



# TRICOUNTY AREA CHAMBER OF COMMERCE

**TCACC Mission:** As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

## 2017-2018 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS EXECUTIVE COMMITTEE CHAIRMAN OF THE BOARD

**Richard Graver**, Chief Lending Officer, The Victory Bank

### CHAIR ELECT

**Baran Schultz**, CEO, Schultz Technology

### TREASURER

**Rich Newell**, CEO, Pottstown Hospital Tower Health

### IMMEDIATE PAST CHAIRMAN

**Heather Chandler**, President, Sealstrip Corporation

### SOLICITOR

**Joseph K. Koury**, O'Donnell, Weiss & Mattei, P.C.

### SECRETARY

**Eileen Dautrich**, President, TCACC

## BOARD OF DIRECTORS

**April Barkasi**,

CEDARVILLE Engineering Group, LLC

**Bill Breslawski**, Maillie LLP

**Sean Deviney**,

The Body-Borneman Companies

**Dr. Dave DiMattio**, Montgomery County  
Community College

**Joe Fava**, Clothes to Home Dry Cleaning

**Twila Fisher**, The Hill School

**Peggy Lee-Clark**, Pottstown Area  
Industrial Development, Inc.

**Rick Libra**, Exelon

**Dr. William Shirk**, Pottsgrove School District

**Frank Strunk**, Tompkins VIST Bank

## PRESIDENT'S MESSAGE

This month's President's Message is a thank you to all the Members of the TriCounty Area Chamber of Commerce for your support and commitment to your Chamber. My term as Chairman of the Board for our Chamber began in July of 2016 and will conclude on June 30, 2018.

It has been a pleasure to serve with the entire Chamber Board (listed to the left on this page). At our June Board meeting I will officially pass the gavel to Baran Schultz of Schultz Technology. Baran's leadership will guide the organization for the next two years. I would like to take a moment and thank Heather Chandler for her commitment to the Chamber. Heather has served several years as a member of the executive committee, serving these last two years as Immediate Past Chairman. Now I will take that role and Heather's leadership will unfortunately roll off our board as per our by-laws. We will miss her. To complete our 6-member executive committee we look forward to welcoming April Barkasi of CEDARVILLE Engineering to the group as our new treasurer. Rich Newell, who has served as treasurer for the last two years will become the Chamber's chairman elect.

As you are aware, during my tenure the TriCounty Chamber celebrated its 90th Anniversary. We had a heavier than normal event schedule. One of the highlights was a unique breakfast, 93. This event celebrated our 9 decades, with 9 speakers, providing attendees with 9 business tips that they could use to improve their businesses, relationships with customers, and improve their teams. 2017 also featured the first Pottstown Progress Luncheon and we will continue this event on June 21, 2018 and feature "I Pick Pottstown" as this year's theme. The 2017 Annual Dinner was a celebration of our 90th Anniversary and featured special recognitions, a display of memorabilia of our 90-year history, and a special balloon pop featuring 90 prizes generously donated by our supportive membership.

We continued our mission to provide relevant membership services and during my two years as chairman we started our Refresh Friday series. These "Refresh" opportunities to train you and or your staff are free for Chamber Members and feature fellow Chamber Members who present on the various topics. In addition, we provided a redesigned website that provides our Members with additional features they can use to improve their business directory listing as well as access a variety of resources through a Members Only portal. Members also received additional exposure as we updated and printed the 2017-2018 edition of the Tri-County Area Community Guide and Business Directory and distributed thousands of copies throughout the region.

Exciting additions to our events, programs, and services also included a new location and time slot for our annual and 30 plus year old College and Career Fair. The 2017 event was held at Coventry Mall and was very successful and we look forward to returning to the Mall for an event bigger 2018 event.

As I leave my post as chairman of the board I want to thank the Board of Directors for their commitment to the TriCounty Area Chamber of Commerce. I want to recognize the time and energy that they put into helping the organization write a strategic plan



**Richard Graver**

last summer and I look forward to staying on the executive committee and board of directors for the next two years, so I can remain engaged with this important effort to expand and grow our Chamber. This process is something that I am happy to be able to say took place during my tenure as I believe in its value and I am excited about the energy that the board of directors and staff are putting into facilitating and working toward achieving our defined goals.

