best-Selling Author

Dr. Henry Cloud is an acclaimed leadership expert and bestselling author. He draws on his experience in business, leadership consulting and practice as a clinical psychologist to impart practical and effective advice for improving leadership skills and workplace performance. Dr. Cloud has written or co-written over twenty books, including the bestseller *Boundaries*, which sold over 2 million copies. He has an extensive executive coaching background, and experience as an organizational consultant, devoting the majority of his time to improving leadership capabilities of CEOs and their executive teams.



Jess Ekstrom

CEO of Headbands of Hope

Jess Ekstrom is the 25-year-old founder and CEO of Headbands of Hope, a company she started as a college junior in 2012. For every headband sold, a headband is given to a child with cancer. The company has been featured on the TODAY Show, Vanity Fair, Seventeen, Good Morning America and more. But more importantly, they've donated headbands to every children's hospital in the United States.

Jess is also a speaker, author, and writer for Entrepreneur and The Huffington Post. She believes age should never stop anyone from going after their dreams and becoming leaders in their communities. By sharing her experiences, Jess inspires listeners to crush stereotypes, identify their purpose and create their own definition of success.



Tyler Perry

Director, Playwright, Screenwriter, Producer, Actor, Author, & Entrepreneur

Born into poverty and raised in a household scarred by abuse, Tyler Perry fought to find the strength, faith and perseverance that formed the foundations of his much-acclaimed plays, films, books and shows.

Tyler's films have grossed over two billion dollars at the box office and his four television series on OWN continue to break records. He leads more than 400 regular employees at his film studio in Atlanta, where many major feature films and television productions are shot.

A philanthropist at heart, Tyler has given millions to a variety of nonprofit organizations and he is committed to helping individuals who have been wronged by social injustices. Tyler practices what he preaches, which has endeared him to millions of fans drawn to his unique blend of hope and humor that continues to shape his inspiring life story and extraordinary body of work.



Jim McKelvey

Co-Founder of Square and Founder of LaunchCode

Jim McKelvey is an inventor, entrepreneur, artist, author, and licensed pilot. While perhaps best known for co-founding Square, one of Silicon Valley's hottest startups, Jim is also known as a master glass artist and author, having written the world's most widely read text on the subject, *The Art Of Fire*.

Jim's diverse portfolio of businesses includes founding successful companies in payments, education, scientific publishing, construction, printing, glassblowing, and software. Referencing personal experiences and local challenges, McKelvey offers a fresh, Silicon Valley-approach to problem solving.

Jim is also the author of three textbooks, and he teaches at Washington University in St. Louis where he lectures internationally on art and entrepreneurship. McKelvey, and his wife, Anna (a programmer and attorney), have a four-year-old son.



Donald Miller

CEO of StoryBrand

As the CEO of StoryBrand, Donald Miller helps businesses market their brand identities, and individuals live a better story and steward it well. Donald's speaking topics come from his bestselling books, which have spent a combined total of more than a year on the *New York Times* Best Sellers list. These books include: *Blue Like Jazz*, *A Million Miles in a Thousand Years*, and *Scary Close*. Donald co-wrote the script for the 2012 major motion picture adaptation of *Blue Like Jazz*, which debuted at the SXSW Film Festival and was listed as one of the "Four Movies to Get You Through Freshman Year" by *USA Today*.

Donald is widely considered one of the most entertaining and informative speakers in the world. His audiences are challenged to lean into their own story, creatively develop and execute the story of their team and understand the story of their customers so they can serve them with passion. Donald's thoughts on story have deeply influenced leaders and teams everywhere including corporations such as Pantene, Ford/Lincoln, Zaxby's, Chick-fil-A, Steelcase, Intel, Prime Lending, and hundreds more.

To register, visit tricountyareachamber.com, call 610.326.2900 or scan the QR code.

\$95 per partnering Chamber Member;

\$120 per non-member. Purchase 4 or more tickets and receive a \$10 discount on each ticket!



