



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.

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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Pottstown, PA 19464
• TEL: 610.326.2900
• FAX: 610.970.9705

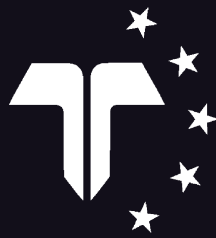
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Administrative Director,
melissa@tricountyareachamber.com



TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE



TIME FOR **THE** EVENT OF OUR YEAR
— JOIN KEY DECISION MAKERS
FROM THE TRI-COUNTY REGION

ANNUAL DINNER

WEDNESDAY, APRIL 17
5 – 9 PM

**at RiverCrest
Golf Club &
Preserve**

APPLY FOR ANNUAL DINNER AWARDS

1. Community Based Organization
2. Start-Up Business
(Business under 3 years)
3. Small Business
(under 10 employees)

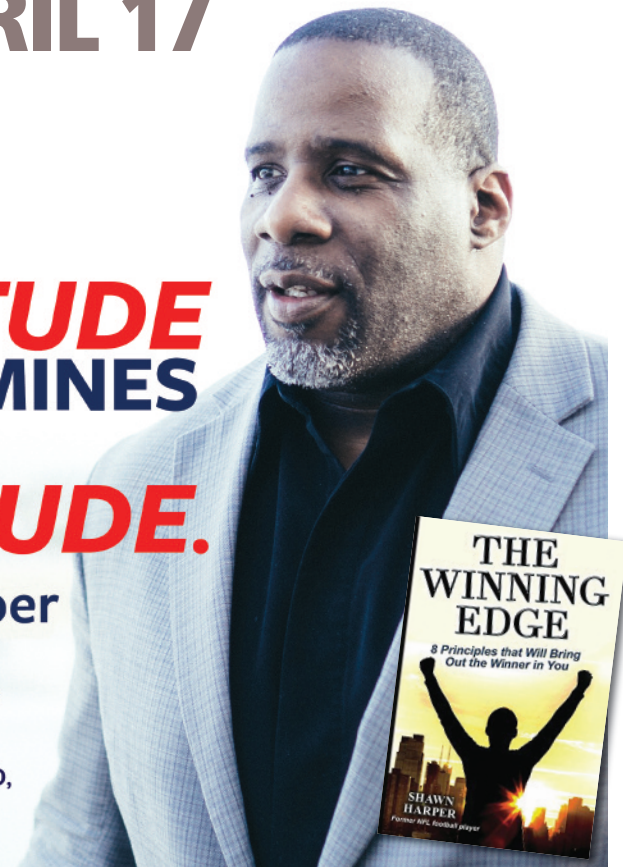
**Contact the office at
610.326.2900 to learn
how you can apply!**

**YOUR
ATTITUDE
DETERMINES
YOUR
ALTITUDE.**

Shawn Harper

From the Locker Room
to the Board Room...

Former NFL Player, CEO,
National Motivational
Speaker, Author and
Life Coach



MAKING A DIFFERENCE IS WHAT WE DO!

WELCOME APPROVED NEW MEMBERS!

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

Addison Technologies
643 E. High St.
Pottstown, PA 19464
610.304.0229
addisontech.com

Computer Consultants/Support Services
Addison Technologies does all things website related. Creating websites, managing websites, and insuring maximum exposure for our clients.

Authentic Matters
3630 Coventryville Rd.
Pottstown, PA 19465
484.942.3863
authenticmatters.com
Communications Consultants; Consultants; Marketing/Market Research; Website Design
Authentic Matters is a digital communications consultancy. We help businesses - from startups to Fortune 500s - improve how they engage, acquire, and retain customers.

Covenant Bank
1500 E. Lancaster Ave.
Paoli, PA 19301
610.420.1141
yourcovenantbank.com
Banks/Credit Unions
Covenant Bank Brand Promise- Our covenant is our promise to do what is right for our clients, shareholders, employees, and community every time. Consummate Professionals- We are consummate professionals with the highest integrity. Committed- We commit to deliver timely financial solutions to help clients meet their goals. Connected- We connect our clients to resources and opportunities to drive success. Community- We support our community by generously giving of our time and resources.

Cutillo's Restaurant
2688 E. High St.
Pottstown, PA 19464
610.327.2910
cutillos.com
Caterers/Banquet Services; Restaurants/Clubs
Cutillo's Restaurant is located in the beautiful village of Sanatoga, PA. Cutillo's Restaurant overlooks the Sanatoga Creek and has a rich heritage in western Montgomery County.

