CCCBI Hosts County Commissioners, Business Leaders, at Annual State of the County Luncheon

On Tuesday, April 19, The Chester County Chamber of Business & Industry hosts our Annual State of the County Luncheon, featuring the Chester County Commissioners Kathi Cozzone, Michelle Kichline, Terence Farrell. This event provides an update on Chester County and draws hundreds of business and community leaders. Attendees have the opportunity to have their questions answered regarding Chester County in 2016 and beyond.

We are pleased to announce that Matt O’Donnell, co-anchor of 6ABC Action News, moderates this year’s question and answer session. Matt’s 6ABC career began in 1996 when he became a street reporter before becoming co-anchor of the morning news in 2004. Matt has spent more than three decades in Chester County, attending Saints Phillip and James Elementary School and Bishop Shanahan High School. We are excited to have Matt O’Donnell join us for this event.

We will also honor the recipient of the J. Larry Boling Excellence in Government Award, presented to a person who exemplifies the meaning of a dedicated public servant who excelled in their accomplishments on behalf of the public.

**Tuesday, April 19, 2016**
**11:30 AM – 2:00 PM**
**Penn Oaks Country Club**

**Purchase your tickets now!**
Member: $50 - Non-Member: $100

Sponsorship Opportunities Include:
Corporate Table of 10: $900
Corporate Table of 5: $500
(Includes priority seating, company promotion & recognition)

Contact Paige Michael with any questions about this event

Proudly Presented by:

Advocacy Investors:

AQUA
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CCCBI.ORG
Hard copies will be arriving in your mailbox shortly!
### April Events

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**Tuesday, April 12**

**New Member Luncheon**

**CCCBI Headquarters**

1600 Paoli Pike, Malvern

12:00 pm - 1:15 pm

Register Here

**Wednesday, April 19**

**State of the County Luncheon**

**Penn Oaks Golf Club**

150 Penn Oaks Drive

West Chester

11:30 am – 2:00 pm

Register Here

**Tuesday, May 24**

**Executive Welcome Breakfast**

**Saint-Gobain Corporation**

7:30 am - 10:00 am

Contact Paige Michael

### May Events

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On May 24 at Saint-Gobain in Malvern, The Chester County Chamber of Business & Industry hosts our Annual Executive Welcome Breakfast. This event is meant to greet and welcome new executives from around Chester County.

Our breakfast includes introductions to leaders of County government, education, tourism, and non-profits, as well as connecting with our Board of Directors and chamber. This event is meant to provide resources to benefit the newly appointed executives and their families while becoming better acclimated to Chester County.

Last year’s host, Eric M. Green, President and CEO, West Pharmaceutical Services:
“I was impressed by the good work that the Chester County Chamber is doing to advocate for businesses in our region. West is committed to supporting the communities in which our employees work and live, and this event was a very useful opportunity to connect with local business and community leaders who share this same objective.”

Event Information
Date: Tuesday, May 24, 2016 - 7:30 am - 10:00 am
Location: Saint-Gobain
20 Moores Rd, Malvern, PA 19355

Please contact Paige Michael with any questions or to reserve your seat (610) 725-9100.
New Members

The Conestoga Group
Doug Palmer
(610) 854-1420
View Website
Send Email

Creative Financial Group
Stacy Odgers
(484) 868-5650
View Website
Send Email

ITS Neopost, Inc
Chris Liddle
(610) 278-0300
View Website
Send Email

Sandler Training
Michael DeMonte
(610) 940-0600
View Website
Send Email

Alpha Center For Divorce Mediation
DawnMarie Schulz
(215) 704-5446
View Website
Send Email

Axiom Asset Management
Michael C. Heaberg
(610) 688-0053
View Website
Send Email

Kildare's Irish Pub West Chester
Dane Gray
(610) 431-0770
Send Email

London Financial Group, LLC
Jack London
(610) 429-1481
View Website
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County Corvette
Jim Jordan
(610) 696-7888
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Rebecca Jordan
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Synergy Environmental Inc.
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Rip Saling
(267) 597-1477
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LaSota Law, LLC
Mary LaSota
(484) 886-4342
View Website
Send Email
Situated in the rolling hills of southern Chester County lies the Brandywine Battlefield, where the largest battle of the American Revolution took place in September 1777. What lessons can this battle, and the British campaign to capture the American capitol at Philadelphia, hold for your Leadership Team?