As I thank you, the Members, of this organization and the board as they serve as the volunteer leadership for the organization I would be completely remiss if I did not take this opportunity to recognize and thank the Chamber staff. There is a decal on the wall in the office that states, "Small Team doing Big Things" and that statement could not be truer of the team of staff at our Chamber. Eileen, Melissa, Tarra, and Jennifer do everything they can, every day to make the membership's experience as impactful and as valuable as they can for each Member. If you feel that is not the case for you, please reach out to the Chamber staff, so they can schedule time to meet with you to review and determine what we could be doing differently to meet your businesses' needs.

Again, thank you so much for your support of the TriCounty Area Chamber of Commerce. There will be some new initiatives that you will see as we move into the 2018-2019 program year and we, the Members of the Board, Baran Schultz, and the staff will continue to need your support to grow and continue to improve the organization.

## 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@tricityareachamber.com](mailto:info@tricityareachamber.com)

Eileen Dautrich, President,  
[eileen@tricityareachamber.com](mailto:eileen@tricityareachamber.com)

Tarra James, Events and Marketing Director,  
[tarra@tricityareachamber.com](mailto:tarra@tricityareachamber.com)

Jennifer O'Donnell, Member Relations  
Director, [jennifer@tricityareachamber.com](mailto:jennifer@tricityareachamber.com)

Melissa Shainline,  
Communications and Administrative Director,  
[melissa@tricityareachamber.com](mailto:melissa@tricityareachamber.com)

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



**“Not all businesses are alike, so if you are interested in learning how to maximize your membership, please give me a call at 610.326.2900 or send me an email to [jennifer@tricountyareachamber.com](mailto:jennifer@tricountyareachamber.com).” – Jennifer O'Donnell, Member Relations Director**

## WELCOME APPROVED NEW MEMBERS!

**Congratulations to the business listed below. Their applications were approved by the Board of Directors on May 16.**

**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!**

**MedSurg Urgent Care**  
1808 Swamp Pike  
Gilbertsville, PA 19525  
716.903.3492  
[www.medsurgurgentcare.com](http://www.medsurgurgentcare.com)

**Hospitals**  
MedSurg Urgent Care located at 1808 Swamp Pike, Gilbertsville Pa. MedSurg Urgent Care is going to provide high quality medical care to walk in patients and their families.

**Seedcopa**  
737 Constitution Drive  
Eagleview Corporate Center  
Exton, PA 19341  
610.321.8241  
[www.seedcopa.com](http://www.seedcopa.com)

**Financial Services**  
Seedcopa assists business borrowers in accessing the money they need to start, grow and expand their business. Federal, State and Local economic development loan programs can complement conventional financing offering many potential benefits, delivered through a proven loan process.

**SOS Group Inc.**  
555 E. High St.  
First Floor  
Pottstown, PA 19464  
484.624.4162  
[www.sosgroupinc.com](http://www.sosgroupinc.com)

**Employment Agencies**  
SOS Group Inc. provides qualified and trained support staff to schools.

**“Being on the cover of the Route 422 Business Advisor has been a fantastic marketing opportunity for us! We have made some significant changes to our office, and we wanted fellow business owners and the rest of the community to know about our growing business. We have received numerous calls, emails, and texts**



**from friends, family, patients and business acquaintances congratulating us on how much they enjoyed and appreciated the cover story! We are extremely pleased with the pictures and articles, and we look forward to our ongoing advertising with the Route 422 Business Advisor!”**

