Endorsements Announced by The Chamber

At the July meeting of the Board, the Board of Directors unanimously endorsed the following candidates for election in November. Every State and Federal candidate that is running in the General Election, received the opportunity to respond to a questionnaire produced by the Chamber. After the questionnaires were received, those who responded were invited for an interview with our Government Affairs Committee.

The following endorsements were based on the candidate’s positions on business issues that were clearly aligned with the Chamber’s pro-business agenda.

U.S Senate:  Tom Smith
U.S Congress 7th District:  Patrick Meehan
U.S Congress 6th District:  James Gerlach
U.S Congress 16th District:  Joe Pitts
State Senate 9th District:  Dominic Pileggi
State Senate 19th District:  Andrew Dinniman
State House 13th District:  John Lawrence
State House 15th District:  Becky Corbin
State House 156th District:  Dan Truitt
State House 158th District:  Warren Kampf
State House 157th District:  Chris Ross
State House 156th District:  Stephen Barrar
State House 167th District:  Duane Milne
State House 168th District:  Tom Killion

“It is our goal to elect business-friendly candidates who believe in the free-enterprise system and express ideas and initiatives to help make Pennsylvania a great place to conduct business and live. We believe the candidates we have endorsed are the right choice for Pennsylvania because they will work to advance an agenda that helps to grow our economy with the private sector leading the way.”

stated Chairman of the Board, Mike DeHaven, Rainer & Certified Public Accountants.

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A lot has happened in the political arena since last month’s newsletter was released. The State Budget was passed on time with no tax increases for the business community. Difficult decisions were made across the board on spending levels. We anticipate this to be a continued trend as economic realities hit the state in the area of pensions and the dire need for transportation funding. We still await action at the Federal level on important tax decisions. For those of you who have heard about the fiscal cliff...here are a couple of reports on what it means to our future job creation and economy. We completed 21 interviews with state and federal candidates running for office. The Government Affairs Committee members racked up more than 100 hours in service to our chamber to conduct these interviews to assist the Chamber in making endorsements for candidates who believe in the fair enterprise system and are aligned with our mission to make Chester County, the region and the Commonwealth a great place to do business and live. You can read more about our endorsements in this month’s newsletter.

I was very excited to participate in the opening of the new Innovation Center at Eagleview (ICE) with several local officials and business owners. The Hankin Group is to be commended for their vision and commitment to growing businesses, by providing this great facility geared towards the life sciences industry. With shared lab space, office space and reasonable leases, it’s the perfect environment for start up life science businesses to work towards future growth. So many agencies and partners from the State and Chester County participated to make this a win-win for our County.

And, congratulations to two friends of the Chamber on being recognized by the Chester County Historical Society (CCHS) at their annual Founder’s Dinner in November. Receiving the Senator Robert J. Thompson Award is Carol Aichele, Secretary of the Commonwealth, whose activities and achievements embody CCHS’s educational mission to preserve and promote an understanding of the history of Chester County. And, receiving the Founders Award is Karen Simmons, President and Chief Executive Officer of the Chester County Community Foundation for her outstanding commitment to Chester County historic preservation, education, civic and cultural affairs.

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We can’t believe summer is already coming to an end. Of course everyone loves the vacation time, hot weather, and summer sun, but we ladies know what this time of year means to our hair, skin, mind and body. Bring your flip-flops, let your hair down, while letting experts tell you how to undo this summer damage! La Difference in West Chester will provide a light, social atmosphere for the last session of our Wine & Wisdom series on August 22nd. Skin care, massage, and colorist stations will give you advice and take-aways; and an interactive experience with a stress management connoisseur, will give you tools to use the power of intuition to manage your stress. This unique networking event gives you the chance to relax and allows you to get to know the women you do business with and meet the ones you haven’t! Wine, beverages, & appetizers will be available to enjoy while networking.

**Event Information:**
- **Date:** Wednesday, August 22nd 5:30 pm - 7:30 pm
- **Location:** La Difference
- **830 Paoli Pike, West Chester**
- **Price:** Member: $15; Non-Member: $25
- **Contact** Danielle Vetter for more information.

Space is limited so register today!