Delta-T Group
950 East Haverford Rd., Suite 200
Bryn Mawr, PA 19010
484.381.3073
delta-tgroup.com
Behavioral Health Services; Employment Agencies
Behavioral Health/Mental Health Referral Agency partnered with various nonprofit organizations.

Freestyle Real Estate, LLC
1723 Swamp Pike
Gilbertsville, PA 19525
610.845.1800
freestylere.com
Real Estate - Residential
Freestyle Real Estate is committed to providing each and every individual client with exceptional service and care to every detail through the process. Our agents are attentive to your concerns throughout the selling process and we realize how overwhelming selling your home can be.

Kreischer Miller
100 Witmer Rd.
Horsham, PA 19044
215.441.4600
kmco.com
Accountants/CPAs
Kreischer Miller is full service public accounting firm providing audit, tax, consulting, technology solutions, outsourced accounting and C suite search services.

Mercer's TruCraft Collision
401 W. High St., Suite 1
Pottstown, PA 19464
610.327.8787
trucrecollision.com
Auto Body Repairs/Painting; Auto Detailing/Restoration; Auto Repairs/Services; Insurance Companies
Had a minor fender bender or major collision? Interested in customizing your vehicle? Mercer's Collision is an auto body shop you can trust and depend on, PERIOD! Limited Lifetime Warranty All makes and models, domestic and foreign vehicle repair. All insurance claims are welcome as we are a direct repair shop for many insurance companies.

Pope John Paul II High School
181 Rittenhouse Rd.
Royersford, PA 19468
484.975.6500
pjphs.org
Schools/Colleges/Education
Pope John Paul II High School assists in the formation of Catholic students to be full and practicing members of the Church while simultaneously recognizing and respecting the cultural diversity of our student body. We are a center of academic excellence rigorously preparing students to be contributing members of the global community with the ultimate goal of eternity in Heaven.

Potts & Penn Family Diner
80 E. High St.
Pottstown, PA 19464
484.624.5501
facebook.com/PottsAndPennFamilyDiner
Food Products; Restaurants/Clubs
Authentic diner experience. Breakfast, lunch, and dinner. Focused on Quality & Exceptional Service!

Pottstown Athletic Club
263 King Street
Pottstown, PA 19464
484.302.9950
pottstownathleticclub.com
Health Clubs/Fitness Centers/Gyms; Nonprofit Organizations
Pottstown Athletic Club (PAC) is a 501c nonprofit multi-sport Youth / Family Athletic Club. We offer a variety of fitness programs to Pottstown families and those of surrounding communities. For over 25 years this club of athletes has defined ourselves as a value-driven socially responsible organization. We recognize the ability we possess to take control of not only our lives but to help others empower themselves and change their lives. Our formula is simple, through athletics, we provide opportunity and support to those looking to change.

Pottstown Oral & Maxillofacial Surgery Assoc.
1630 E. High St., Bldg. #4
Pottstown, PA 19464
610.326.7880
and
Pottstown Oral & Maxillofacial Surgery Assoc.
20 E. Philadelphia Ave.
Boyertown, PA 19512
610.367.6074
pottstownoralsurgery.com
Dentist/Orthodontists; Medical Services; Physicians/Surgeons
Full scope oral and maxillofacial surgical services covering the greater Pottstown & Boyertown areas.

Primerica
908 N. Charlotte St.
Pottstown, PA 19464
610.326.4494
primerica.com/wardle
Financial Services; Insurance Companies; Investment Companies
In 1977, Primerica was founded on a simple idea: Just do what's right. That concept remains at the heart of everything they do for Main Street families every day.

Public Citizens for Children & Youth
990 Spring Garden Street, Suite 200
Philadelphia, PA 19123
215.563.9442
pccy.org
Nonprofit Organizations
PCCY is a children's advocacy organization dedicated to increased state investments in quality early childhood education, public schools & health programs (insurance) for kids.

