

FOCUS ON POTTSTOWN REVITALIZATION

Pottstown's Economic Development 501c3 Connects Small Businesses to Grant Dollars provided by Univest Bank and Trust Co.

Pottstown Area Economic Development (PAED) was pleased to offer a competitive microgrant opportunity for small businesses in March 2024. These grants were presented and administered by PAED with funding provided by Univest Bank and Trust Co. l. Applicants were to be located within the 5.5 sq. miles of the Borough of Pottstown as sole proprietors, partnerships, LLP, LLC, or corporations, with no more than 5 employees, in addition to other criteria. PAED's efforts to search for, apply for, and earn grant funding dollars is a continuous process throughout the year, with the sole purpose of making meaningful impact, albeit small or large, on the economic vitality of Pottstown.

"PAED is keenly aware of the importance of Pottstown's small businesses to the economic revitalization efforts for the Borough," said PAED's Executive Director, Peggy Lee-Clark. "We are grateful to Univest for this opportunity which will assist these businesses in some of the challenges they face. As a 501c3 we are dependent on the generosity of funders like Univest to help the business community."



Univest's commitment to philanthropy includes providing financial donations to support community and economic development. This created an opportunity for PAED to reach out and tell Pottstown's small business story, recovering in a post-pandemic, post-industrial-age revitalization environment.

"Small businesses are at the heart of every community, and, at Univest, we have the privilege of working with local business owners every day, said Betsy Roush, Vice President, Community Relations for Univest. "It has been truly inspiring to see how they have persevered through unprecedented challenges in recent years. We were grateful for the opportunity to team up with PAED to offer these



microgrants and help business owners in Pottstown address their unique needs."

The award process was designed to be equitable and unbiased. The applications were redacted to be anonymous and then evaluated by an independent panel. The nine recipient businesses were: DJ Nails, Grumpy's Sandwiches, High Street Music, Juan Carlos Mexican Bar & Grill, Laurel and Lace Floral, Philadelphia Granite, Once Upon a Time Consignment, Three

Daughters Inn, and Welcome to the Avenue.

PAED hosted a meet and greet session when presenting the \$500 checks, where the receiving businesses shared with Univest representatives their individual stories and plans for the funds. From purchasing equipment to expanding marketing to operating expenses, each business had its own unique circumstance, yet all shared a common theme, apprecia-

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tion for PAED and Unvest extending opportunities like this to the Small Business Community, and remaining steadfast, focused, and resilient, regardless of obstacles they may face as entrepreneurs.

"It is a day-by-day process as a small business owner," said Ron Garza, owner, Juan Carlos Mexican Bar & Grill. "Even after fourteen years, I often hear, 'Oh, Ron, you must enjoy great success after all these years'... and yes, it is great to say I have been in business 14 years, but you don't just sit back and say, oh the work is done... Whether it is marketing, or your operation or your staff, every day you must keep focused on the business. We are so grateful for opportunities like this for the small business community."



PAED continues its important work to identify funding opportunities that will have substantial economic impact for the Borough, attracting, retaining, and growing the business of tomorrow.

Pottstown Area Economic Development (PAED) provides services to businesses and organizations seeking to invest, expand or relocate including assistance with site selection, commercial and industrial real estate development, access to resources and workforce development.

PAED's efforts stimulate investment, which helps maintain and enhance the tax base, retain, and create job opportunities, and restore, utilize, or remove under-utilized buildings.

For more information about Pottstown Economic Development (PAED), please contact Peggy Lee-Clark, Executive Director at 610.326.2900.



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Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provide loving care and compassion. They have state of the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care. A comprehensive approach is emphasized in treating patients. Routine surgeries such as spay and neuter or tumor



removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and postoperative pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted multiple times as The Best Animal Hospital in *Mercury's Readers Choice*. Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupons please visit www.sanatogavet.com.

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The Importance of HIPAA and HITECH Compliance: Safeguarding Patient Data

In the ever-evolving landscape of health-care, protecting patient information is paramount. The Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health Act (HITECH) play pivotal roles in ensuring the security, privacy, and integrity of sensitive health data. Let's delve into what these regulations entail, why they matter, and why it is important to have a trusted tech partner like STCNtech at your side to help keep you secure and compliant.

Understanding HIPAA and HITECH

HIPAA and HITECH: A Dynamic Duo: Enacted in 1996, HIPAA focuses on safeguarding patient privacy and the security of health information. It promotes health insurance portability and ensures that patients can access their medical records. The HITECH Act, introduced in 2009, enhances HIPAA enforcement. It encourages the adoption of electronic health records (EHRs) and imposes stricter penalties for non-compliance.

The Relationship Between HIPAA and HITECH: HITECH builds upon HIPAA by emphasizing the adoption of EHRs and meaningful use of health information technology. Both regulations address privacy, security, and breach notification.

Why Compliance Matters

- **Patient Trust:** Compliance ensures patients that their sensitive data is handled with care.
- **Legal Obligations:** Violations can lead to hefty fines and legal consequences.
- **Reputation:** Non-compliance tarnishes an organization's reputation.

The Role of Technology Partners in Compliance and Security

- **Risk Assessment:** Companies like STCNtech conduct regular risk assessments to identify vulnerabilities and address them promptly.
- **Physical Security Assessments:** With HIPAA and HITECH, many offices forget that who has physical access to office spaces matters. What do your cameras capture? Do your doors know who comes in and out and when?

• **Data Protection and Breach Prevention:** Our tools keep your data safe, secured, encrypted, and always backed up. They can stop bad actors from seeing what isn't theirs to see.

• **Security Frameworks:** Implementing a structured security framework creates a fortress of data protection that keeps your patient data safe, secure, and always accessible to those who need it, when they need it most!

The TechSperts at STCNtech: Your Compliance Partner

If you have not had your office assess for HIPAA and HITECH compliance in the past 5 years, it is time. Lean on the expertise and experience of the TechSperts at STCNtech. We have professionals who specialize in regulatory compliance. We can tailored solutions that meet your needs, educate your staff on the workflows that will keep your office moving forward in an efficient way, and make sure that if something were to happen, that you have a partner who will be there for you.

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Promisland Murals

Carrie Kingsbury, has been a full-time mural painter since 1999, when she started Promisland Murals. She has many large commercial, community, public school and residential projects in her portfolio such as PF Chang's in Lancaster, PA, World Of Beer & MOD Pizza in Exton, PA, Children's Hospital Of Philadelphia & St. Christopher's Hospital for Children in Philadelphia, Julius Silvert's & Davita's corporate headquarters, several restaurants, Philadelphia Premium Outlets, Reading Railroad Museum, multiple historical murals in Berwyn, Malvern, & Hamburg, PA, and many fine homes on the east coast.



Carrie has traveled as far as California, Romania, and India to paint. In 2009, her work was displayed as part of the television show Extreme Home Makeover (Berks edition), Carrie was involved in many Designing for Hope projects involving murals and painted a backdrop for Quaker City String Band for the Mummers. You can view her most recent work at the Philadelphia Premium Outlets.

Carrie currently works out of her mural studio located in Stowe Pa. Call for a free quote at 484.919.3414.

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