— Dr. Rod Gabel, Yucha Medical Pain Management & Chiropractic Rehabilitation

## CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

### HAPPY ANNIVERSARY to the following Members:

#### 40+ YEARS

**Edwards Business Systems**

**McDonald's – Pottstown**

**Sawchuk's Garage, Inc.**

**Smale's Printery**

#### 30 YEARS

**Hickory Valley Golf Club**

#### 5 YEARS

**Lords & Ladies Salons and Medical Spa - Douglassville**

**Pottstown Downtown Improvement District Authority (PDIDA)**

#### 1 YEAR

**Berks-Mont Camping Center, Inc.**

**Cube Info Solutions**

**EverStaff Recruiting**

**HealthSouth Reading Rehabilitation Hospital**

**Keystone**

**Waste Disposal LLC**

**Marc Consulting, LLC**

**Patient First Urgent Care**

**St. Bonaventure University Online**

**Stored Energy Concepts, Inc.**

**Ursinus College**

### Member Renewals

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

**A.D. Moyer Lumber & Hardware, Inc.**

**ARCpoint Labs of Limerick**

**Bause Catered Events**

**The Body-Borneman Companies**

**Boyertown Area School District**

**Canteen Berks County**

**CEDARVILLE Engineering Group, LLC**

**Center for Nutritional Healing, LLC**

**CODY Systems**

**Fraser Advanced Information Systems**

**Fulton Bank**

**Gilmore & Associates, Inc.**

**Janet Flack – EXP Realty, LLC**

**KenCrest EmployNet**

**KeyBank**

**Kriebel Security Inc.**

**MACnificent Pages / Route 422 Business Advisor**

**Media Fusion Technologies, Inc.**

**Patriot Environmental Management, LLC**

**Philadelphia Premium Outlets**

**Pottstown Cluster of Religious Communities**

**Rhoads Limousine Service, Inc.**

**Staples, Inc. #0329**

**Translogistics, Inc.**

**Wings of Victory Outreach Corporation**

**Wrigley's Business Products and Services**

*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 **Tarra James** at 610.326.2900 or [tarra@tricountyareachamber.com](mailto:tarra@tricountyareachamber.com)



**TRICOUNTY AREA  
CHAMBER OF COMMERCE**

### THANK YOU!

**Email Sponsor:**



**Reading Fightin Phils Ticket Stuffing:**



**It's as easy as 1-2-3 or ABC –**





# TRICOUNTY AREA CHAMBER OF COMMERCE

## NETWORKING

**Thurs., June 7**  
7 – 9 AM

### Membership Breakfast

**Brookside Country Club, 850 N. Adams St., Pottstown 19464**

Join us at this membership breakfast to congratulate the **Leadership Tri-County Class of 2018**. Members of the class will present the projects they have worked on over the last 10 months on behalf of area nonprofits.

**\$26 per Member (prepaid by 6/1); \$32 per Member (invoiced or after 6/1); \$50 per non-member**

Sponsored by: **Independence Planning Group; Pottstown Hospital Tower Health; Schultz Technology**

**Weds., June 13**  
11:30 AM – 1 PM

### WOW Event

**Salon Evolve, 214 W. Ridge Pike, Limerick, PA 19468**

Enjoy networking and lunch at **Salon Evolve**. Demonstrations will be given on hair and there will also be consultations on skin tips for the upcoming summer months.

**Limited to 25 attendees.**

**No Charge; Members Only; Reservation Required**

Sponsored by: **Salon Evolve**

**Fri., June 15**  
8:30 – 10 AM

### June Refresh Panel

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

Several of our local leaders are coming together to present how their businesses play a large role in the community and how to encourage their employees to be active in the area. Join us as **Rich Newell**, CEO of Pottstown Hospital Tower Health, **Beth Walton**, VP/Chief Human Resources Officer with Diamond Credit Union, **Kevin Campbell**, President of Barry Isett & Associates, and **Terese Brittingham**, Owner of Keller Williams Realty Group, come and share their experiences and how to get your business active in the area.

**No Charge; Members Only; Registration Required**

**Thurs., June 21**  
11:30 AM – 1:30 PM

### Pottstown Progress Luncheon Presented by Pottstown Area Industrial Development, Inc.

**Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464**

Save the date for our Pottstown Progress Luncheon! Come and learn all about the exciting happenings of the Pottstown Community and the vision of where the town is headed.

