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# ROUTE 422 BUSINESS ADVISOR NETWORKING MEET & GREET

Current advertisers and colleagues gathered in Wyomissing for an appreciation event hosted by Route 422 Business Advisor.

Architectural firm and magazine advertiser **Muhlenberg Greene Architects** in Wyomissing, PA served as the backdrop for a networking event last month on May 29, 2024. The design studio teamed up with **Route 422 Business Advisor** to create an intimate gathering for select clients and colleagues in the area to network from 5-7 PM.

The party featured food from **Baird's Catering**, with Chef William Baird serving generous hors d'oeuvres, fruit trays, and desserts while *Route 422 Business Advisor* provided beer and wine to complement the offerings. Baird's has been in business for over 30 years, providing a customized menu for the event.

In addition to hanging out in the design studio, guests were invited by the architecture team to enjoy their vast collection of built models from the Lego® World Architecture series, including the Lego® ICONSTM set Eiffel Tower with 10,001 parts, the tallest model to date.

Attendees also had an opportunity to engage in exploring their design skills by building a tree using their EverBlock Systems ™ Life-Sized Plastic Bricks. Local photographer Don Carrick, owner of **Studio 413** gathered a group of builders together in the conference room for a photo with the constructed tree.

"We really appreciate our advertisers, and wanted to express our gratitude.", said Bill Haley, publisher. As for Patti, the networking guru of the publishing duo, "I enjoy connecting with my advertisers in person as often as possible, it's so wonderful to have people together in one place where we can all interact, and I can say thank you in a tangible way."

Attendees from up and down the Route 422 corridor included colleagues from Fast Signs Pottstown, Fleetwood Bank, Barry Isett and Associates, Reading-Berks Association of Realtors, the Berks Business Education Coalition, Everything Printing, Morefield Technology, Riverfront Federal Credit Union, Bell Media Group, and Club Pilates. Principal architects Jim Sarro and Bob Conklin of MG Architects provided short tours and warm welcomes with Suzanne Cody and Jacob Sockel from their team.

At the close of the evening, *Route 422 Business Advisor* donated the catering overages to **Opportunity House of Reading**. Director of Development, Stacy Perlaki, said, "The food was amazing. It made the shelter's entire day. Thank you, thank you, thank you, thank you!"

The party was a wonderful way to welcome the upcoming summer months and meet new business contacts.

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