The answer is plenty. The Brooks Group (www.thebrooksgrouponline.com) has designed this interactive management retreat to be customized to the specific focus you’d like to bring to your Leadership Team. Whether you desire to instill a concise strategic planning process or enable your management to be better able to innovate with your business in the age of IT, the lessons of the Patriots on this day will benefit your Leadership Team.

The program is delivered at The Brooks Group’s training center in West Chester, PA with a 2.5 day agenda that incorporates field visits to the Brandywine Battlefield and Valley Forge National Park.

The flexible curriculum offers you several topics to choose for customized implementation with your Team which include:

- **STRATEGIC THINKING & PLANNING**
- **EFFECTIVE EXECUTIVE COMMUNICATIONS**
- **DRIVING INNOVATION INTO YOUR BUSINESS**
- **BUSINESS LEADERSHIP & LEADING THROUGH ADVERSITY**
- **COUNTER ATTACK: SEIZING THE INITIATIVE FROM YOUR COMPETITION**

**The Results:** A small pharmaceutical manufacturer fielded a product in the highly competitive market for drugs designed to prevent blood clots or heart attack in people with severe chest pain and in those who are undergoing a procedure called angioplasty (to open blocked arteries). Following the practices of their two major competitors, the Company typically hired Account Managers with catheterization laboratory experience to market this product; since this is where the diagnostic imaging equipment used to visualize the arteries of the heart is located within a hospital.

Following the same strategies of their two giant competitors led to the predictable result that all three companies were “slugging it out in the cath lab” for a fixed number of prescriptions.

During a Brooks Group facilitated session, as part of the environmental assessment (our business reality), it was realized that most prescriptions for which drug to utilize on a particular patient actually originated in the Emergency Room when the patients were initially brought in with their symptoms. Once the prescribing decision was made, the patient was only rarely switched to a competing product by the cath lab. Why were none of the Account Managers from any of the competing companies not calling on the Emergency Room physicians and nurses? They simply didn’t have a network in the ER and were uncomfortable going into that environment.

The Company immediately developed a strategy to differentiate themselves in the ER by familiarizing their Account Managers with that environment and provide them the competence and confidence to engage healthcare providers in that space. In six months this newly launched product in a highly competitive space secured 35% market share; 11% coming at the expense of their largest competitor and 24% from the second company, which virtually eliminated them as a threat. This drove over $220M annual revenue with a net margin of 19% to the Company.
About Revolutionize Your Leadership

This program is inspired by the Revolutionary War, several of the battles of which took place near The Brooks Group’s headquarters in West Chester, PA. New for this series, participants will visit the historic sites of the Brandywine Battlefield and Valley Forge National Historic Park for exclusive guided tours. Tour guides will explain how George Washington and the troops utilized communication, leadership, strategic thinking, and innovation skills during the war effort. The program also features dinner at the historic Blue Pear restaurant which served as a field hospital after the battle.

AGENDA AT-A-GLANCE

DAY 1:
- Program begins at 9 AM
- Afternoon guided tour at Brandywine Battlefield
- Dinner at the historic Blue Pear Restaurant

DAY 2:
- Program begins at 9 AM
- Afternoon guided tour at Valley Forge National Historic Park

DAY 3:
- Program ends at 3 PM

*Lunch is provided each day, transportation is provided to and from all guided tours.

ABOUT THE BROOKS GROUP

Founded in 1995, the mission of The Brooks Group is to ensure your Leadership and Customer Facing Teams have the business skills to Innovate | Implement | Impact.

We accomplish this by ensuring our clients possess the business skills and market knowledge to proactively access and engage key stakeholders. This provides superior insights, enabling them to build and position unique solutions of mutual value. For more information, please visit www.thebrooksgrouponline.com or contact:

Peter Haines, Client Media Marketing Manager at peter.haines@thebrooksgrouponline.com.
W: thebrooksgrouponline.com
In a time when professionals are doing the majority of their business communication by email and phone and their networking via social media sites like LinkedIn, Twitter and Facebook, face-to-face communication remains an essential opportunity to expand your business contacts, prospects and brand awareness. Networking can seem overwhelming at first, especially within a new organization, but it doesn't need to be. Follow these five steps to improve your networking skills and make a positive first impression for yourself and your business.