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

Presented by: **Pottstown Area Industrial Development, Inc.**

Platinum Sponsor: **CEDARVILLE Engineering Group, LLC; Montgomery County Community College**

Gold Sponsors: **O'Donnell, Weiss & Mattei, P.C.; Pottstown Area Rapid Transit, Inc.; Tompkins VIST Bank; Traffic Planning and Design, Inc.; The Victory Bank**

*Additional Business Development Opportunities Available*

**Tue., June 26**  
4 – 6 PM

### Business Card Exchange

**UFinancial Group, 111 E. Uwchlan Avenue, Exton 19341**

UFinancial Group is celebrating a new location! Come celebrate the big occasion and see the new office. UFinancial is excited to show all of our Members how their new location will make their business more effective and easier for their clients. So come out for a great night of networking!

Sponsored by: **UFinancial Group**

**No Charge; Members Only; Registration Appreciated**

## SAVE THE DATES

**Mon., Sept. 10**

### Annual Golf Outing

**Reading Country Club Golf, 5311 Perkiomen Ave., Reading 19606**

10:30 AM Registration

11 AM Lunch

12 PM Shotgun Start

4:30 PM Dinner

**EARLY BIRD PRICING Available until 7/31/18**

**\$145 per person for Lunch, Golf and Clambake; \$550 for a Foursome**

*Business Development Opportunities available*

If you are not a golfer, join us for the networking and dinner - **\$45 per Chamber Member; \$55 per non-member**

**New Location!**

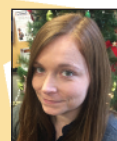
## 2018-2019 Program Year Save the Dates

- **NEW: We will have Membership Breakfasts every month!**
- **College Fair – Monday, October 1 at the Coventry Mall**
- **NEW: Community Expo – Tuesday, November 6 at the Coventry Mall**
- **Economic Development Luncheon – Tuesday, November 13 at RiverCrest Golf Club & Preserve**

## Want to share your business story and highlight your products and services?

As we begin to plan our 2018-2019 program year, we will help you determine how to make the greatest impact to your perfect audience. Contact Tarra at 610.326.2900 or email [tarra@tricountyareachamber.com](mailto:tarra@tricountyareachamber.com) to schedule a meeting today!

Call Tarra James, Events & Marketing 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](http://tricountyareachamber.com) or call 610.326.2900.**





# "FUN NIGHT OUT" AT THE 2018 ANNUAL DINNER

The TriCounty Area Chamber of Commerce hosted its 2018 Annual Dinner on April 26 at RiverCrest Golf Club & Preserve, Phoenixville.

*The Chamber presented new awards this year, and we congratulate the winners:*



**MAKING A  
DIFFERENCE –**  
Exelon Generation  
(L) & Pottstown  
Hospital Tower  
Health (R)



**DELIVERING  
POSSIBILITIES**  
– Tompkins  
VIST Bank



**DELIVERING  
SOLUTIONS –**  
TriCounty  
Community  
Network, Inc.



**AMBASSADOR  
OF THE YEAR –**  
Bill Wellen,  
FASTSIGNS



**VOLUNTEER  
OF THE YEAR  
and CHAIRMAN  
OF THE BOARD –**  
Rich Graver, The  
Victory Bank



**BE THE BRIDGE  
AWARDS –**  
The Chamber  
Recognized the Board  
of Directors (L) and the  
Ambassador Committee  
(R) for being the  
bridge for the  
Chamber Staff!



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





*This year's event featured a more relaxed atmosphere – attendees were encouraged to wear jeans!*

**F**ollowing the presentation of the awards, **Comedian Joe Conklin**, The Man of a Thousand Voices, headlined the event.

After dinner, additional networking and an ice cream bar followed during the closing reception. The reception included an emoji popper. Attendees, who purchased a popper, were able to pop them and claim the prize listed.

Thank you to **Don Carrick, Studio 413**, for taking pictures during the event. To view additional pictures from the evening, please visit the Event Page on the Chamber's website – [tricityareachamber.com](http://tricityareachamber.com).

The Chamber would like to thank the sponsors, emoji popper donors and participants, and attendees for making this event a success.



