Annual Women-in-Business Dinner
Keynote Speaker Confirmed; Female Business Leader of the Year Chosen

Please join us for our Annual Women-in-Business Dinner on April 18th. This event, held every spring, celebrates the accomplishments of women in our community.

Our 2013 keynote speaker is Abha Kumar. Abha Kumar is a principal in Vanguard Information Technology Department, where she is responsible for the leadership, vision, and operational support of the global strategic portfolio of corporate technology solutions, international business systems, and the Enterprise 2.0 agenda.

Before joining Vanguard, Ms. Kumar was vice president of the Divisional Information Office at Dow Jones. Prior to that, she held positions at The New York Times Company, ABC and Morgan Stanley. A native of India, Ms. Kumar earned a bachelor’s degree from Birla Institute of Technology in Pilani, India, and a master’s degree from Tata Institute of Social Sciences in Mumbai, India. Her story of the power of hard work will be inspiring to both men and women.

We are proud to award Kim Engstrom, a partner at RENEWAL, the 2013 Female Business Leader of the Year. RENEWAL is a women-owned business specializing in creating healthy environments. RENEWAL Sustainable Environments is dedicated to being the most comprehensive source for sustainable products, materials and design. Kim’s professional and personal mission is to help those in need. She is also involved in various organizations throughout the County.

Help us celebrate the success of these and all women in the area!
From the President
From my desk to yours...

I read a statement somewhere last month that said something in the context of, \textit{the days go slow but the years go fast, so if you just take 10 minutes a day and do something that will make a difference, in a year, you will have accomplished something monumental}. I have been thinking about this, amazed that we are already through half of our year (we run a program year of October – September) and keep wondering where the time has gone and what have we accomplished as an organization.

Looking back very quickly over the last six months and focusing on the three areas of our brand as the chamber of influence in advocacy, connections and professional development and information, I am amazed at all that has occurred. As we look to be better communicators and promoters of our chamber’s mission and work, let me share a quick snapshot of the previous six months.

We have engaged elected officials in dialogue regarding pension reform, privatization of the liquor stores, state budget challenges, local development, unemployment compensation reform, transportation funding, the tax environment, life sciences issues and the impacts of the new healthcare laws. Of our Chester County delegation, those elected officials at the local state and federal level, we have met face to face with all but four of our 23 representatives.

We have conducted over 50 committee meetings and roundtables to work on relevant programming and services for our members. We have held 22 events attracting nearly 2,000 attendees and we have hosted over 60 students at seven industry sites through our Youth Leadership Program. Also, we have served on community boards representing several non-profits, workforce development, community development, economic initiatives, transportation, and education.

We have recruited 80 new members to the organization, unfortunately on the flip side we’ve lost the same number of members, keeping our membership stagnant and not growing. I mention this because it takes a great deal of time to attract and retain members. We know this is an issue we need to address and we take it very seriously. On a positive note, we have had great success and exceeded the budget in sponsorships for the year. This is a great indicator of the power of our brand and the commitment this business community has in supporting our organization.

So yes, the days are long and the years go fast. Now…..back to finding my 10 minutes to make a difference!

April Networking Business-After-Hours

After the postponement of the March \textit{Business-After-Hours} due to inclement weather, we are back on track. To celebrate the recent opening of their tenth branch, \textbf{Penn Liberty Bank} will host the April \textit{Business-After-Hours} at 1201 E. Lancaster Avenue, Downingtown, PA.

\textbf{Event Information:}
\begin{itemize}
  \item \textbf{Wednesday, April 3, 2013}
  \item \textbf{5:30 pm - 7:30 pm}
  \item \textbf{Penn Liberty Bank}
  \item \textbf{1201 East Lancaster Avenue}
  \item \textbf{Downingtown, PA}
\end{itemize}

Chamber Members FREE with early bird registration, $10.00 at the door.
Future Member Cost: $30.00

Register Online or contact the Chamber

Let us Pay You Back

That’s right! Pay your annual investment prior to the due date and you will be entered into a drawing to win $100 in Chamber dollars to be used within the year for any program, event, sponsorship or advertisement. You will automatically be entered into the drawing when we receive your renewal payment in advance of the due date (we just love those members!). We will also recognize our monthly winners in an issue of \textit{The Voice}, giving your company added exposure to our membership.