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**Interesting Statistics Reported at our Eye on Congress Breakfast**

- 41% of the Federal budget is spent on Welfare alone
- There are 21 new taxes included in the Affordable Care Act
- The cost to implement the Affordable Care Act is projected at $3 trillion over the next 10 years
- The U.S. Senate has not passed a budget in over three years
- Government spends $58,000 a second
In our quest to be successful both personally and professionally, we try to make decisions based on our return on investment. We analyze everything we do: where we put our time, efforts and money. As time and money are everyone's challenges these days, we are wise to weigh all our options and put our energy into those activities that provide a great return. Running businesses or organizations requires the same due diligence. Where can you put your time, efforts and money to get the best return on your investment?

The Chamber has the answer! Annually the Chamber creates sponsorship packages for our members to brand their businesses or organizations with the Chamber. We do all the work and you get to have your name associated with our product.

Sponsorships have a very positive return on investment. Most packages include your name on all materials associated with an event or function; this is a wonderful way to get your name out to lots of people. The more people see your name the more likely they are to do business with you.

In addition, by branding your name with the Chamber, you are letting people know what you value. Your name associated with a quality program or event communicates that people can expect the same when dealing with your organization. It also opens doors for you to work with other like-minded organizations.

We customize the package to fit your needs. Annual packages help you better budget for the year and strategically associate your name with ours. Perhaps you would like to gain more exposure during the winter or spring, consider sponsoring a signature event around that period. It also benefits the Chamber so everyone wins.

Let’s have a conversation about a package for your organization. We have packages for every size business and budget. Please contact Marianne Martelli at 610-725-9100 x 14 to discuss how an annually sponsorship package can work for you.
Good Habits Last a Lifetime....

On July 16, 2012 Stephen Richards Covey died at age 79 leaving a lifetime of helpful and successful books to create a healthy work-life-balance for people of all generations and professions. He was best known for his book The Seven Habits of Highly Effective People and famously recognized as the man that took a “common sense” approach to developing successful habits.

Inspired by his philosophy and insight, the Emerging Leaders Group will co-sponsor a workshop/seminar on the 7 Habits of Highly Successful Emerging Leaders, Wednesday, August 15, 2012 at the Chester County Chamber of Business & Industry.

What makes one person different from the next? How do you measure success in business and in life? Are leaders Made or Born? For decades these questions have been the topic of discussion at conferences, workshops, symposiums, think-tanks and even in the classroom. Everyone has an opinion, and every opinion is different. Covey not only wanted people to challenge themselves in discovering how to become successful, but he believed the way individuals behaved was closely related to the level of success they could gain.

During the two-hour workshop hear from some of the most inspiring guest presenters who will share their personal success habits from Covey’s 7 principles and help attendees build long range habits for success and leadership. During the workshop each participant will have an opportunity to reveal personal habits that have empowered them to create success.

If you or anyone you know is looking to build consistency in your ability attain, gain and sustain a healthy attitude for success than don’t miss this opportunity to create a lifetime of good habits. Register today!

7 Habits of Highly Successful Leaders
When:  Wednesday, August 15, 2012
Start Time:  8am ~ 10am (Doors open at 7:30am)
Where:  CCCBI Headquarters
1600 Paoli Pike, Malvern, PA
Registration:  Please register on-line to ensure your seat. Advanced registration is required.
Check our website for guest presenter’s information.
Networking has been around since the cave man. In fact, before they went hunting and food gathering they would first assemble together and network or plan their attack. This resulted in a plentiful catch of wild game and other undesirable food types. Yet in spite of their prehistoric way of life they survived.

Now let’s fast forward to the 21st century. Networking is part survival and if you plan on being successful at it you have to put away your Prehistoric and Neanderthal approach to building relationships and influencing strangers. The days of circling a room filled with people only to pass out business cards with no genuine interest in the card recipient are over! No one will remember you, let alone do business with you.

Networking should be viewed as a part of your brand message and opportunity to educate new and potential customers. It is also a way for others to help expand your message for you and serve as your “WOM” (Word-of-Mouth) marketing piece. Your approach to Networking should be planned and timely. Here are a few tips to consider.

Networking tips to consider:

1. **Know your own personal bio:** You don’t have time to practice your introduction. Be prepared to explain what you do, what type of clients you are looking to conduct business with, how your product or business has helped others, and why you enjoy doing what you do. Having clarity in your introduction enables others to pass on your information without the guess work.