*Selfie Props were also placed throughout the ballroom and reception area and everyone was encouraged to take their best picture and post it to the Chamber's Facebook.*



*Comedian Joe Conklin*

### THANK YOU TO OUR SPONSORS FOR THIS EVENT:

#### PLATINUM SPONSORS



#### GOLD SPONSORS



#### SILVER SPONSORS



#### PATRON SPONSORS

• Everything Printing  
• Fraser Advanced Information Systems

• Global Advanced Metals  
• RiverCrest Golf Club & Preserve  
• Sealstrip Corporation

• Wanner Associates  
• Wrigley's Business Products & Services

*Thank you to the companies who donated door prizes for our Emoji Popper:*

- Arbonne International LLC – Jennifer O'Donnell
- Arnold's Family Fun Center
- Bause Catered Events
- The Body-Borneman Companies
- Boyertown Oil & Propane
- Brandywine Living at Upper Providence
- Brookside Country Club
- Carr Chiropractic and Wellness, LLC
- Citadel Federal Credit Union
- Copperfield Inn at Lakeside
- Coventry Corners
- Decorating Den Interiors
- Downtown Design
- Gatsby's at the SunnyBrook Ballroom
- Hickory Valley Golf Club
- Integrity Services and Solutions, LLC
- Jenna Armato – Attract, Engage, Inspire LLC
- JT's Gourmet Delivery LLC
- Lily's Grill
- Limerick Bowl
- Meineke Car Care Center
- Moyer's Catering
- Pottstown Parks & Recreation
- Reading Country Club
- Reading Fightin' Phils
- Reflections Hair Designs
- Richard Graver
- RiverCrest Golf Club & Preserve
- Salon Evolve
- Santander Arena and Performing Arts Center
- Schultz Technology
- Sealstrip Corporation
- Steel River Playhouse
- The Swamp Door Antiques & Curiosities, LLC
- Tompkins VIST Bank
- Tri County Area Federal Credit Union
- UFinancial Group
- Valley Forge Tourism & Convention Board
- The Victory Bank
- Virtual Essence Hair Design, Inc.
- Wrigley's Business Products & Services

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# Leadership

## TRI-COUNTY

### FINAL SESSION!

*The May Leadership session focused on leading from within.*

The class began their day at the Chamber Office where they discussed their Legacy Class Project. The class also heard a presentation on **LEYP** (Lead Engage Young Professionals) from **Tarra James**, Events & Marketing Director at the Chamber.

The class then visited **Gateway Ticketing Systems**. Gateway provides ticketing systems and software for amusement parks, museums and other attractions for more than 40 countries. **Kristi Casey**, Human Resources Manager, addressed the class on the different features of the company and provided a tour of the facility.

The class made their way back to the Chamber Office in Pottstown where they enjoyed lunch. Then **Jenna Armato**, Chief Empowerment Officer of **Attract, Engage, Inspire, LLC** presented "Leadership from the Inside Out."

The class ended their day by running through their presentations for June's Breakfast and giving each other feedback.



*The Class on their tour of Gateway Ticketing Systems, Inc.*

*The Leadership Tri-County Class of 2018 is sponsored by:*

#### CO-SPONSOR



#### EDUCATION SPONSOR



#### TRANSPORTATION SPONSOR



THE TIME IS **NOW**  
THE PLACE IS **POTTSTOWN**

*DON'T MISS THIS!*

## POTTSTOWN PROGRESS LUNCHEON EXPO

- Why Pottstown?
- Redevelopment Updates Announced!
- Community Collaborations Discussed!
- Investment Opportunities Revealed!

THURSDAY **June 21st**

11:30am to 1:30pm at the  
**SUNNYBROOK BALLROOM**  
50 Sunnybrook Road, Pottstown PA 19464

**\$45** per member

**\$65** per non-member

PRESENTED BY:



TriCOUNTY AREA  
CHAMBER OF COMMERCE



*I Pick*  
**POTTSTOWN!**  
Pioneers of the Good Life.