1. Make a Plan of Beforehand
   Research before an event is crucial. Many networking events will list a registration online of who is attending or the organization hosting the event will have a member directory. Make sure you look at the directory beforehand and search by keyword to see who can be of value to your business. If you are looking for a specific connection, inquire with the host to see if they are attending. You can also contact a potential connection ahead of time and invite them to attend the event personally. Set a goal for the number of contacts you want to make: promise yourself you will get 5 to 10 new prospects and make sure you hold yourself accountable to that goal. Bring extra business cards; you will need more than you think!

2. Actions speak louder than words (Body Language)
   Networking can be nerve-racking so put your best foot forward with positive body language that is friendly, inviting and professional. Smiling is the universal way of saying “I am approachable, friendly and engaging.” Make eye contact, shake hands with a firm grip (don’t squeeze too hard) and maintain good posture. These are positive body language techniques that make it easier to engage with a prospect and convey that you are listening to their message. Listen more than you speak. Most people like to talk about themselves, so ask them about their business. They can’t share their business needs if you do all of the talking. And don’t forget to dress for success!

3. Nail the elevator pitch
   Practice, practice, practice. Get a mirror, practice your elevator pitch to yourself…Does it take too long to get to the point? Is it hard to get the message out clearly? Is it too data heavy and/or confusing? If you answered yes to these questions, that could be a reason your networking efforts aren’t panning out. You need to practice your pitch to make it concise, coherent and intriguing to new prospects. Don’t just “wing it.” You need to practice to make the most of your networking opportunities.

4. Schedule a follow up
   Now that you have perfected your elevator pitch, make sure you end the conversation with a plan of action. Schedule a meeting, a phone call or tell them you will email them by the end of the week. Ask what the best time is to call or stop by. Don’t fade away after exchanging cards and hope the prospect will remember to call you. Professionals are busy and you need to be proactive. Make sure you follow up now that you have put in all that effort to make a connection!

5. Keep at It
   Keep on networking. Like most things in life, practice and experience will only make you more comfortable and more effective at building your network. If networking makes you anxious or nervous, force yourself to do it more often so that it becomes familiar to you. Practice your introduction and elevator pitch with friends, family and co-workers. Remember that networking is a contact sport—the more people you contact, the better you will become at it.
The Facts
1.3 billion tons of food are wasted globally each year. This amounts to $1 trillion dollars (US). 800 million people around the world suffer from hunger. One quarter of all wasted food could feed everyone. One in six Americans face hunger. 12 Chester County agencies are feeding the hungry with excess food.

Legislation in America to Address Food Waste
Did you know that restaurants and markets can donate perishable food to the hungry without getting fined or sued? It is true! In 1996 Congress passed the Bill Emerson Good Samaritan Food Donation Act. This law protects good faith food donors (restaurants, hospitals, caterers, universities, sources of excess food, etc.) from civil and criminal liability if the food donated causes harm to its recipients. The Bill Emerson Good Samaritan Food Donation Act also provides uniform federal protection to donors who may cross state lines.

In December of 2015, Congress passed the PATH Act. It enables companies to earn an enhanced tax deduction for donating selected surplus property, including food. The bill provides more incentives to receive enhanced tax deductions permanently. It increased the deduction limit for charitable contributions on food from 10% to 15%.

The Solution...
How can you help to end all of this food waste? Contact Fiorenza’s Food For Friends (F4). They will partner any business with excess food to a local non-profit that feeds the hungry. F4’s sole purpose is to eradicate world hunger by connecting sources of excess food to recipients in need. F4 is an unpaid broker who connects restaurants (or other sources of food) to the recipient (agencies) in need. If you want to learn more about donating excess food to those in need, or want to donate excess food yourself, please visit our website: www.f4service.org or our Facebook page: facebook.com/f4service. Please contact Brenda Russell at Brussell@f4service.org with specific questions about combating hunger in America and beyond.

3RD ANNUAL UNITED WAY COLOR 5K EVENT
RETURNS MAY 1ST TO CALN TOWNSHIP

United Way of Chester County is bringing back their popular Color 5K Run & Walk this year after selling out in 2014 and 2015 for the largest 5k event in Caln Township history. The 2016 fund-raiser is on course to exceed last year’s $30,000 raised for much needed local community programs. And for the third year in a row, Brandywine Hospital has stepped up as the Presenting Sponsor of this huge community event.

