Announcing Two CCCBI Award Winners
Small Business of the Year and Nonprofit of the Year

The Chester County Chamber will continue with a special tradition in 2015: The Small Business Dinner, a Salute to the Spirit of Free Enterprise. This event is designed to show support for local small businesses in Chester County; it also gives the Chamber the opportunity to recognize two award recipients: The Small Business of the Year and the Nonprofit of the Year.

The Small Business of the Year award honors a business that epitomizes the true meaning of entrepreneurship, leadership and success. After reviewing almost a dozen applications, the committee decided on Brumbaugh Wealth Management as this year’s Small Business of the Year. The Small Business committee was particularly impressed with the amount of submitted nominations for Brumbaugh Wealth Management. Brumbaugh Wealth Management is made up of a team of dynamic, client focused professionals, led by Kim Brumbaugh, who has been recognized for her strong leadership.

We are also excited to announce—for the first year—the Nonprofit of the Year Award. We received an overwhelming response of nominations, making the decision quite difficult. After much deliberation, the CCCBI Board of Directors decided the Maternal and Child Health Consortium of Chester County was the deserving winner of the award because of their worthy cause and outstanding work in the community.

Our keynote speaker for the evening is Chris Stigall, WPHT’s Morning Drive Talk Show host and resident of Chester County.

We are anticipating sell out event for the fourth year in a row. Don’t miss the opportunity to show your support for small business in Chester County. Individual tickets, corporate tables, sponsorships, and program advertising are available. Contact Danielle Vetter to customize a package or consult about what is right for you.

Event Information
Date: Thursday, January 22, 2015, 5:30 pm- 9:00 pm
Location: The Desmond Hotel and Conference Center
1 Liberty Blvd. Malvern, Pa

Individual tickets: $90 member cost
$110 non-member cost
Includes: access to event, 2 drink tickets and dinner
Get your tickets now!

Small Business Sponsor: $3,000
Entrepreneur Sponsor: $1,500

Corporate Table of 8: $1,000
Corporate Table of 4: $500
CCCBI Welcomes Congressman-Elect Ryan Costello for Telephone Townhall

The Chester County Chamber welcomes Congressman-Elect Ryan Costello as our guest for our first Telephone Townhall. This is your opportunity to dial in and ask questions regarding the future of Chester County.

Please join the conversation on Wednesday morning, December 17, at 8:45 am.

This is a 30 minute phone call.

Please contact Matt Johnson if you would like more information regarding this telephone townhall.

We can provide you with the number and access code.

To learn more about Congressman-Elect Costello please visit his website. See the Philly.com article, “Region’s freshman class prepares for Washington.”

2015 Foundation Gala
You’d be MAD to Miss it

Gentleman: Grab your fedoras and skinny ties. Ladies: Dust off your pearls and party dresses, as we step back to the 60’s for a MAD MEN themed party. On Saturday, February 28, 2015, the Chester County Chamber Foundation hosts its Annual Foundation Auction Gala at White Manor Country Club.

The Gala, now in its sixth year, has established itself as a premier event of the year. Along with being one of the best parties of the season, proceeds from the Gala fund our Award Winning Youth Leadership Program and provide scholarship opportunities.

Building on last year’s success, the committee has planned to make this year bigger and better. LIVE music, dancing, dinner and drink, you’d be MAD to miss this event.

We invite you to join us this year in supporting this event by purchasing a sponsorship or donating an auction item.

Hope to see you there!

2015 Foundation Gala
Mad Men Cocktail Party
Saturday, February 28th, 2015
Beginning at 6:00 in the evening
White Manor Country Club

REGISTER NOW!
Let us be the first event on your calendar for this year’s Pennsylvania Society of New York!

Amongst a weekend full of social and historical events, CCCBI is proud to host a private reception honoring PA State Senator John Rafferty. The event will bring together a number of CEOs, elected officials and key political leaders from the Commonwealth.

**Event Information:**
*Friday, December 12, 2014*
*The Benjamin Hotel*
*New York City*
*4:00 pm - 6:00 pm*
*Cocktails and hors d'oeuvres*

In keeping with the tradition of this event, we will honor Senator Rafferty with a very special award; our “2014 Salute to Leadership Award”, for his service, consistent leadership and overall support.

Be sure to become a part of a very special evening with the Chester County Chamber of Business & Industry. Sponsorship opportunities are available. Call Marianne Martelli at 610-725-9100 for additional information.

**Platinum Sponsorship:** $5,000 ◊ Unlimited Tickets  
**Gold Sponsorship:** $3,500 ◊ 22 tickets  
**Silver Sponsorship:** $2,500 ◊ 15 tickets  
**Bronze Sponsorship:** $500 ◊ 2 tickets

If you are a member of the Chamber and will be attending PA Society Weekend please contact Marianne for your invitation to our reception.

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**CCCBI Verification Forms**

By now you should have all received your verification forms from the Chamber.

These verification forms are to ensure your information is correct in our database, on our website, and in our next Chester County Magazine & Business Directory that will go to print in the coming weeks.