The Winner for March is:
\textbf{Days Hotel & Conference Center}
Upcoming Events

April

Wednesday, April 3
Business After Hours
Penn Liberty Bank
(Downingtown Branch)
5:30 pm - 7:30 pm

Tuesday, April 9
First Connection
Courtyard by Marriott
Philadelphia Coatesville
7:30 am - 9:00 am

Wednesday, April 10
Let’s Talk Business - Conversations with Leadership
CCCBI Headquarters
8:30 am - 9:30 am

Thursday, April 11
New Member Orientation Lunch
CCCBI Headquarters
12:00 pm - 1:15 pm

Thursday, April 18
Women-in-Business Dinner
Concord Country Club
5:30 pm - 9:00 pm

Thursday, April 25
In The Loop
CCCBI Headquarters
7:30 am - 9:00 am

Friday, April 26
2013 Commerce & Business Showcase
Penn State Great Valley
8:30 am - 4:30 pm

May

Wednesday, May 1
Let’s Talk Business - Conversations with Leadership
CCCBI Headquarters
8:30 am - 9:30 am

Friday, May 10
Chick - Fil - A Leadercast
The Desmond Hotel & Conference Center
8:00 am - 4:30 pm

Click Here for a full calendar of events

To register online go to www.cccbi.org
Questions? Please contact the Chamber at 610-725-9100.

Don’t Miss This!

April brings the most important fundraising event for the Chester County Chamber Foundation: The Spring Auction Gala. Just one week before the Kentucky Derby, this year’s theme: A Day at the Races - Chester County Style - is sure to please. Extraordinary auction items and raffle baskets, thrilling contests and games, delicious food and drinks and great company - what more could you ask for! This is truly a can’t-miss event.

With over 150 attendees, this event has something for everyone. Reserve your ticket today to be part of a fabulous evening.

Cost per ticket: $100.00
All are welcome to attend the Foundation Auction Gala

Event Information
Date: 4/27 (Saturday)
Time: 6:00pm – 11:00pm

Don’t forget your most stylish derby hat! Hope to see you there!
**Shared Experiences, Shared Success: Chamber Launches Roundtable Discussions**

The Chester County Chamber of Business & Industry gets its strength from the experience and diversity of its members. That’s why we’re launching *In the Loop – The Power of Your Peers*, a series of roundtable discussions targeted towards business owners and senior executives. Together attendees will discuss the most pressing issues facing their business today, exchanging ideas, strategies, and questions related to specific and relevant topics.

*In the Loop* is sponsored by the Small Business Advisory Group, which kicks off on Thursday, April 25, with *Policies & Manuals: Social Media and Your Staff*. We’ll discuss strategies and experiences related to social media in the workplace. Bring your current employee handbook, questions, and ideas!

**Future In The Loop Topics include:**

- **Team Building & Retention** - June 27, 2013
- **Hiring & On-Boarding Best Practices** - August 22, 2013
- **Managing Conflict & The Difficult Employee** - October 24, 2013

*In the Loop* is not a seminar presented by an industry expert - it’s an issue-focused conversation where the expert is you and your peers! Sessions will be 75 minutes in length and accommodate 10 to 15 attendees. Register now at [www.cccbi.org](http://www.cccbi.org) or contact Pat Hayakawa, (610) 725-9100, for more info. Sessions are available to Chamber members only, $35 per session or $100 for the series. All sessions will take place at Chamber headquarters from 7:30 to 9:00 a.m. and include light refreshments.

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**Calling All Golfers!**

The warm weather is on its way and that means continued tradition from the Chester County Chamber. Join us for two exciting golf events this summer.

The **Golf League** consists of various nights of 9-holes of golf throughout the County. Great networking opportunity, employee perk, or client night out!

The **Golf Classic** is a premier event that provides the opportunity to golf with some of the top business leaders in the County.