Participants can expect the event to be even bigger and brighter this year with more fun and excitement with the addition of a helicopter ball drop prior to the race. Numbered golf balls will be dropped out of a helicopter, and the ticket holder whose numbered ball lands closest to the flag wins $1,000! Four additional cash prizes will also be awarded. Balls can be purchased at www.DroptheBall.org and will be limited to 1,000 sold. And because of the generosity of UPS Chesapeake District who is sponsoring the drop, every penny of ball purchases will benefit the United Way Financial Stability Center.

The run & walk, which is geared to everyone from three to 93, will start with a mass group color throw for a huge color display in the sky. Then, throughout the very flat course numerous color stations will spray participants with a rainbow of neon colors. Due to the family friendly and fun format, the race is un-timed and is pretty evenly split between walkers and runners. Participants also receive an event shirt and a fun pair of neon sunglasses with their entry fee.

Claudia Hellebush, President and CEO of United Way of Chester County adds, “The Live United in Color 5K embodies our mantra of living united- together- it’s designed for everyone. You don’t have to be a seasoned runner to come out and participate. It’s all about having fun- with a group of friends, family or coworkers, while doing something good for the community.”

Thanks to event host Caln Township, the course is on G.O. Carlson Boulevard in Thorndale. The race begins promptly at 2 PM. Register at www.LiveUnitedinColor5K.com to reserve your spot as the event is expected to sell out for a third straight year and no race day registrations will be offered.

Proceeds from the race benefit the United Way of Chester County’s Financial Stability Center which is located at 479 Thomas Jones Way in the Oaklands Corporate Center in Downingtown. Special thanks to Presenting Sponsor Brandywine Hospital and additional sponsors: Comcast Internet Essentials, Will Anderson State Farm, Arthur J. Gallagher & Co., DePuy Synthes, Johnson & Johnson Diabetes Solutions, Gateway Medical Associates, Brandywine Valley Heating & Air Conditioning and YMCA Camp Tockwogh.

For more information about United Way of Chester County’s Live United in Color 5k Run & Walk call 610 429-9400 or visit www.LiveUnitedinColor5K.com or www.DropTheBall.org
The goal of this article is to provide an overview of the IRS rules surrounding charitable donations, as well as offer some creative alternatives to maximize the efficiencies of your charitable donations from a tax planning perspective.

## Donating IRA Assets to Charity

Under the 2015 Federal Spending and Tax Package, there was a new provision created that enables retirees age 70 ½ and older to donate up to $100,000 tax free from their IRA each year. Typically distributions taken from your IRA are treated as taxable income but under this tax package, if the distributions are made in the form of a donation directly to the charity, than those assets will be excluded. According to this donation format, the distribution will not be included in income so that typical IRA withdrawals which are taxed on social security benefits, can be avoided. If distributions are excluded from income as is the case with these IRA donations, they will be the equivalent to a 100% deduction.

### Advantages of Donating IRA Assets to Charity

- **Itemizing your deductions:** typically you must itemize your tax return in order to claim a charitable deduction. For retirees with deductions too small to itemize, this provision offers the tax benefits of a charitable contribution without having to itemize contributions.
- **Charitable deductions limits:** typically individuals can receive a deduction up to a maximum of 50% of modified adjusted gross income, however when one directs their IRA distribution to charity the restriction can be avoided.
- **Reporting additional income on Form 1040:** Making a charitable contribution from your IRA can prove to be beneficial if an individual is receiving additional income on their form 1040. Earning additional income can increase your Medicare Part B premiums or have an adverse effect on the taxability of your social security benefits.
- **State Deductions:** Some states do not allow residents to take deductions for their charitable contributions. By making donations directly from IRAs, it may provide a way to effectively claim a state tax deduction.

### Guidelines for Donating IRA Assets to Charity

- **Eligibility:** IRA account owners must be 70 ½ or older at time of distribution in form of a donation (applies to traditional IRAs).
- **Annual Limit:** Maximum amount is equal to $100,000 annually and can include Required Minimum Distributions (RMDs).
- **Qualifications:** Distributions in the form of donations must be made to qualifying charities.
- **Direct Contribution:** The distribution must be made directly to the charity.

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The information supplied for this article all taken from the following websites/sources:
- Website
- Publication 78 at www.irs.gov
- Putnam Retail Management: Donating IRA assets to charity (11828 298829 1/16)

For more information, please refer to the IRS Website above or contact a Summit Group Retirement Planners, Inc. Representative: 267-433-1050 or dfiorensa@sgretirementplanners.com.

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