#IPickPottstown [IPickPottstown.com](http://IPickPottstown.com)

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# ECONOMIC FORECAST MEMBERSHIP BREAKFAST

On May 10, Chamber Members gathered at Sunnybrook Ballroom in Pottstown for the rescheduled Economic Forecast Membership Breakfast.

The following **New Members** were introduced: **Cinecore Media; Mauger Energy; The Mike Howell Team, Inc.; Montgomery County Intermediate Unit; and Schooley Mitchell.**

The guest speaker for the morning was **Chris Kim**, Senior Vice President and Chief Investment Officer, **Tompkins Financial Advisors**. His presentation, "Current State of the Economy" included:

- Wage growth is only at 3%. Unemployment is at all time low. When these two happen at same time - possible bad inflation!
- One piece of advice is to diversify into emerging and international markets.
- China is a big factor - risky as they are more volatile but also greater opportunity growth of 6% in 1st quarter.
- There is growth in the service industry in China (previously happened in manufacturing).



Chris Kim, Tompkins Financial Advisors, presented on the current state of the economy.



Representing the breakfast sponsors Tompkins VIST Bank and Tompkins Wealth Advisors (L to R) Paula Barron, Gary Moyer, Tim West, Ed Marko, Jena Lawrence, Chris Kim, Bill Winter, Ryan McCallum, Victor Martin and Joe Cavallo.



Michelle Sands, Mauger Energy; Sam Gautrau, Cinecore Media; Michael Howell, The Mike Howell Team Inc.; Hakim Jones, Kyle Longacre, Tiffany Smith, and Charece Harris, Montgomery County Intermediate Unit; and Andrew Rohrbough, Schooley Mitchell.

**Thank you to our Economic Forecast Membership Breakfast Sponsors:**

**TOMPKINS**  
VIST Bank

**TOMPKINS**  
Financial Advisors

**NEXT BREAKFAST – JUNE MEMBERSHIP BREAKFAST**  
Thursday, June 7 from 7 – 9 AM at Brookside Country Club.

The Leadership Tri-County Class of 2018 will present on the projects they have been working on over the last 10 months.

Sponsors: **Independence Planning Group;**  
**Pottstown Hospital Tower Health; Schultz Technology**

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



# Leadercast Lead Yourself

Community and business leaders accessed the knowledge and experience of world-renowned leaders by attending Leadercast at Morning Star Fellowship on Friday, May 4. During Leadercast, speakers were broadcast live via simulcast from Atlanta, GA, to host sites all over the world! This was the sixth year that the Chamber hosted Leadercast.

The Chamber knows how time-starved our Members are and we enjoy offering this event as a solution to the development of the leadership in their company.

*Thank you to Sealstrip Corporation for providing team building recess activities during the lunch portion of the event.*



This year's theme was *Lead Yourself* and featured the following speakers:

- **Andy Stanley** "Great leaders last because they lead themselves first."
- **Jim Loehr** "To justify your gift of life, you give it away – you give it away to others."
- **Carey Lohrenz** "Biggest indicator on whether you will be successful is you knowing what your purpose is."
- **Kat Cole** "Sometimes the people closest to the action know before the leader does."
- **Michael Hyatt** "The hustle fallacy leads to self-neglect."
- **Jen Bricker** "You are making an impact whether you realize it or not."
- **Mae Jemison** "What do you do with your place at the table?"
- **Ian Crohn** "What do you know about me that I need to know about me that I don't?"
- **Joe Torre** "You want someone who wants to come to work everyday."

*TCACC Members are given a unique opportunity for Leadership Development by participating in Leadercast.*



*The Leadership Tri-County Class of 2018 was given the option to participate in this event as part of their 10-month leadership development program.*



Thank you to our Sponsors:

I.T.'s best friend  
**SCHULTZ**  
technology

**Leadership**  
TRI-COUNTY

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



## 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. MAY'S BUSINESS OF THE MONTH WAS CHOSEN FROM MEMBERS WHO ATTENDED APRIL'S NEW MEMBER LUNCHEON.