2. **Attend other networking events:** Begin to study/learn the form and format of the different networking groups. Some groups have a distinct way of networking based on size, region, or even business diversity and industries. Learn about committees, activities and other networking events to gain face time with potential clients.

3. **Ask open-ended questions:** Keep the conversation flowing. Learn the 4 “W’s”, Who, What, When, Where, and How. Avoid questions that will respond in a yes or no answer. Learn about their business and ask questions that will provide you with valuable information when you follow-up.

4. **Follow up:** When you are given a referral or told to contact a person later for lunch, don’t waste time, schedule it NOW! You will find that the sooner you follow-up the more timely your connection will appear to others. Bonus tip: Call first, e-mail second. Avoid being a dinosaur and learn how to improve your effectiveness in Networking before you become extinct.
Youth Leadership Program

Each school year the Chester County Chamber Foundation offers juniors and seniors in the County an opportunity to participate in the Youth Leadership Program (YLP).

The mission of Youth Leadership Program is to create exceptional opportunities for students to explore businesses and career options in the region. A main objective of YLP is teaching leadership skills to county high school students. The program also offers opportunities to learn about Chester County based career options and paths, and to interact with leaders of major industries county-wide. We aim to use the business landscape of today to inspire a diverse collection of leaders for the future. Getting students not only college ready but job ready is a main objective. The long-term objective is to endear students to this market place so that they want to stay or return to Chester County to pursue their careers.

The Chester County Chamber of Business and Industry is a leader in community programs, offering a multitude of options for every business to become involved with issues that matter most to them and help improve the quality of life in Chester County. One example of our desire to develop a program that will have an impact on the future of our community is the Youth Leadership Program (YLP).

The YLP committee, made up of dedicated Chamber Foundation volunteers, work all year to provide an exciting, educational and informative program for the students. Fun is a major component of the program and the connections to the community, Chamber and other students last a lifetime.

While providing a wonderful experience for students who attend the program, the Foundation is also providing a service by training our future leaders. Students are invited to attend this program as guest of the Chamber through the generosity of our annual Sponsors.

We are now accepting applications for the 2012/2013 program year. If you know a student that would enjoy participating in this program please have them fill out this application.

For more information, please contact Marianne Martelli at 610-725-9100 x14 or mmartelli@cccbi.org.

The First Annual Chamber Golf League is in full swing

This summer, the Chamber implemented a Summer Golf League. Open to golfers of all levels, the main goal of the league was to increase networking in a light, social atmosphere. Over 15 companies participated, some sending employees, clients, and pairs each week.

"I’ve had an amazing time at the CCCBI Golf League this summer. It’s a perfect way to meet other professionals in Chester County and play at some of the most beautiful courses in our area," states Jessica Annas of Meridian Bank.

We would definitely consider the league successful in its first year and hope it continues to bring success in future summers.

Interested in participating in the next Golf League? Contact Danielle Vetter, dvetter@cccbi.org

Partner with our trusted small business experts.
Eye on The Region

Greg Thomas shares a few comments with Mayor Michael Nutter at our annual Eye on the Region Event.

Pictured from left to right are Tom Petro, Bob Adams, Basel Frens, Mayor Nutter and Colleen Frens

Eye on Congress

Congressman Joe Pitts, Congressman Patrick Meehan, and Congressman Jim Gerlach provide answers to the audiences' question during an interactive dialogue at the Annual Eye on Congress Breakfast.

The crowd listens intently as the three Washington Reps touch on subjects such as taxes, healthcare, job opportunities, and the upcoming election.

on the scene

BBQ BASH

The Annual BBQ Bash is in full swing; over 100 business people gathered to celebrate and thank the Chamber Committee Members for their hard work and dedication.

Pictured from left to right are Tom Petro, Bob Adams, Basel Frens, Mayor Nutter and Colleen Frens

Golf League

Players John Porrecca, Steve Brightbill, and James Keane get ready to tee off on the third night of our Golf League hosted at Wyncote Golf Club.

Summer PAC Event

Members enjoy the Annual PAC event at the home of Tom Petro and Kris Messner. Pictured from left to right are: Bill Tyson, Lauren Milks, Joel Frank and Marianne Martelli.
Thanks to all of our sponsors!