Pughtown Agway
819 Pughtown Rd.
Spring City, PA 19475
610.469.9238
pughtownagway.com
Lawn and Garden Equipment / Supplies; Pet Shops/Supplies
Retail feed store and lawn & garden center.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

41+ YEARS
AAA East Central

10 YEARS
Staybridge Suites
Royersford - Valley Forge
Frederick Living

5 YEARS
Schuylkill Holdings

1 YEAR
Attract Engage Inspire, LLC
Farmers Insurance Hill Agency
GNG All Holiday Decorators
Schooley Mitchell USA Payroll
Willow House Paints

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 Michele Barrett at 610.326.2900 or michele@tricountyarea-chamber.com

Member Renewals

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

BB&T
Bella Vista Golf Course, Ltd.
Boy Scouts of America - Cradle of Liberty Council

Boyertown Oil and Propane
Brookside Country Club
Columbia Boiler Co.

D.G. March and Associates/Enviromat Company, Inc.

Dancing Tree Creations Artisans Gallery and Studio
eb Logix, Inc.

Exelon Nuclear
Fox Rothschild LLP

The Hill School
KeyBank

The Lewis Group
Limerick Township
Moyer's Catering
My Dad's Flooring
Nester Insurance

PMA Medical Specialists - Limerick
PMA Medical Specialists - Phoenixville

PMA Medical Specialists - Pottstown

Pottsgrove School District
Pottstown Area Industrial Development, Inc.
Pottstown Hospital Tower Health

Pottstown Regional Public Library
Pottstown Roller Mills, Inc.

Reading Country Club Golf - Exeter Township

Reading Foundry & Supply Co.

Rutter Roofing
Sanatoga Water Conditioning, Inc.

Schuylkill River Greenways National Heritage Area

Tri County Toyota
Twin County Construction Co., LLC

A. Weitzenkorn's Sons, Inc.

West & Company T/A Hoffman & West, CPAs

Wyomissing Optometric Center, Inc.
Yergey Daylor Allebach Scheffey Picardi



TRICOUNTY AREA
CHAMBER OF COMMERCE

THANK YOU!

2018-2019
Connections Partners:



2018-2019 Commerce Partners:



MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS SPOTLIGHT

March's Business Spotlight is Brandywine Living at Upper Providence. Learn more about them at the event on Tuesday, March 26 from 5-7 PM, located at 1133 Black Rock Road in Phoenixville!



Friends and fun

All Day Dining

Luxurious
Private Suites

Beautiful courtyards
& gorgeous
common areas

Transportation

Escapades...for Life!

Nurses on site...
all day, all night

Reflections
award winning
memory care
program

Recognition
for quality
care and services



BRANDYWINE LIVING
at Upper Providence

Life is Beautiful

Please join
**BRANDYWINE LIVING AT
UPPER PROVIDENCE**
along with municipal organizations,
non-profits and members of the public for a
COMMUNITY VOLUNTEER FAIR!

**SATURDAY, MAY 4TH
12:00PM-3:00PM**

**1133 Black Rock Road | Phoenixville, PA
610.933.3250 | www.Brandycare.com**

*Brandywine Living has locations
throughout NJ, PA, DE, CT, NY & VA*

JANUARY BUSINESS CARD EXCHANGE



January 22's Business Card Exchange at Community Health & Dental Care was a success! We networked and toured their new

facility at the Coventry Mall.

Thank you to everyone who came out to this event!



Sponsored by:



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



LEYP PROFESSIONAL DEVELOPMENT



On February 14, LEYP went to Wrigley's Business Products and Services for a professional development workshop led by Morgan Davidheiser. Morgan focused on Excel and Outlook and how to utilize them more efficiently. Thank you Morgan for sharing your expertise with the group!

**Next LEYP event
is on Thursday,
March 14 from 5-8 PM
at Splitting Edge
Axe Throwing!**



**Lead | Engage |
Young | Professionals**

Network of Leaders. Professional Development.
Volunteerism. Community Action.

lewis
ENVIRONMENTAL



E-Cycling

**Earth Day
Monday, April 22**

Have any electronics you want to safely
dispose of? Bring them to us!



TRICOUNTY AREA
CHAMBER OF COMMERCE *proudly presents:*

Leadercast
2019

**Friday, May 10
8 AM to 4 PM**

New Hanover United
Methodist Church



Gayle King, Co-host,
CBS This Morning,
Editor-at-Large,
O, the Oprah Magazine



Patrick Lencioni,
Founder,
The Table Group



Dr. Caroline Leaf,
Communication
Pathologist and
Cognitive Neuroscientist



Marcus Samuelsson,
Award-Winning Chef,
Restaurateur, Author
and TV Personality



Carla Harris,
Vice Chairman and
Managing Director,
Morgan Stanley



Ginger Hardage,
Former Senior VP
of Culture and
Communications,
Southwest Airlines



Andy Stanley,
Leadership Author
and Communicator



Juliet Funt
CEO,
WhiteSpace at Work



Craig Springer,
Executive Director,
AlphaUSA

Registration required. For more details or to purchase tickets, call 610.326.2900.

MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

Thurs., March 7
7-9 AM

Membership Breakfast: Our Lucky Members

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464
The Lucky Day agenda includes: extended networking; receive a new Membership Plaque, 2019 Window Decal, 2019 Tri-County Area Community Guide & Business Directory, visit tables to chat with board members and sign up for events and chamber programs, and special giveaways!
\$32 per Member (invoiced or paid after 2/28); \$50 per non-member
Sponsors: Alvernia University; Foundation for Pottstown Education

Fri., March 8
8:30-10 AM

Leadership Alumni Executive Series: Part 2

TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464
Join us for another exclusive and intimate event presented by fellow alum, Joe Rusiewicz, Executive Director, The Foundation for Pottstown Education.
Storytelling as a Management Tool
Storytelling is a management tool that can help produce the best results for telling your organization's mission, keep those special things about your organization alive, enhance your image in the community and get your staff to see the big picture and how their work is valued.
Leadership Alumni Only; Free Event
Contact Jennifer O'Donnell at 610.326.2900 to register.

Thurs., March 14
5-8 PM

LEYP: Splitting Edge Axe Throwing

Splitting Edge Axe Throwing, 225 E. High St., Pottstown 19464
This special networking event will bring together young professionals ages 21-40 years in the tri-county area to continue to grow an effective, strong network of leaders. You are encouraged to register in groups of **four or more** to represent your business in a competition resulting in an **award of the center of the target signed by all the participants as a keepsake**. Registrants who attend as singles, doubles, or triples will be partnered with others at the start of the tournament onsite. Join us at 5:00 pm for a social hour and practice throwing axes before the 6:00 - 8:00 pm Axe Throwing Tournament. Refreshments will be provided at no additional cost.
\$34 per person (plus tax); Young Professionals Only

Weds., March 20
5-8:30 PM

Boyertown Area Progress Dinner

La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertville 19525
Agenda:
Networking Social Hour
Video Highlighting:
• Interview with Dr. Dana Bedden, Superintendent of the Boyertown Area School District
• Tour of the renovated High School
• Tour of the renovated Middle School West
• Overview of Community Engagement with the School District
• Presentation of the Quality of Life Award to the Foundation for Boyertown Education.
\$100 per Member; \$900 per Member table of 10; \$150 per non-member; \$1,500 per non-member table of 10
Platinum Sponsors: Maillie LLP; Pottstown Hospital Tower Health; Tompkins VIST Bank
Gold Sponsors: The Body-Borneman Companies; Boyertown Oil and Propane; Martin Stone Quarries, Inc.
Silver Sponsors: Bally Block Company; Dan Albert - State Farm Insurance and Financial Services
Additional Sponsorship Opportunities Available
Inclement Weather Date: Wednesday, March 27

Fri., March 22
8:30-10 AM

Refresh Friday: Mindfulness

TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464
Mindful or Mind Full? During this session Harriet Stein will share why Mindfulness is needed in the workplace.
When practicing Mindfulness, this enables one to become expert in knowing ourselves. It is not about changing who we are, it is about understanding who we are and accepting ourselves with compassion that leads to a life that is richer in the knowing.
Members Only; No Charge; Registration Required

Tues., March 26
5-7 PM

Business Card Exchange

Brandywine Living at Upper Providence, 1133 Black Rock Road, Phoenixville 19460
Join the staff of Brandywine Living at Upper Providence for a St. Patty's Themed Networking Event. **Food/Beverage:** appetizers, beer, wine and a signature cocktail will be served. **Entertainment:** a live musician will be on site.
Members Only; No Charge; Registration Appreciated
Sponsored by: Brandywine Living at Upper Providence

Fri., March 29
8-9 AM

Discover Leadership Tri-County

TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown 19464
Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. Now enrolling for the Class of 2020!
Free; Registration Requested

SAVE THE DATES

Thurs., April 4
7-9 AM

Rise & Raise Membership Breakfast

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464
More details to come!
\$26 per Member (prepaid prior to 3/28); \$32 per Member (invoiced or paid after 3/28); \$50 per non-member
Sponsor: Reading Fightin Phils

