The Chester County Chamber Welcomes Steve Welch for a Keynote Presentation

Successful entrepreneur, founding partner of DreamIt Ventures, founder and developer of Mitos, and author of We Are All Born Entrepreneurs, are just a few of Steve Welch’s outstanding achievements.

As co-founder and Managing Partner at DreamIt Ventures, Steve oversees programs in Austin and Philadelphia. Additionally, he is the Founder of KinderTown, the Education App Store for parents with children 3-6 and an active angel investor. Steve is the founder of Mitos (at 23) where he developed six marketable patents all directed at improving biotech companies efficiency in manufacturing. Mitos sold successfully to Parker Hannifin (NYSE: PH)—an S&P 500 company – in 2007.

Steve Welch’s book, We Are All Born Entrepreneurs explains why so many of us have a deep-rooted desire to be entrepreneurs. He uses real-life examples of success in the face of adversity.

Steve Welch sold his first company and started a ground breaking venture capital firm by the age of 29 and has been considered a successful entrepreneur in the biotech industry since. His presentation will inspire and inform.

Tickets are limited- get yours today!

Thursday, April 30
9:30 am – 12:00 pm
The Phelps School Auditorium
583 Sugartown Rd, Malvern

Registration begins at 9:30 am
Presentation begins promptly at 10:00 am, followed by an extended networking lunch

Purchase your tickets today!
$40 Member Tickets
$70 Non-Member Ticket
Ticket includes admittance & networking lunch

VIP Ticket: $75
Includes admittance, networking lunch and VIP Meet & Greet with Steve Welch

*Only 15 VIP Tickets available; CCCBI Members only

Innovation Supporter Sponsor: $700
Includes 2 VIP Tickets, 5 additional tickets,
Premier seating during event and Sponsorship Recognition
April Events

**Wednesday, April 8**

**State of the County**
Desmond Hotel
11:30 am – 2:00 pm
[Register Here]

$50 member
$100 non-member

Sponsored by:

*AQUA*

**Tuesday, April 14**

**Ted Talk - Your Body**
Language Shapes Who You Are
Drexel LeBow, Malvern
12:00 pm – 1:30 pm

*SOLD OUT!!*

**Thursday, April 23**

**Prospective Members Lunch**
CCCBI HQ
12:00 pm – 1:15 pm
[Register Here]

Please contact Patrick Hayakawa if you are interested in sponsoring an upcoming new member or prospective member luncheon

**Thursday, April 30**

**Steve Welch Keynote Presentation**
The Phelps School Auditorium
9:30 am – 12:00 pm
[Register Here]

Steve Welch is a founding partner of *DreamIt Ventures*, founder and developer of *Mitos*, and author of *We Are All Born Entrepreneurs*
May Events

Wednesday, May 6
Emerging Leaders Kickoff BBQ
CCCBI HQ
5:30 pm - 7:30 pm
Register Here

Free for all chamber members
$25 non-member

Sponsored by:

WEST CHESTER UNIVERSITY

Wednesday, May 13

Just Coffee
Morning Networking
American Executive Centers
8:00 am - 9:30 am
Register Here

Free for members
$30 non-member

Sponsored by:

Thursday, May 14
Women Influencing Business Dinner
Waynesborough Country Club
5:30 pm - 9:00 pm
Register Here

$100 member
$150 non-member

Honoring the 2015 Female Business Leader of the Year
Holly Graver, Fulton Bank

Presented by:

Independence

Tuesday, May 19
Everyone’s In Sales
Presentation by Todd Cohen
Location TBD
8:15 am - 12:00 pm

$75 Emerging Leaders
$99 Chamber members
$149 non-member

Contact Julia Taylor to register

Don’t forget to log in when registering.
Don’t have a login?
Contact Matt Johnson
Celebrating Women Leaders

Chester County Chamber Annual Women Influencing Business Dinner
will honor local Female Business Leader; Prominent Keynote Speaker

The Chester County Chamber of Business & Industry hosts our Annual Women Influencing Business Dinner on Thursday, May 14th, 2014 from 5:30–9:00 pm at Waynesborough Country Club. Held every spring, this event celebrates the accomplishments of women in our community.