Penn Liberty Bank
Aqua, DNB First, Exelon, Independence Blue Cross, The Simkiss Companies, Comcast, Endo Pharmaceuticals
JAECO Fluid Systems, UPS
Kinetic Physical Therapy

Want to connect your name with this event? Would you like to participate but can’t golf all day? There are plenty of customizable options for the event! Contact Danielle Vetter 610-725-9100 or dvetter@cccbi.org Hope to see you there!!
Outsourcing “In” for Small Businesses

Submitted By Melissa Fullerton, Bradway Partners, LLC

Outsourcing may be a four letter word when used in the context of major corporations shipping jobs to the land of cheaper labor. But for small businesses, outsourcing tasks, like sales calls, lead generation, social networking and public relations can be a viable investment with the potential for major return.

First, let’s define this term as it applies to small business. Outsourcing, also referred to as business process outsourcing, refers to contracting with a third party for a service or operation. It has been a common practice among large corporations for several years. Now, in today’s business environment, outsourcing has become a very viable option for small to mid-size businesses as well.

When you think about what’s at the core of your own business model and the primary customer needs you aim to meet, you also should think about how much time you or your business in general are spending on tasks that either take away from the value of your product or service or tasks that fall outside your expertise. By doing some research and asking for referrals, you may find it more cost effective to outsource tasks like payroll, logistics, IT services and many others.

In 2009, the U.S. Small Business Administration (SBA) estimated that there were approximately 25 million people in the United States making a living offering freelance services for any given business need. These independent contractors are also entrepreneurs trying to make their own living as a business owner. Therefore, they’re often familiar with the challenges and demands facing their fellow business owners.

Several business resources, including the SBA and Microsoft Business offer similar tips to those considering outsourcing:

**Define Your Core**

Identify the core principals of your business, then decide which outlying portions of your company could be handled by a contractor.

**Take Your Time**

There’s no need to commit to years of freelance work until you feel comfortable with the person you’re working with. Understand, hiring a freelancer is, in some ways, the equivalent to any new hire. Make sure you take time to build a good working relationship.

**Outsourced Should Not Mean Out of Mind**

An independent contractor is an extension of your business, so you’ll still want to make your expectations known, communicate clearly and develop a means of managing the outsourced work.

Taking the time to find the right freelancer for your business could be an investment that pays off in efficiency and growth. When it comes to tracking down the right contractor for you, the SBA says there’s no better method than good, old fashioned word of mouth.

Bradway Partners, LLC is a full service business development company that facilitates the growth and success of your small and medium-sized business by providing you with a customized plan consisting of the services that will most effectively produce the growth and success goals that will take your business to the next level! (610) 450-6131

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Don't Miss our Annual Dinner...

The Chester County Chamber of Business and Industry invites you to be our guest at our **2012 Annual Dinner**. Each year, this event takes place on the breathtaking grounds of **Longwood Gardens**. Drawing business and community leaders from all over Chester County, the Annual Dinner gives us the perfect opportunity to celebrate the successes of the past year and look towards the future.

If you attended last year, you know the caliber and updated format of this event, put a new twist on an old favorite. You won’t want to miss out on this Chamber tradition!

**Event Information**
**Date:** October 17th, 2012 **5:30 pm- 9:00 pm**
**Location:** Longwood Gardens

To register, visit our website at [www.cccbi.org](http://www.cccbi.org) or contact Danielle Vetter at dvetter@cccbi.org.

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What Chamber Members are saying about The Annual Dinner:

“We always loved **Longwood** as a venue, and the new format encourages not only interaction with all of the folks who you currently know, but it offers a perfect opportunity to have many new conversations and forge new relationships. Isn’t that what the Chamber is all about? You hit a home run with this one.”

**Susan Boardman,**
Brumbaugh Wealth Management

“The CCCBI Annual Dinner is a must-attend event for me. It is always a high-level networking event where there is great food, a beautiful venue and a fireworks show to close out the night. This is definitely one of my favorite events of the year!”

**Chad Byers,**
Brandywine Mergers & Acquisitions, LLC.
The 2012 VIP Open House Membership Campaign is Right Around the Corner!