Weds., April 17
5-9 PM

Annual Dinner: The Winning Edge

RiverCrest Golf Club & Preserve, 100 Rivercrest Dr., Phoenixville 19460
Featured Key Note Speaker: Shawn Harper, former NFL football players and author of **The Winning Edge**.
Annual Chamber Awards Ceremony
This keynote will take your organization on a journey through Shawn's life and the lessons that he learned to help him successfully start, develop, and grow his company. Shawn graduated last in his high school class (#154), had four learning disabilities along with a severe speech impediment, and lived in a broken and impoverished environment. Despite all the adversity, he was able to graduate from Indiana University, play in the NFL, and be a successful business owner.
See page 29 for more details on the signature event of the year!
\$95 per Member; \$850 per Member table of 10; \$150 per non-member
Additional Sponsorship Opportunities Available

Mon., April 22
TBD

E-Cycling

The Lewis Group, 455 Railroad Plaza, Royersford 19468
Discard your unwanted business equipment and electronics. This Chamber benefit is again being offered **free of charge to Members only!** Visit tricityareachamber.com to see a list of accepted products
No Charge; Members Only
Sponsor: **The Lewis Group; Beacon Container Corp.**
Additional Sponsorship Opportunities Available

Leadercast 2019: "Leading Healthy Teams"

May 10, 2019 at New Hanover United Methodist Church

Details on page 32

Call Michele Barrett, 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 tricityareachamber.com or call 610.326.2900.

GOVERNOR WOLF'S BUDGET 2019 PROPOSAL

Governor Tom Wolf presented his proposed budget for FY19/20 on February 5th. The proposal is set at \$34.1 billion in spending, which is an increase of \$927.36 million, or 2.79 percent over last year. The Governor's proposal also does not call for an across the board tax increase as in some of his previous proposals. However, it does include a severance tax on natural gas, but with funds dedicated solely to infrastructure which is modified from the Governor's previous budget plans. The Governor is also calling for an increase to the minimum wage from \$7.25 per hour to \$12 per hour starting in July — with additional increases coming each year until 2025, when it would reach \$15 an hour.

The Governor's budget was met with optimistic tones from the Republican controlled Legislator, but the overall spend number along with the minimum wage and severance tax will likely be central to negotiations leading up to the June 30th deadline. These details and other items such as those listed below will be negotiated during the process including in Legislative Budget Hearings throughout February and March. Items of note include:

- \$200 million in Basic Education Funding, \$50 million in Special Education Funding, \$50 million for Pre-K Counts and Head Start, \$8 million for Stay in PA, \$10 million for PAsmart, and \$7 million for PASSHE
- \$6.8 million to provide a 3 percent rate increase to Infant/Toddler Early Intervention providers
- \$12 million to the Employer Skills Fund to develop innovative solutions to the skills gap
- \$5 million to PA First for job creation
- \$15 million for infants and toddlers on the waiting list into high-quality child care
- \$10 million to incentivize quality child care for infants and toddlers
- \$5 million for Parent Pathways
- \$1.5 million for naloxone to continue to fight the opioid epidemic
- \$2.6 million towards bolstering the state's organic industry
- Provides fair funding for local police coverage by the PA State Police through a sliding scale fee
- \$15 million to assist counties in paying for updated voting machines

- Continues deposits into the Rainy Day Fund that are projected to reach more than \$278 million
- \$5 million for expanding home visiting services
- \$15 million to serve an additional 765 individuals with intellectual disabilities and autism currently on the waiting list through the Community Living Waiver and 100 individuals through the Consolidated Waiver

- Final phase of implementation of Community HealthChoices on January 1, 2020
- It remains to be seen how the smaller Republican majorities listed below, and a Democrat Governor entering his second and final term, will affect the flow of the budget and nature of legislation in the new session. Also, the Governor and Legislature often negotiate on other priorities both related and unrelated during the budget negotiations and we could likely see calls

for further pension reform, reduction/elimination of property taxes, and the extension of the statute of limitations for child sexual abuse to name a few.

**Advocacy
Sponsor:**



MONTGOMERY
COUNTY COMMUNITY COLLEGE

Alex Rahn, Wanner Associates - 717-378-3388 or arahn@wannernasso.com.

The U.S. Chamber of Commerce asked Chambers and organizations to support the repeal of the "Cadillac Tax" – TCACC signed on!