The evening begins with cocktail networking, followed by an enjoyable sit-down dinner. Once the evening is in full swing, the Chamber will recognize the 2015 Female Business Leader of the Year. This award recognizes one woman each year for her professional achievements, initiative in the community, and leadership for other women in business. This year’s winner, Holly Graver of Fulton Bank, was chosen because of her significant contributions to the community, women’s advocacy, and professional success. Holly leads, supports, and participates in community organizations including the West Chester YMCA, the Chester County Chamber of Business & Industry, and the March of Dimes. As Senior Vice President of Business Development for the Brandywine Division of Fulton Bank, she is responsible for the growth and development of new commercial and retail banking relationships in Chester and Delaware Counties.

The 2015 keynote speaker, Madeline Bell, President & Chief Operating Officer of The Children’s Hospital of Philadelphia closes the inspirational evening. Madeline Bell is a senior health system executive with extensive experience in leading clinical operations and corporate services at the top ranked children’s hospital in the nation. Madeline has served as the President and COO at CHOP since 2007. In that role, she manages over 12,000 employees for the $2 billion a year health system. Over the past 7 years, she has led significant growth while maintaining the financial strength and clinical excellence of the organization.

Help us celebrate the success of these and all women in the area!

Event Information:
Thursday, May 14th
5:30 pm – 9:00 pm
Waynesborough Country Club
Individual tickets are $100 per member with advance registration
Non-members will be charged $150

Registration includes admittance to event, 2 drink tickets, and a seated dinner

Sponsorship and advertising opportunities are available.

For more information on the upcoming Women Influencing Business Dinner, please visit us at www.cccbi.org, or contact Danielle Vetter, Director of Event Planning at 610-725-9100, ext. 12

Presented by:

Independence
The Emerging Leaders is a working committee within the Chester County Chamber of Business and Industry. Members of the committee help develop professional enrichment programs aimed at providing emerging leaders and young professionals with a greater view of the local business community. The mission is to promote growth of young professionals in Chester County. The function of the Emerging leaders is to engage, educate, and empower young professionals and aid them in becoming the future leaders of business in the Chester County region.

The group is comprised of young professionals between the ages of 25–45. They represent the fastest growing network of “future leaders” in history. The Emerging Leaders of CCCBI need your help with growing this group. We are looking for young professionals to join the committee and get involved. If you are interested in becoming a future leader and are looking for a way to grow your network and expand your resources, this is the perfect opportunity for you!

Please contact Julia Taylor at Julia@cccbi.org or by phone at 610.725.9100 for additional information about joining.

Upcoming Emerging Leaders Events

**Wednesday, May 6**
Emerging Leaders Kickoff BBQ
CCCBI HQ
5:30 pm - 7:30 pm
[Register Here](#)

Free for all chamber members
$25 non-member

**Tuesday, May 19**
Everyone’s In Sales
Presentation by Todd Cohen
Location TBD
8:15 am - 12:00 pm

$75 Emerging Leaders
$99 Chamber members
$149 non-member

Contact Julia Taylor to register

Emerging Leaders is proudly sponsored by:
By: Daniel Zajac
Simone Zajac Wealth Management Group, LLC

**Saving Be Damned—When It’s Okay to Blow Your Money**

As a financial advisor, I often encourage clients to save money, pay down debts, and think about the future (some people may call me the “Ruiner of Fun”). It’s my job to persuade clients to act responsibly with their hard-earned dollars. Responsibility often means giving up the things you want now in order to save for your future.

Here I am, the lame financial advisor, telling you not to waste money on the things you enjoy. You think it’s my job to encourage you to be responsible, telling you not to click “confirm” on that San Fran trip and advising you to defer that money instead into your 401(k) so you can spend it in ten, twenty, or thirty years’ time.

But wait…I might just surprise you…

I am a firm believer that a good financial plan accounts and allows for so-called “splurging.” Splurging is spending money on the things you like to do, regardless of how much they cost, how useful they are, or how...
long they will last.