We ask that you return these to the chamber by Friday December 12.

Any questions may be directed to Matt Johnson

Please return via email to Matt Johnson or fax 610-725-8479
Welcoming the Chamber’s Newest Members
Members Joined in November 2014

- Visionary
- Champion
- Trustee
- Corporate
- Cornerstone
- Entrepreneur

Buca di Beppo
Laurie Kerkering
610-524-9939

Countryside Consultants
Louise Schorn Smith
610-458-1155

RLE Systems
Jon O’Sullivan
610-518-3751

Sustainable Business Network
Lacey Dickinson
215-922-7400

USI Affinity
Jim Pitts
610-537-1377

Feed the Burbs
Mike McGrory
610-724-1041

Jeffrey Frank - New York Life
Jeffrey Frank
610-457-8187

BlackNote Capital, LLC
Marc Melso
888-509-3019

Philadelphia Leadership Breakfast with CCCB I

Meeting the men and women who may be the next Mayor—or who will decide who the next mayor will be and how she/he governs.

Our first VIP guest is Ken Trujillo. Ken’s resume and connections are first-rate: former City Solicitor, former PA Gaming Board Commissioner, and, owner of many media outlets in the region.

Featured recently in the Philadelphia press and Philly magazine

As a Chamber of Influence, we have these unique opportunities to meet, educate, and learn from Civic Leaders from across the region.

Please Join Us for this “Meet & Greet”

Tuesday, December 9th, 8:15 am – 9:30 am
Drexel University LeBow College of Business in Malvern

Cost: $20.00 - includes Meet and Greet and light breakfast

Please RSVP to Danielle Vetter by Close of Business Thursday, December 4.
Benefits of Healthy Eating
By: Joe Fuhr

Healthy eating is important for anyone who wants to increase energy, lose body fat, improve overall wellness and preserve lean muscle. Eating healthy and changing the way a person eats through coaching has many benefits. The right program can jump start your metabolism and increase the good fats in your body while removing the bad fats. The program or challenge I use with my clients involves a ten day cleanse to clean their body of toxins and a 14 day max phase, allowing the body to get the maximum absorption from food and supplements, which in turns provides the best results for increasing energy levels, weight loss, and overall health. The challenge is not a diet, it is a change in lifestyle!

Through the 24 days, a person’s body adjusts to the new way of eating and healthy habits are formed. The program is designed to get people healthy by providing high quality nutrition while teaching participants how to eat. It is a challenge; meaning it can become tough and no two individuals face the same obstacles. Therefore, each participant receives 1:1 coaching and support throughout the challenge from the initial assessment to the completion of the challenge. After the challenge, a plan is developed to help individuals continue their success, maintain their healthy lifestyle, and reach their next goal.

My goal is to help: individuals, companies in need of an employee wellness program, financial advisors looking to improve a client’s overall health in order to obtain insurance, doctors who want to help their patients, insurance companies looking to improve their members overall wellness, or personal trainers looking to get better results for themselves or their clients.

Recently, Qualtek, located in King of Prussia, offered the challenge to their employees as a wellness benefit. Nineteen employees took the challenge and they lost a total of 202 lbs.

Check out this video to learn more www.24daychallengemovie.com and then contact me to get started.

For Additional Information
Joe Fuhr M.Ed.
Fuhr18@gmail.com
www.canyou24.net
610-750-2145

2015 CCCBBI Magazine & Membership Directory

Don’t miss out on the opportunity to advertise in the Chester County Chamber Magazine & Membership Directory in 2015.

The directory is mailed to our entire membership and distributed to businesses all over Chester County and its surrounding communities.

Click here to check the 2015 ad rates.
## Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Time</th>
<th>Register</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 3</td>
<td>Business After Hours Meet the Candidates</td>
<td>Drexel University LeBow College of Business</td>
<td>5:30 pm - 7:30 pm</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>December 9</td>
<td>Philadelphia Leadership Breakfast Series: Meet &amp; Greet Ken Trujillo</td>
<td>Drexel University LeBow College of Business</td>
<td>8:15 am - 9:30 am</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>December 12</td>
<td>2014 Pennsylvania Society A Salute to Leadership</td>
<td>The Benjamin Hotel New York City</td>
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<td><a href="#">Register</a></td>
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<tr>
<td>December 18</td>
<td>Prospective Member Luncheon</td>
<td>CCCBI HQ</td>
<td>12:00 pm - 1:15 pm</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>January 7</td>
<td>Business After Hours</td>
<td>The Sheraton Great Valley</td>
<td>5:30 pm - 7:30 pm</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>January 22</td>
<td>Small Business Dinner: A Salute to Leadership</td>
<td>The Desmond</td>
<td>5:30 pm - 9:00 pm</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>February 4</td>
<td>Business After Hours</td>
<td>Chester County Historical Society</td>
<td>5:30 pm - 7:30 pm</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>February 28</td>
<td>2015 Foundation Gala</td>
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<td>6:00 pm</td>
<td><a href="#">Register</a></td>
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</tbody>
</table>

[Click here](#) for a full calendar of events.