Dear Member of Congress,

The undersigned organizations— representing a diverse group of industries and interests —urge Congress to work with us to protect the health care of the more than 181 million Americans who receive health care coverage through an employer. We are asking members of Congress to cosponsor the bipartisan HR 748, the Middle Class Health Benefits Tax Repeal Act of 2019, and to work together to swiftly repeal the impending 40% tax on employer-provided health care before working Americans and their families, who are already stretched too thin, are hit with this onerous tax increase.

Congress has acted twice to protect Americans from the consequences of the "Cadillac Tax," but this policy is already causing an adverse effect on the affordability and quality of health coverage available to employees and their families. According to Kaiser Family Foundation 2018 data, since 2010, deductibles have risen 89%, while wage growth has remained comparatively flat.

While this tax was intended to only hit Americans with "gold-plated" plans, the reality is that very modest plans covering low- and moderate-income working families are projected to trigger the tax. The tax will disproportionately tax the health plans of women, seniors, working middle class families, the sick, and the disabled. Small businesses that already struggle to offer health care coverage will also be heavily penalized. This tax has real and harmful consequences — Americans cannot afford to pay more for their health care.

Employer-provided coverage is the backbone of our health care system and the primary source of coverage for the majority of Americans. According to 2018 mid-term election polling, 81% of voters oppose taxing employer-provided health coverage.

The looming 40% "Cadillac Tax" on employer-provided health coverage is widely opposed by both Republicans and Democrats. Over 300 members of the House of Representatives cosponsored legislation in the last Congress to repeal the tax.

To cosponsor this important legislation please reach out to maria.costigan@mail.house.gov with Representative Joe Courtney (D-CT) or brendan.fulmer@mail.house.gov with Representative Mike Kelly (R-PA). Working families are already stretched too thin. Let's work together to keep health care affordable and available for 181 million Americans.

HOW WILL WE ALL 'GET THERE' IN TWENTY YEARS...?

By Anita Nardone, P.E., Director of TDM Planning, GVF.

It would be hard to find many people these days who would disagree with the fact that the amount of 'severe' weather events has seemed to increase in the past few years. Whether or not we subscribe to the theories of climate change, we would most definitely agree that both severe temperatures and large amounts of precipitation have affected many of our lives. This past fall, the UN Climate Council made the stark recommendation that the world must mitigate the effects of global warming within the next 10 years before the negative effects (like severe weather) will be irreversible. And carbon emissions are the largest contributor to this global warming phenomenon.

If polled, most of our communities here in the greater Philadelphia region would show that most of us reach out intended destinations by using our cars...and if polled further—by driving alone for most of our trips. Our region has experienced measurable growth over the past 8 years—adding over 200,000 commuters to our region. Of those commuters, 58% commuted by driving alone in their cars. While other modes of getting to work have also increased (public transportation, carpooling, walkers/bikers)...their growth has been minimal at best compared to the use of the car. There are few who would argue that 'getting out of the car' has measurable health and environmental benefits. But can we really imagine getting around and depending less on a car to do it? And is the car really the most equitable form of transportation across the socio-economic spectrum?

Transportation and planning professionals from across the world and right here in our own metropolitan area meet regularly to discuss 'how' and 'what' different transportation options might look like.

The trend toward 'urbanism' (people and jobs moving toward walkable communities) is very apparent in the growth of cities like Philadelphia. But even suburban communities are seeing the increase in the popularity of multi-family and mixed-use developments where life does not always depend on a vehicle.

The huge advances in communication technology combined with equally huge advances in eco-friendly (electric) modes of transportation like electric cars, scooters, mopeds, and electric bikes—have all combined to allow for choices in how we all might choose to travel the 20-50 miles a day

that we must travel. Are we ready for all that technology right now? Does it really apply to suburban life where many of us live in the U.S. 422 corridor? The answer might be practically be 'no—not yet'. But the fact of the matter is that changing modes and infrastructure of how we 'get there' affects the very core elements of all our lives—economic, health and environment. Planning for changes to our infrastructure that allows for growth without the huge monetary investments needed to support the car are worthwhile.