Now, before you get carried away and spend without any thoughts or concerns, there are some restrictions on splurging!

How does one balance the need to save and invest for the future while still enjoying the life they have now?

How can you create that “financial cheat day?” Great question!

Do You Mean It’s Okay to Splurge?

The answer to the question is a resounding YES. It’s okay to splurge on something that you want; however, before you do, you should keep a few things in mind:

If you are in debt, don’t splurge. If you have credit card, car, student, and other “bad” debt, it’s probably a terrible idea to splurge on those new Rag & Bone booties you’ve been craving. You’re in debt! You need to pay off the earlier purchases you made that you couldn’t afford, not add to the problem!

If you are living paycheck to paycheck, don’t splurge. If you’re living paycheck to paycheck, there is no room to splurge on that $10,000 trip to the Caribbean you’ve always wanted to take. You can’t afford not to have that money, as you may need it for unexpected expenses. Think new car brakes or a frozen pipe in your basement.

Have you splurged too much lately? Only you know the answer to this question, but here are a few tests. Do you feel instant buyer’s remorse? Do you keep your purchases hidden from your spouse or significant other? Or are you scouring your brain for ways to find money to pay for your purchases? If you answered yes to any of these questions, you’re overspending.

How Much Can I Spend?

There is no blanket answer to this question. Splurging for one person may entail saving up all year to spend $10,000 on a vacation. For others, splurging may consist of buying ten pairs of jeans throughout the year, “because they are all so different!”

The responses you gave above should provide a guideline for answering this question. You should feel fine spending an amount that won’t make you feel guilty (although a little guilt is okay), provided that you don’t have to hide it from someone else and you have the money readily available.

So, What Now?

If your finances are in order, it’s totally fine to splurge. If they aren’t, then get them in order. Get out of debt, save ten percent or more of your money, and build an emergency fund. Once you have these in order, it’s perfectly normal to cheat on your financial diet and indulge.

Daniel R. Zajac, CFP®, AIF®, CLU® is a senior advisor with Simone Zajac Wealth Management Group. You can learn more about Daniel and read his thoughts on financial planning at www.financeandflipflops.com. He can be reached directly at 610-363-1344 or via email at daniel@simonezajac.com. He is located at 347 N. Pottstown Pike, Exton PA 19341.

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## Welcoming the Chamber’s Newest Members

**Members Joined in March 2015**

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Haus Studio</td>
<td>Heather Hunt-Casper</td>
<td>484-604-0805</td>
</tr>
<tr>
<td>Velocity Advisory Group</td>
<td>Dave Fechtman</td>
<td>704-500-3722</td>
</tr>
<tr>
<td>allwebcafe</td>
<td>Steve Williams</td>
<td>610-644-1240</td>
</tr>
<tr>
<td>Advantage Building &amp; Facility Services</td>
<td>Mike Glover</td>
<td>610-701-0735</td>
</tr>
<tr>
<td>Feeding Frenzy</td>
<td>Fran Donnelly</td>
<td>610-524-4720</td>
</tr>
<tr>
<td>VisionCorps</td>
<td>Marisa Facciolo</td>
<td>302-547-6470</td>
</tr>
<tr>
<td>BNY Mellon Wealth Management</td>
<td>Dennis Steiner</td>
<td>717-291-5951</td>
</tr>
<tr>
<td>StudioDee Yoga &amp; Fitness</td>
<td>Dee Parson</td>
<td>484-888-3725</td>
</tr>
<tr>
<td>JP Ryan Construction</td>
<td>Steve Pavlo</td>
<td>610-363-7675</td>
</tr>
<tr>
<td>Family Lives On Foundation</td>
<td>Kelly Becker</td>
<td>610-458-1690</td>
</tr>
<tr>
<td>Mid-Atlantic Transportation Services, Inc.</td>
<td>John Schorn</td>
<td>610-481-4800</td>
</tr>
</tbody>
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**Phil Rinaldi’s Testimony on City Council Resolution 150072**

Greater Philadelphia Chamber of Commerce Board Member and Greater Philadelphia Energy Action Team Chairman Phil Rinaldi submitted the following testimony on City Council Resolution 150072, which authorized the creation of a “Special Committee on Energy Opportunities for Philadelphia,” to continue to investigate the potential to establish the City of Philadelphia and the region as an energy hub. A hearing was held on Friday, March 13th to discuss more about the ways that Philadelphia can become an energy hub. [Click here](#) for the testimony...
“I go to where the puck will be, not where it is.”