**Save the date - August 20.**

**Get involved** and join the Golf Committee! Contact Danielle Vetter with any questions.

Stay tuned for updates!

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**Let’s Talk Business**

We would like to invite you to come by our office for an informal dialogue with our Chamber President and a few members of our Board of Directors as part of our **Let’s Talk Business Series**.

These small roundtables offer you the opportunity to connect with at least 10 other businesses in the room and learn about them, while enjoying a cup of coffee and some light refreshments. We also gain a better understanding of your business or organization so we can better connect you with potential clients and/or solutions to issues that may be impacting your success.

**Sessions are limited in size to allow for open dialogue and are for our members only as a value added benefit of their membership investment.**

Because we are trying to reach as many of our members as possible, your attendance is limited to one session during the year.

There are two sessions left in this current series: May 22 and June 13. All meetings are held at the Chamber from 8:30 – 9:30 a.m. Contact Joan Crouse to reserve your seat at one of these sessions or ask to be put on a list to get an advance notice of the next series.
50 Word Description of Company:
Blue Moon Florist is a full service florist in Downingtown specializing in wedding design, funeral tribute floral arrangements, corporate event decorations and silk floral arrangements. We have been delivering flowers to Chester County for over 18 years with exceptional customer service and the freshest quality floral products.

What is the best leadership/management tip you have received?
Listen more than you speak. You will learn more and make others feel valued

If you were not in the position you currently hold, what would you be doing?
Living in Maui, soaking up the sun and working in the golf industry.

What is one thing that you are willing to share that one might not know about you?
I recently have become obsessed with skiing! I stopped skiing 15 years ago because of having my ACL replaced in my left knee. I was very surprised how much I missed the sport of skiing. Now it is tough to keep me and my five year old son off the slopes in the winter. Skiing has proved to keep me in great shape for the upcoming golf season.

What is your favorite quote?
Some people dream of success while others wake up and work hard at it.

Back by Popular Demand...

If you liked Made in Chester County and Behind the Scenes, you’ll love First Connections, the new hybrid series that takes the best of both, highlighting exciting business operations in our own back yard while giving attendees excellent morning networking opportunities. Each event will include refreshments, networking, and a behind-the-scenes tour where appropriate.

Be sure to register for the first installment hosted by Oliver Tyrone Pulver Corporation and held at Courtyard Marriott Philadelphia Coatesville on Tuesday, April 9 from 7:30 am – 9:00 am. Only $10 for Chamber members and $20 for future members. Register online at cccbi.org or contact Pat Hayakawa at phayakawa@cccbi.org for more info.
CCCBI Advocacy Update
April Edition

House Passes Bill to Privatize the State Liquor Store System

During the Governor’s budget address in February he highlighted his proposed plan to privatize the liquor store system that has been in place for eighty years. Begun after Prohibition, this system controls the retail sale of wine and liquor in Pennsylvania. Gov. Corbett seeks to shut these stores and replace them with 1200 new licenses and expand retail opportunities for wine and beer in supermarkets and convenience stores. The proceeds of the sale of the new licenses would provide funds for a proposed block grant program for education.

A few weeks ago, Representative Turzai, the Majority Whip, introduced his legislation to move this proposal forward. House Bill 790 has several legislators who represent Chester County as co-sponsors such as Representatives John Lawrence, Warren Kampf, Becky Corbin, Tom Killion and Duane Milne. The House Liquor Committee took up the legislation February 18th and after much debate and an amendment, it passed the committee along partisan lines. The amendment provided these changes:

- Would require big box stores, supermarkets, pharmacies and convenience stores to first acquire a restaurant license
- Beer distributorships would have the first right of refusal of a wine and spirit license - the remaining going to other private enterprises
- The number of wine and spirits licenses would be correlated on a county basis tied to the number of beer distributorships
- Beer distributorships would be allowed to sell beer in quantities smaller than the current restricted quantities of keg and case
- Grocery stores would be allowed to sell unlimited wine

The full House took up the legislation this week and on the evening of March 21st the bill passed with a vote of 105 to 90. All of Chester County’s House delegation voted in favor of this historic legislation. The bill now moves to the Senate. Senator Dominic Pileggi stated that hearings on the legislation will be held over the next two months. As the voice of business in Chester County, we need your vote in our poll. This month’s poll concerns the proposal to privatize the state store system. To date over 90% of the members who have participated support full privatization and agree that the Commonwealth should get out of the business of selling alcohol. Take a few seconds to log on and VOTE. We will share the results with our legislators!