Here are some of the interesting questions that 500 transportation professionals who gathered in Washington DC this past January 2019 for the Transportation Research Board (of the National Academies of Science, Engineering & Medicine) Annual Meeting discussed in an informal setting called the Transportation Camp:

- Are scooters here to stay?
- Will 'congestion pricing' be commonplace in US cities in 5-10 years?
- Should transit agencies pro-actively partner with Lyft and Uber to offer higher quality service?
- Are the latest transportation options (shared bikes/scooters/rides) creating a more equitable transportation system?
- Will autonomous vehicles doom cities to a future of congestion?
- Will streets in cities need to be re-designed due to the popularity of shared scooters and bikes?
- Do Lyft and Uber alleviate congestion?
- Should cities get revenue from shared scooters and bikes to assist with transportation needs?

Think about your next car trip. Is it possible that we could all strive to remove one single-occupant trip in our busy lives once per week? As Dr. Seuss says... "unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

GVF can help. If you are a business or municipality that could benefit by learning more about 'transportation demand management' (TDM) and how you and employees could improve commutes, please contact us for more information. www.gvftma.com or 610-354-8899.

To reach Anita by email: anardone@gvftma.com or 610-354-8899.

BOYERTOWN
AREA



PROGRESS

DINNER



ONLY
50
TICKETS
LEFT!

Wednesday, March 20

5 - 8:30 PM

La Massaria at Bella Vista Golf Course

\$100 per Member; \$900 per Member table of 10
\$150 per non-member; \$1,500 per non-member table of 10

For more details or to register, visit
tricountyareachamber.com or call 610.326.2900

Platinum Sponsors:



Additional Sponsorship Opportunities Available - contact
Michele at 610.326.2900 or michele@tricountyareachamber.com

MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS PROGRAM IS A GREAT OPPORTUNITY FOR LOCAL STUDENTS

There is an award-winning summer economics education program that for forty years has benefitted our local students. **Pennsylvania Free Enterprise Week (PFEW)** immerses rising high school juniors and seniors in the world of business, allowing them to experience firsthand what you face each day. Offered by the Foundation for Free Enterprise Education, PFEW was founded specifically to teach students about the American private enterprise system and provide tools to help students become the great employees and employers of the future. PFEW annually holds five week-long sessions in July and August on the campuses of Lycoming College and the Pennsylvania College of Technology in Williamsport, PA, serving nearly 2,200 students and 250 volunteers each year.

At PFEW, participants are grouped into management teams of junior executives who have been hired to turn around underperforming manufacturing companies. These teams, mentored by adult volunteers called Company Advisors, operate their firms for a computer simulated three-years, competing against other student companies. They formulate production and financial strategies, develop income statements and balance sheets, prepare marketing and advertising campaigns, all the while reacting to a variety of external factors. Sound familiar?

The Chamber proudly supports 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 \$625 scholarship (the actual value of the scholarship exceeds \$1,500) which is provided by a local firm, foundation, civic organization, or individual. PFEW is also an approved Educational Improvement Organization through the PA Educational Improvement Tax Credit (EITC) program. Scholarship donors are prominently recognized in several publications circulated throughout the state, and each student



Winners of BizQuiz, PFEW's version of Jeopardy, celebrate on a busy Wednesday afternoon!

wears the name of their sponsor on their photo ID badge throughout the week. Students write their sponsors after graduation to report on what they have learned.

The Foundation for Free Enterprise Education proudly announces that they have recently expanded their programming to include the Stock Market Game™, an interactive in-school game for students in grades 4-12 that teaches them about the Stock Market and Securities Industry. For more information on how to support or get involved with SMG, please contact Jeremy Kropf, Technology and Projects Manager at 814-833-9576 x4, or email him at jeremy@pfew.org.

If you would like to learn more about the award-winning PFEW 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. 8, 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 be found on the PFEW website. Questions can be directed to Amber Goss, Schools Manager for PFEW, by calling her office at (814) 833-9576 ext. 6, or emailing her at amber@pfew.org.**

ALWAYS BUY CHAMBER

Don't forget to support your fellow Members by **Always Buying Chamber!** We thought we would make it easier for you by listing Members under their primary categories. Check future issues of the *Route 422 Business Advisor* for more categories – and more Members to connect with!

Travel Agencies

- AAA East Central
- Glass Slipper Concierge
- World Travel, Inc.

Utilities

- Exelon Nuclear
- PECO

Vending Machines/Food Services

- Canteen Berks County

Veterinarians

- Sanatoga Animal Hospital

Video Production Services

- Cinecore Media
- The PCTV Network

Water Conditioning Equipment/Services

- Sanatoga Water Conditioning, Inc.

Website Design

- Media Fusion Technologies, Inc.