### 1031 Exchanges: A Powerful Tax Strategy for Investors and Business Owners

Internal Revenue Code Section 1031 exchanges enable taxpayers to defer capital gains on the sale of business use or investment property provided another business use or investment property is acquired. A 1031 exchange allows investors to accomplish many investment goals, such as acquiring property with greater income potential, less management responsibilities, relocation of an investment, consolidation or diversification. Some of the requirements of a successful exchange are as follows:

- A qualified intermediary (QI) is required to facilitate the exchange. Through an exchange agreement, The QI acquires, holds and conveys both properties, controls the sale proceeds and guides the exchanger through the exchange process.
- The exchanger must not have actual or constructive receipt of the sale proceeds, including deposit monies.
- Once the relinquished property is conveyed to a buyer, the exchanger has 45 days to identify replacement property and a total of 180 days to acquire it.
- To maximize the tax-deferral, replacement property of equal or greater value and equity must be acquired. In the event of a trade down in value or equity, the exchanger is taxed on the amount of the trade down.
- Title to the replacement property must be held in the same name as the relinquished property.

In addition to the investment objectives already mentioned, an exchange is a great wealth accumulation vehicle and estate planning tool. The fact that one may complete exchange after exchange and continue to rollover the gain allows the gain to be deferred indefinitely. Upon the death of the exchanger, the heirs inherit the property with a stepped-up basis thus eliminating all deferred gain. Using 1031 exchanges, you have the ability to grow your real estate portfolio with pre-tax dollars.

Business owners have long utilized 1031 exchanges to help grow their business. They can also help a business relocate to a better location or a more efficient facility or expand into several



locations as well as replace equipment and vehicles. Additionally, exchanges can provide an exit strategy for retiring business owners by exchanging business related real property for other income producing real estate or even a future vacation home or primary residence.

In closing, 1031 exchange can assist investors and business owners accomplish many short and long-term objectives. Whenever selling real property held for business use or investment, be sure to discuss with your tax advisor how you might benefit from a 1031 tax-deferred exchange.



## APRIL BUSINESS CARD EXCHANGE



A big Thank You goes out to TriCounty Active Adult Center for hosting our April Business Card Exchange on Tuesday, April 17. The refurbishments to the building have truly made this an amazing place for our older community members to come and enjoy!

**Sponsored by:**



### NEXT BUSINESS CARD EXCHANGE

**Tuesday, June 26  
4 – 6 PM**

**UFinancial Group,**

111 E. Uwchlan Ave., Exton 19341

*UFinancial Group is celebrating a new location! Come celebrate the big occasion and see the new office.*

## SUPERVISOR TRAINING BLOCK



### CONGRATULATIONS TO THE SUPERVISOR TRAINING MODULE 1 GRADUATES!

Congratulations to the participants from MacKissic; Pottstown Area Rapid Transit, Inc.; and YWCA Tri-County Area for completing the 6-week Supervisor Training Certificate Program! These four individuals received their certificates on May 10. This program is available through a partnership between the Greater Reading Chamber Alliance and TCACC. Next session begins June 14 – contact Tarra at 610.326.2900 for more information.

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





## RIBBON CUTTINGS



**Like Mike's**, 79 North Charlotte Street, Pottstown, PA 19464



**MJ's Legacy**, 112 E. Philadelphia Avenue, Boyertown, PA 19512



**Three Brothers Grill**,  
1432 East High Street, Pottstown, PA 19464

**Refresh**



## REFRESH FRIDAY - APRIL

Diane Klinger from Integrity Services & Solutions, LLC presented on Human Resources and the basic items that all small business owners should know. Diane talked about how to navigate difficult situations in the best way possible.

### NEXT REFRESH SEMINAR:

**Friday, June 15, 8:30 – 10 AM, "Refresh Panel"**

## 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.

### Know someone looking for a job?

1. Have them send their resume to Melissa at [melissa@tricountyareachamber.com](mailto: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:

- **Jacquet Mid-Atlantic, Inc.** –  
Quality Manager; Staff Accountant
- **Paradigm Financial Group** –  
P/T Administrative Internship

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