Chamber Endorses Senate Bill 212 to Support Creation of New Businesses

The March Government Affairs Committee saw Senator Andrew Dinniman introduce his legislation that would allow an entrepreneur to remain on unemployment while actively starting a new small business. Sen. Dinniman reasoned with the committee that if unemployment compensation is continued for those seeking further training or study, the same protections should be in place for someone starting a business. Currently, a person starting a business would immediately be removed from unemployment thus punishing them for doing the very activity that would benefit the community and our economy.

The committee urged the Board to support Senate Bill 212 with the caveat that safeguards should be in place in the final bill to protect against abuse and fraudulent claims. The Board endorsed the legislation at its monthly meeting. You can view the legislation here and follow it through the legislation process in the Chamber’s Legislative Action Center.
On The Scene…

View, like and share our photos on our facebook page!

2013 State of the County Luncheon at The Desmond Hotel & Conference Center.

L to R - Mike DeHaven, Terence Farrell, Alan Slobojan, Kathy Cozzone, Ryan Costello, Chris Franklin & Mike Fili

Mike DeHaven, Alan Slobojan & Jim McErlane. Alan was the 2013 recipient of the Larry Boling Award. Recognized for his work as Director of Career and Technical Education of the Chester County Intermediate Unit.

A sold out crowd attends the State of the County Luncheon.
Steve Aichele discusses the Governors budget and changes for 2013 with the Government Affairs Special Interest Group

Member Spotlight

April Edition

Name: Could Be You!

Come to the Business After Hours on April 3 at Penn Liberty Bank in Downingtown to drop your business card in the hat! The drawings at each Business After Hours will determine next month’s Member Spotlight.

This is another free benefit of your Chamber membership and a great way for your business to earn recognition and exposure.

Fulton Bank
LISTENING IS JUST THE BEGINNING.
1.800.FULTON.4
fultonbank.com/SmallBiz

Fulton Bank, N.A. Member FDIC. Member of the Fulton Financial Family.
Office Spring Cleaning

By Jackie Magasarian

Spring is a time of renewal. Flowers start to bloom, the grass grows again, and we shed our winter clothes for lighter, softer garments. It is a tradition in many homes to also take care of cleaning the windows, drapes, bedspreads, rugs, etc. Apply the same renewal to your office.

With only a couple of months into the New Year, it should be easy to clean up.

First, look at your immediate work environment, your desk. Have only items on your desktop that you need everyday: telephone, planner, computer, writing items, action files, etc. Anything else you keep on the desk would depend on your job functions. Papers should be filed in the appropriate filing system. Current projects should be housed in their own system, perhaps an expanded file folder. If you have a lot of sticky notes surrounding you, can you consolidate them into a to-do list? Are contact numbers logged into a contact system?

Second, look at what surrounds your desk. Those items should also be kept to a minimum. They might include a tickler file, active file cabinet, and printer. Are those items located so that you can work efficiently without getting out of your chair to do something? Check to see if the tickler file has been managed efficiently. Have the folders for each day been cleaned out as used and rotated to the back of the file? Is the pending folder checked periodically? Does your active file cabinet hold only active files, not archive files?

Third, check your office supplies. Are they housed together? Are you low on some and need to replenish any? How about the receipts for those supplies? Are they logged into your system for tracking expenses? Are invoices up-to-date?

Fourth, check your active files. Have you forgotten to complete a task in one of the folders? Do you need to check with someone else in the office for something? Try to have only the papers that you need in the folders. Everything else should be eliminated.