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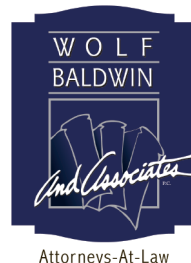


Rose Nodolski

Rose Nodolski is an administrative intern at the Chamber for the spring semester as part of her A.A.S. in Office Administration. Rose is in her final semester at Montgomery County Community College and looks to graduate in May. She is also a 2012 graduate of the Pottstown High School. For her internship, she will be helping out with the Chamber publications as well as general office tasks. This is not her first time with the Chamber, as she interned while still in high school as part of Pottstown High School's Career and Tech program. Rose also works part-time as a technician for CVS Pharmacy. When Rose is not at school or work, she likes to visit with her family and her many nieces and nephews. She also enjoys working out at the gym, going to the park, and playing video games.

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PA CHAMBER MEMBERSHIP

FEATURED MEMBER BENEFIT OF THE MONTH



Chamber Members with 10 and fewer employees are eligible for a FREE membership with the Pennsylvania Chamber of Business and Industry.

The PA Chamber is the largest broad-based business association in the Commonwealth, serving thousands of member businesses statewide. Its mission is to improve Pennsylvania's business climate and increase the competitive advantage of its members.

Benefits of Membership with the PA Chamber include:

- Information on legislation and advocacy efforts that affect your business.
- Access to statewide coalitions and initiatives.
- Discounted, members-only pricing on the PA Chamber's renowned educational and compliance programs and publications that benefit your business.
- And much more!

For more information on membership with the PA Chamber, contact their membership team at 877.381.8618 or chambermembership@pachamber.org

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.

This month's resume includes: **Marketing Coordinator**

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. Chamber Members with job openings:

- **PMA Medical Specialists** – Certified Medical Assistants

MARCH INTO MARCH – SAFELY!

The first day of spring is March 20th, and that means snow and ice free roadways, sidewalks, and trails. It also means an increase in users of alternative commute options, such as walking, biking and motorcycles. As the weather becomes warmer, it is important for all road users to become more aware of their surroundings and to be conscious of a bike rider on the shoulder or a jogger crossing the intersection.

Last month, the National Safety Council released a report showing a dramatic increase in motor vehicle deaths within the last two years. Across the nation, 2016 has been the deadliest year yet! Interestingly, Pennsylvania's car accident death rates have decreased in comparison to other states. That's good news for Pennsylvanians and visitors! Help your state protect and save lives by educating yourselves on highway safety laws. In February, PennDOT released law updates enforcing safe travel:

Don't drive under the influence.

- Repetitive DUI offenders must install an ignition interlock system in every car they operate or lease for more than a year for the high cost of \$1000 "Ignition Interlock Law" (effective Aug 2017)
- Use on demand services such as Uber/Lyft when alcohol is involved.

Yield to pedestrians.

- Drivers who don't yield the right-of-way to any pedestrian as per "Pedestrian Safety Laws at unsignalized intersections" will be fined and given three points on their driver's license. It is also illegal to overtake or pass a vehicle yielding to a pedestrian within a crosswalk.

Use sidewalks and marked crosswalks when walking.

- Pedestrians are required to use the sidewalk and marked crosswalks. When there are no pedestrian facilities, utilize the shoulder or the road's edge in the opposite direction of traffic.
- Make sure to check the availability of pedestrian facilities prior to walking.

To learn about other commute options that might work for you, please visit www.WeareTDM.com. To learn more about highway safety laws, please visit PennDOT's page at www.PennDOT.gov/safety.

Mila Robinson, TDM Manager, GVF TMA. To reach Mila, email mrobinson@gvftma.com, or call 610.354.8899

Don't use any handheld devices for any reason while driving.

- Penalty increased for texting while driving resulting in serious bodily injury or death by "Daniel's Law" (Jan 2017)
- Having a long commute every day and in a rush to start your work? Ask your employer about teleworking, shuttle services and/or ridesharing options. You might be able to work on the go while not placing yourself and others in potentially deadly situation.
- Check if public transit schedules, such as SEPTA and PART, can accommodate your daily commute to work.

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