Wedding Consultants/Planners

- Bally Spring Inn

Youth Services

- Boy Scouts of America – Cradle of Liberty Council
- Olivet Boys & Girls Club – Richard J. Ricketts Club

A complete list of members can be found on the online business directory at tricountyareachamber.com.



MAKING A DIFFERENCE IS WHAT WE DO!

RIBBON CUTTINGS

Celebrate your new business or new location by hosting a Ribbon Cutting/Grand Opening. The TriCounty Area Chamber of Commerce provides this complimentary service to ALL businesses in the tri-county region.

For more details or to schedule your Ribbon Cutting, please contact Michele Barrett, Events & Marketing Director, at 610.326.2900 or michele@tricountyareachamber.com.



**Majestic Glamour
Nails & Spa,**
1126 Town Square Rd.,
Pottstown, PA 19465

**Splitting Edge
Axe Throwing,**
225 E. High St.,
Pottstown, PA 19464



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Refresh REFRESH FRIDAY - FEBRUARY



Peggy Lee-Clark, Executive Director of Pottstown Area Industrial Development, Inc. focused on **Advocacy** at February's Refresh. Advocacy is a powerful tool that ranges from grass-root efforts to well-oiled machines. When effective it inspires positive change.

NEXT REFRESH SEMINAR:

Friday, March 22, 8:30 – 10 AM, "Mindfulness"

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.
2. They can also go to the Chamber's website and view Chamber Members who currently have positions available at their company.

- **Brandywine Living at Upper Providence** – Hiring Event, March 6: Nursing Assistant
- **Gage Personnel/Gage Professionals** – Entry Level Bookkeeper
- **Pottstown Area Industrial Development, Inc.** – Project Manager

MAKING A DIFFERENCE IS WHAT WE DO!

Leadership

TRI-COUNTY

What Kind of Leader are You?



A Blog Post by Class of 2019 Participant
Dan Christopher, Branch Manager, Fulton Financial

The gathering of the Tri-County Leadership Class of 2019 in February was all about being a leader. What kind of leader are we, how do we influence as a leader and what kind of shadow do we cast as a leader?

It is one thing to influence by coaching and teaching, but it's another to realize we influence others by who we are and how we behave. This we do without even trying.

We learned that Leaders cast shadows that impact the people in our business and in our personal life in many ways. As a Leader we influence what people do and how they behave. We as Leaders set the example for the culture and shape it by default and design.

We learned that we impact others by the shadow we cast. This is why we need to be aware of what we say and do at work and at home.

Have you ever thought how your shadow impacts others? We do this by being aware. Manage versus leading. Communicating your vision in front of your people is leading. Prodding and controlling to drive results is managing.

How do you lead?

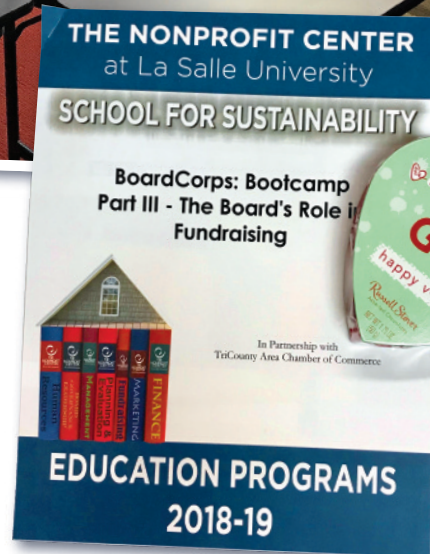
We also learned that we are influenced by the strengths and challenges of the people around us. They help mold the shadow we cast.



As a strong Leader we must always look at ourselves first. Manage the impact of our behaviors. Walk the talk, keep our agreements and ensure others do the same.

How do you as Leader accomplish this?

- You Lead by Example •You Coach •You Mentor
- You Motivate •You Present a Vision •You Win!
- You Inspire •You promote Teamwork

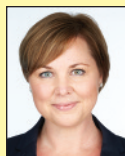


What Kind of Leader are You?

JOIN THE CLASS OF 2020!

Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. Now enrolling for the Class of 2020. Applications due June 30, 2019. Class starts in September.

For more information on Leadership Tri-County, contact Jennifer O'Donnell, IOM, Director, at 610.326.2900 or jennifer@tricountyareachamber.com.



LEARN MORE!
REGISTER FOR AN
INFO SESSION!

FRIDAY,
MARCH 28
8 – 9 AM

Call 610.326.2900

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