Last, but not least, check your reference files that you use on a regular basis. These might include your forms, invoices, resource lists, or other appropriate files. See if you can sort and purge any unnecessary documents.

By maintaining your work environment on a daily basis, you can avoid the build up of clutter that very quickly becomes overwhelming. At the end of the day, clean up your space and get it ready for the next day. This should take only a few minutes. Check your planner to see what the next day’s schedule is and if you are prepared for any appointments or other activities. You should feel calm and under control, not overwhelmed or stressed. If daily maintenance is not possible, try at least every week or month.

Happy Spring Cleaning!
Welcoming the Chamber’s Newest Members

Joined between Feb 28, 2013 & March 29, 2013

- **Alpha Omega Business Solutions**
  Carmen Lobis
  (484) 266-0949

- **Barley Snyder**
  Marie Cartwright
  (610) 889-3699

- **Fedirka Associates, Inc.**
  Roman P. Fedirka
  (484) 645-4866

- **Hershey’s Mill Golf Club**
  Scott Martin
  (610) 436-8900 x229

- **Paoli Chiropractic Group**
  John Connor
  (610) 644-3166

- **Joseph P. Possenti, Jr. & Associates, Inc**
  Joseph P. Possenti
  (610) 633-4817

- **Payton Communications, LLC**
  Beverly M. Payton
  (215) 357-5075

- **Pegasus Technologies**
  Matthew Tucker
  (610) 444-8256

- **PharmMarket Consulting**
  Gregory Thomas
  (937) 476-1902

- **Prudential Fox & Roach**
  Gary Morabito
  (484) 595-1648

- **Rittenhouse Realty Advisors**
  Susan Carney
  (215) 454-2852

- **The Devon Senior Living**
  Julie Dewey
  (610) 263-2300

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**Why Not Advertise With Us?**

The Voice is a full color monthly .pdf publication distributed to over 4,000 and growing email addresses once a month. Each issue of The Voice contains relevant articles, member news, photographs of chamber events and more! All ads include a FREE hyperlink to your website.

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Upgrades & enhancements are available.

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Survey: Chamber Membership is Effective Business Strategy

A national survey of 2,000 adults reveals that being active in a local chamber of commerce is an effective business strategy because two-thirds of consumers believe that such companies use good business practices, are reputable, care about their customers, and are involved in the community.

The study, conducted by the Schapiro Group, an Atlanta–based strategic consulting firm, found consumer perceptions of chamber members to be positive in many ways:

- When consumers know that a small business is a member of the chamber of commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods or services from the company in the future.
- If a company shows that it is highly involved in its local chamber (e.g., is a chamber board member), consumers are 10% more likely to think that its products stack up better against its competition.
- When consumers know that a national restaurant franchise is a member of the chamber of commerce, they are 68% more likely to eat at a franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 36% more likely to think favorably of the company.

The new study tracks similar data reported by The Schapiro Group in 2007. “Despite changes in markets and demographics, a nagging recession and the growing influence of the internet, the chamber brand today is stronger and more dynamic than ever,” said ACCE President Mick Fleming. “We’re proud that the numbers prove, once again, that engagement in a chamber means a positive perception of the business in the eyes of the buying public.”

Chamber Welcomes Patrick Hayakawa

Small Business Program Manager

The Chamber is pleased to introduce Patrick Hayakawa, who recently joined our team as Small Business Program Manager. In this role, Pat will provide the planning, coordination, and implementation necessary for programs and services that give an exceptional return on investment for the Chamber’s numerous small-business members. He will also coordinate monthly networking events and serve as staff liaison to the Small Business Advisory Group and the Emerging Leaders Group.

“I was attracted by the Chamber’s goal of enhancing the region through member collaboration,” Pat said. “It’s hard to overestimate how important small businesses are to a strong community,” added Pat.