That’s how Hall of Fame NHL scorer Wayne Gretzky, who some call the greatest hockey player ever, summed up his success.

Today, Chester County is home to Pennsylvania’s most prosperous economy, most educated and affluent population and some of the state’s (and world’s) largest and most innovative companies.

But where will the county’s be ten, even twenty years down the road?

As they say, past performance though, is no guarantee of future success. Similarly, Chester County’s future prosperity is not assured either. Hard work, plenty of planning and a sound strategy are required to keep Chester County’s economy humming along.

To that end, the Chester County Economic Development Council, in partnership with business, civic and community leaders across Chester County, formed a public-private partnership in 2013 to create an economic development strategy for the Chester County.

The resulting strategic plan, named VISTA 2025, builds on a key recommendation of Landscapes 2, the county’s award-winning development plan adopted in 2009, that the county develop a long-term economic strategic plan.

VISTA 2025 accomplishes that objective. The nearly 100-page document lays out the goals and specific strategies the county will follow to ensure the region’s prosperous economy continues to thrive all while preserving the county’s rich cultural and community heritage.

Using sustainability, inclusiveness and diversification as guiding principles for maintaining the county’s long-term economic health, VISTA 2025 lays out five goals supported by an extensive list of strategies and actions.

The goals, reflecting both short-term opportunities and long-term vision for positioning the county for sustaining and expanding economic growth are:

1. Maintain and enhance “quality of place” as a key component of economic health
2. Position Chester County as a magnet for attracting talent and as a model for building an employer ready workforce
3. Expand business attraction and retention efforts with a focus on targeted industry clusters
4. Establish an innovation culture that supports entrepreneurship and business growth
5. Support critical infrastructure in targeted corridors of opportunity

Not even a Hall of Fame prognosticator, the likes of Wayne Gretzky, would predict where Chester County’s economic health will be five, ten or even twenty years down the road.

But if the strategies, principles, goals and actions spelled out in VISTA 2025 are any indication, Chester County’s economic health will be strong and poised to seize any new and emerging opportunities while thoughtfully preserving the heritage, culture and landscapes that define Chester County’s quality of place.

Note: To download a PDF version of VISTA 2025, visit VISTA Today
The Hail to the Chiefs Breakfast

A brand new event that was a huge success. The Hail to the Chiefs Breakfast at Victory Brewing Company brought together 13 Chiefs of Staff and almost 75 attendees.

Employee Wellness Programs
An Informative Event to take place this Summer

Are you interested in implementing an employee wellness program? How to keep an ongoing program successful? What the legal implications are? What type of businesses should have an employee wellness program?

CCCBI will host a session to answer all of these questions and more about Employee Wellness Programs. To receive more information about this event, contact Danielle Vetter

Summer Golf League 2015

Looking to try some new courses this summer, or a private club you’ve never been to? Our Fourth Annual Summer Golf League provides you with that opportunity. Join us as we travel through some of Chester County’s most well known golf courses.

Information will be posted within the next week or so! Contact Danielle Vetter for more information
Nothing can take the place of face-to-face meetings. It’s true that “staying connected” is crucial and most easily done through online communications. The next method is the telephone, but the simple truth is being in another person’s presence puts loyalty into play. Energy is carried with physical presence. Standing in plain sight helps your colleague or prospect more clearly understand what you are trying to convey. You have a far better chance to persuade if you can tap into all of their five senses.