September is Membership Month at the Chamber and we need your help in growing the membership in 2012! Throughout the month, we will be hosting a series of open houses to promote the Chamber and its members to the business community. These events are designed to not only grow the Chamber’s membership, but to provide both future and current members the opportunity to connect with each other, strengthen their business relationships and promote their business to the Chamber community. Prospective Members (VIP) will have the opportunity to meet directly with some of the major players in the business community (you!). Board Members, Chamber Staff and Membership Campaign Volunteers will be on hand to talk with these VIP and answer any questions about the organization and membership.

This year we have even more incentives to support this year’s campaign. If a member refers a business to the Chamber during Membership Month and that business joins by September 30th, both the new and current member will receive additional incentives, recognition and prizes for joining. The more members you refer to the Chamber, the more you can win! In addition, if you bring in at least two new members in September, you will be invited to an exclusive, invitation only, Breakfast with the Board, on September 21st as a thank you for your support.

Our goal is to grow, so please come with a VIP! In order to attend, members must refer or bring a VIP as their guest to one or more of the open houses. It is important that our Chamber members are representative of the industries and businesses that you want to connect with. Your referrals matter because it is our membership that directs the Chamber’s future planning and advocacy efforts. Growing the membership helps strengthen our voice in government and helps us continue to promote the economic growth and prosperity of the region. Help contribute to the growth of our collective voice and help create a network that strengthens your business!

Volunteers and Sponsors are needed. If you are interested in attending one of the VIP Open Houses, becoming a Membership Campaign Volunteer, or learning more about the various levels of sponsorship available to your business; please contact Lauren Magee at Lmagee@cccbi.org or at 610-725-9100 ext.35. Space is limited at each of these exclusive events; and pre-registration is mandatory to ensure your space. Last year, everyone involved walked away with something: valuable connections, business recognition, a new member door prize or incentive package. Don’t miss out on these great events that will help our Chamber grow in the upcoming year!

The open houses are currently scheduled for the following dates.

Wednesday, September 5th Business After Hours, 5:30-7:30pm, Hotel Warner

Tuesday, September 18th, VIP Open House Luncheon, 11:30-1:00 pm, CCCBI Headquarters

Wednesday, September 19th, VIP Open House Luncheon, 11:30-1:00 pm, CCCBI Headquarters

Thursday, September 20th, VIP Open House Luncheon, 11:30-1:00 pm, CCCBI Headquarters

Friday, September 21st, Breakfast with the Board, CCCBI Headquarters Invitation only, Time TBD

Keep an eye out for additional details in the upcoming month!

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Capital Analysts Incorporated and SimoneZajac Wealth Management Group, LLC are independent non-affiliated entities.
Is your business addressing the major employee health issues that are increasing your health care cost?

On Wednesday, August 22, 2012 the Behind the Scenes series produced by the Chester County Chamber of Business & Industry will co-host a morning networking breakfast, informational and facility tour at the Chester County Health Department (CCHD). Hear from Margaret Rivello, County Health Director and other county experts as they share news about CCHD’s programs and services that could impact your business.

The mission of the Chester County Health Department is to provide personal and environmental health services to residents and visitors so that they may grow, live and work in healthy and safe communities.

Join the region’s top business leaders for a full day of meetings with Congressional members in Washington.

Mark Your Calendars!

Wednesday, September 12, 2012

Join the region’s top business leaders for a full day of meetings with Congressional members in Washington.

Presented in conjunction with the Philadelphia Chamber.

See details on cost, time, travel by clicking here

Employee Safety and Wellness: The Impact on your Business

Is your business addressing the major employee health issues that are increasing your health care cost?

On Wednesday, August 22, 2012 the Behind the Scenes series produced by the Chester County Chamber of Business & Industry will co-host a morning networking breakfast, informational and facility tour at the Chester County Health Department (CCHD). Hear from Margaret Rivello, County Health Director and other county experts as they share news about CCHD’s programs and services that could impact your business.

The mission of the Chester County Health Department is to provide personal and environmental health services to residents and visitors so that they may grow, live and work in healthy and safe communities.

Chester County Health Department
Wednesday, August 22nd
7:30am – 9:30am
Register Online

Special thanks to Business Development Sponsors

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WSFS Bank

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(610) 869-0560

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Jack Burns
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Richard Mangano
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LSU Property Solutions
Melissa Pertz
(610) 696-7070

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Jamila Paksima Rowell
(610) 955-9215

The Farmhouse & Bistro at People's Light & Theatre
Betsy Iovino
(610) 647-1900

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