A native of Harrisburg, Pat joins us from Chamber member Novak Strategic Advisors where he specialized in issue advocacy and legislative research. Pat graduated from Ursinus College with a B.A. in Philosophy and Political Science. If you are interested in sponsoring or participating in a program, contact Pat at the Chamber at 610-725-9100, x20 or at phayakawa@cccbi.org.
Let There Be Light: How Lighting Systems Can Save (or Cost) Your Business

Efficiency isn’t just a buzz word - it can be the key to a business plan that reduces costs and maximizes profits. This month, Scott MacDade of Macro Energy shows how smart investments in lighting systems can save a company hundreds of thousands of dollars.

What do new federal lighting regulations mean for your business? When is the best time to replace existing fixtures? What are free energy audits? In a presentation crafted especially for large, energy-intensive industries such as manufacturing, distribution, and even auto showrooms, industry expert Scott MacDade answers these questions and more. MacDade will also give special attention to the new PECO rebates and what they mean for your business.

Don’t miss this informative & interactive presentation. This event, like all Lunch & Learns, is free for Chamber members and includes lunch with great networking opportunities. Register at cccbi.org or contact Pat Hayakawa, (610) 725-9100 x20, for more information.

When: Tuesday, April 23, 11:30 a.m. – 1:00 p.m.
Where: The Chester County Chamber of Business & Industry
1600 Paoli Pike, Malvern, PA 19355
Who: Presented by CCCBI & Scott MacDade, President & COO of Macro Energy.

Over 800 members, 20 days, and only 25 booths remaining…The Countdown to Reserve your Showcase booth is Now!

The 2013 B2B Commerce & Business Showcase is shaping up to be the star - studded B2B event of the year. First Niagara, UPS, and Comcast are just a few companies that have joined the list of sponsors featured at this year’s business building expo at Penn State Great Valley, April 26, 2013 in Malvern from 8:30 a.m. - 5:00 p.m.

Register before the 2013 B2B Commerce & Business Showcase is SOLD OUT. The Chamber has put together a winning format that should interest and bring out all Chamber members in efforts to support B2B relationships and small businesses. This is what you get:

- 60 exhibitors
- Nine Business & Entrepreneur workshops/seminars to choose from (Value Pak ONLY – $45.00)
  Presented by Score
- Special Feature Presentation by Todd Cohen, author and nationally known speaker of Everyone’s in Sales
- Eight hours of networking
- Experience the new “social networking” expo format designed for building relationships

Booths are still available. Please click here for registration and showcase information.
Meet Your Board

**Officers**

Chairperson of the Board, **Michael DeHaven**, CPA  
Rainer & Company, Certified Public Accountants

Chairperson Elect, **Joel Frank**, Esq.  
Lamb McErlane, PC

First Vice-Chairperson, **Timmy T. Nelson**, UPS

Treasurer, **Ken Goddu**, Fulton Bank

Immediate Past Chairperson, **Brian DiSabatino**,  
EDiS Construction

Foundation Chairperson, **Joe Viscuso**, PE, LS*  
Pennoni Associates, Inc.

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**Kristen LaDow**, M&T Bank

Membership Development Division  
**Kevin Morgan**, Blue Moon Florist

Public Policy Division  
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Obermayer Rebmann Maxwell & Hippel, LLP

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**Michael Chain**, Desmond Hotel & Conference Center  
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**Theodore J. DelGaizo**, Mainline Engineering, Inc.  
**Michael Fili**, Aqua  
**Thomas Filippone**, Devault Foods  
**Dennis Fisher**, Longwood Gardens  
**Chris Franklin**, Aqua  
**Stacey Fuller**, Gawthrop Greenwood, PC  
**Sassan Hejazi**, Kreischer Miller  
**Buzz Hannum Jr.**, Lyons Companies  
**Dr. Robert Jennings**, Lincoln University  
**Scott Kerr**, Buckley, Brion, McGuire, Morris & Sommer, LLP  
**Blake Krupf**, Krupf Bus Companies

**Dale Krupf**, Krupf Bus Companies  
**James Lee**, Wawa, Inc.  
**Stacy Martin**, The Hankin Group  
**Albert Melfi Jr.** *, DNB First  
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**William Simkiss**, The Simkiss Companies  
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**Greg Thomas**, PharmMarket Consulting

*N*Director Emeritus/Past Chairman of the Board