In this age, you will distinguish yourself by simply showing up when few people make the effort. If you do show up, do it on time, don’t bury your face in your phone, and don’t leave early. Such behavior sends out cues that whoever is emailing you is more important than the person in front of you, or you’d rather be somewhere else – which may be true – but there is no reason to sabotage the effort you just made to get into the room. Be present in the moment.

Reliance on email diminishes the engagement of each person in the group. Studies on the subject of email have been conducted for years. “…collaborative projects suffer when workers doubt colleagues will do their share, creating a sense of injustice that leads them to shirk their own responsibilities,” says University of Illinois Professor Gregory Northcraft. In the article summarizing his 2010 research, “Relying Too Much on Email is Bad for Business” in The News Bureau, Professor Northcraft discusses how “…high-tech communication strips away the personal interaction needed to breed trust, a key ingredient in getting workers to pull together and carry their share of the load.”

Northcraft says business need to balance communications modes and trust building amongst employees so that no one feels they can avoid ownership for the mission. The topic has long been embraced by cultural news on LinkedIn Pulse, Forbes.com and TIME. But we didn’t need a business leadership expert to tell us that email ping-pong can be annoying can be considered lazy. And let’s face it, with or without Candy Crush, no one is listening on conference calls.

It’s truer today more than ever that genuine interest comes from personal encounters – especially for professionals in client service trying to maintain relationships and cultivate prospects. Professor Northcraft says “Physical contact has a half life.” For professionals, that means if you haven’t seen your best referral source in six months, pick up the phone today and set up lunch. Companies may be creating a culture that is actually bad for their business, but that doesn’t mean you have to engage in behaviors that are bad for your career.

To be sure, all of the components of marketing and business development work together. Limiting yourself to one-sided activities won’t work. Trust me, meeting with contacts, going to lunches and attending receptions moves your career way farther, way faster. If you would rather have a root canal than socialize the old fashioned way, you should use a good coach or mentor. Formal coaching programs are available and informal mentors can be found. Accidental mentors are all around you. Seek one out. Personal encounters mean interaction, interaction leads to connection, and connection means business.

1. Be honest with your coach or mentor about your apprehension.
2. Seek out a colleague in the office who can join you in a buddy system approach.
3. Rehearsing helps and having a partner to run your lines makes a world of difference.

Elizabeth Mell is the owner of Mell Consulting LLC, providing long-range planning and management consulting for legal, financial and nonprofits, as well as coaching for individuals and small groups. Contact Elizabeth at elizabeth@mellconsulting.com or follow @MellConsulting.
Republican Committee of Chester County

presents

1st Annual
SOUTHERN
CHESTER COUNTY
COMMUNITY SOCCER TOURNAMENT

1st Place $750
2nd Place $250

APRIL 18TH & 19TH
9:00am - 3:00pm

Location: Anson B. Nixon Park
N.Walnut Rd, Kennett Square, PA
Admission: Free to the Public
Team entry fee: $200

Sponsorships available
Please contact Curt Norcini
ccn@mmdlawfirm.com - 610.692.8806

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COATESVILLE CENTENNIAL CELEBRATION
10:00 AM ~ COATESVILLE TRAIN STATION ~ FLEETWOOD & 3RD AVENUES

Please join us as we kick-off the Coatesville Centennial yearlong celebration and announce the winner of the logo contest.
Find out more about the events planned for our centennial year and how you can get involved.
For more information, visit:
www.brandywinefoundation.org or www.coatesville.org

Safe Harbor’s
20TH Anniversary Celebration
Mendenhall Inn April 25TH
SafeHarborofGWC.com
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Executive Assistant, Office Manager
joan@cccbi.org

MARY ENGLAND
Director of Finance
mary@cccbi.org

MATT JOHNSON
Director of Marketing & Communications
matt@cccbi.org

DANIELLE VETTER
Director of Event Planning
danielle@cccbi.org

PAT HAYAKAWA
Director of Membership
patrick@cccbi.org

JULIA TAYLOR
Networking & Programs Manager
julia@cccbi.org

The Chester County Chamber of Business & Industry
1600 Paoli Pike, Malvern, PA 19355
610-725-9100 www.cccbi.org