Please contact us with any questions.

610-725-9100

Please log in to your member dashboard when registering for all events, both paid and free.

Don’t know your login information?

Please contact [Matt Johnson](#)
Forget Retreating – Charge Forward with a Plan

By: Spencer Deane, The Alternative Board

When developing an annual strategic plan, many companies go offsite to a “retreat.” Retreating is an inherently defensive and reactionary move that implies the leaders of the company are leaving the field with their tails between their legs. Employees may ask themselves: Why are they hiding? Is it time to wave the white flag? Will we be able to keep our personal firearms and horses?

Consider an alternative label for your strategic planning event. Depending on the focus and circumstances, it can be called a strategic planning meeting, a company renovation or renewal, or a planning rally. Read these titles aloud and see how you emotionally react. No matter which term you choose, your employees and co-participants will have vastly improved mindsets about the process.

Whether this gathering takes place in a corporate, government, non-profit and or small business environment, here are a few pointers that can improve the outcome of your event.

- Choose a comfortable, neutral setting and establish an atmosphere of safe and open communication. (In TAB, we refer to this as a TABENOS – an environment based on the Greek concept of temenos, a sanctuary where all feel safe.) Sorry, the boss’ house doesn’t qualify.
- Establish an “Up Front Contract” for the event that includes clearly defined outcomes and agreed upon expectations.
- Consider using a trained and experienced facilitator to lead the meeting. A facilitator can:
  - Manage meeting time so it is used efficiently.
  - Make sure everyone feels heard.
  - Help people find common ground, come to agreements and make decisions.
  - Help the team surface individual and collective undercurrents, manage conflicts and come to some resolution.
  - Make sure that next actions are clear and that all understand what is to happen in the future.

Have a process for follow up, including clear assignments and deliverables, that creates accountability and keeps the plan alive. You don’t want to produce a binder of notes that simply sits on a bookshelf and is never looked at again. Finally provide some form of follow-up communication on the event to the employees who did not participate.

Those who move forward without a plan are indeed planning to fail. The strategic planning event, however it is labeled, is an essential best practice to keep your business moving toward its goals – it’s worth the time to do it right!

Spencer Deane is a Partner at The Alternative Board (TAB) – PA & Ohio Valley

TAB is an exclusive, membership-based organization that helps business owners achieve more – more profitability, productivity, and personal fulfillment. TAB brings together owners of privately held businesses to overcome challenges and seize new opportunities with a combination of peer advisory board settings and one-to-one business coaching sessions.

Information is available at – www.tabpaohvalley.com | 610.517.0798 | sdeane@tabpaohvalley.com
In The Loop
Featuring Bad Rhino

Marty McDonald of Bad Rhino led the discussion on how social media plays a huge role in the growth of your business.

CCCBI VP Marianne Martelli at the Youth Mentoring Partnership Dinner. The Chamber Foundation’s Youth Leadership Program was honored.

Just Coffee
ACAC - West Chester
Meet Your Board

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Joel Frank, Esq.  
Lamb McErlane, PC

Chairperson Elect  
Kim Brumbaugh  
Brumbaugh Wealth Management

Treasurer  
Ken Goddu  
Fulton Bank

Immediate Past Chairperson  
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- Chad Byers, Brandywine Mergers & Acquisitions
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- Michael Chain, Desmond Hotel & Conference Center
- Bernie Ciuffetelli, To-Jo Mushrooms
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- Thomas Filippio*, Devault Foods
- Dennis Fisher, Longwood Gardens
- Chris Franklin*, Aqua
- Sassan Hejazi, Kreischer Miller
- Buzz Hannum Jr., Lyons Companies
- Duane Knecht, Communications Test Design, Inc
- Blake Krapf, Krapf Bus Companies
- Dale Krapf*, Krapf Bus Companies
- Louis Kupperman, Esq., Obermayer, Rebmann, Maxwell, & Hippel, LLP
- Jim Lucas, Vistage Brandywine Valley
- Albert Melfi Jr.*, DNB First
- Margarita Mirkil, La Comunidad Hispana
- Kevin Morgan, Blue Moon Florist
- Anthony Morris, Esq., Buckley, Brion, McGuire, & Morris
- David Moser*, DFT, Inc.
- Alan P. Novak, Esq, Novak Strategic Advisors
- Kevin O’Brien, The Chester County Hospital
- Mark Pavlovich, West Chester University
- Tom Petro, Fox Chase Bank
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- William Simkiss, The Simkiss Companies
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- Julie Sommese, Univest Bank and Trust Co.
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- Ram Vijayanathan, QFC
- George Zumbano, Gawthrop Greenwood, PC

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GUY CIARROCCHI
President & CEO
guy@cccbi.org

MARIANNE MARTELLI IOM
Vice President
marianne@cccbi.org

JOAN CROUSE
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