Celebrating the Spirit of Free Enterprise

A sold out crowd of over 300 guests gathered to celebrate Small Business in Chester County and honor the Small Business of the Year, Gawthrop Greenwood, PC on January 23rd, 2014. The night opened with the CCCBI Vice President welcoming the large group and thanking the sponsors for their support. Joel Frank, CCCBI Chairman of the Board then presented the Small Business of the Year award to Gawthrop Greenwood, PC. He highlighted their long and rich history in Chester County, innovative leadership and community involvement.

After dinner, keynote speaker, Brian DiSabatino captured the attention of every attendee in the room. His candid speech enlightened and inspired guests to use their strengths. Following the program, guests gathered in the Garden Room for a dessert reception.

The Chamber would like to thank everyone who was involved in making this event so spectacular, including: The Desmond Hotel and Conference Center, the CCCBI Small Business Advisory Group, all sponsors, advertisers and attendees.

EDIS President, Brian DiSabatino delivers his keynote address before the sold out crowd of 300 people at The Desmond Hotel & Conference Center.

CCCBI Chairman Joel Frank posses with Sandy Knapp of Small Business Award Winner Gawthrop Greenwood, PC.

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Guy Ciarrocchi

The first rule of medicine is: “Thou shall do no harm.” Unfortunately, too often, government doesn’t follow that code.

That’s why we exist. That’s why we need you to not only be a member, but also to be an active member—offering your time and talent. Making suggestions and asking questions.

When government works well with the private sector and citizens—e.g., a Transportation bill to improve our roads, mass-transit, ports and rails, an environment exists that allows business to grow and encourages entrepreneurs and risk-takers to take that risk.

As a “Chamber of Influence,” my role is to bring my lifetime of government policy formation and public affairs advocacy together with your—our—shared agenda so that our ideas become reality; and, so that no harm is done to the business climate. Together, we can improve the business climate and help your business grow.

This year will be especially challenging. There are not only major budget and healthcare issues being addressed in DC; but the elections of 2014 create a backdrop to Harrisburg’s work on balancing a budget—with a projected 41.4 billion deficit; reforming the pension system and pursuing other reforms on education and, hopefully, liquor sales.

I am truly excited about the challenges and opportunities that lie ahead for us. Please contact me with your ideas. If you want to learn more about my background, check out my LinkedIn page—and, let’s connect.

My sincere gratitude to the Board for inviting me to be our new President. 2014 will be busy, but I know that we are up to the challenge.

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 The Voice, giving your company added exposure to our membership.

The Winner for January is:

Maillie LLP

Business After Hours

Join the Chester County Chamber and Mykonos for Business After Hours, the Chamber’s most visible and highly-attended networking event.

This is your opportunity to connect with the region’s leading professionals while enjoying drinks and hors d’oeuvres. This is also a great opportunity to make that special Valentine’s Day Purchase.

***Adjust your calendars. The original date of February 5 has been changed to:

Wednesday, February 12
5:30 p.m. - 7:30 p.m.
Mykonos
493 Wilmington Pike
Glen Mills, PA 19342

Space may be limited—register today.
The Roaring 20’s Are Back!

Get ready for a fun filled evening in support of the Chester County Chamber Foundation. Our Fifth Annual Spring Auction Gala will take place on Saturday, April 26, 2014 at the Chester Valley Golf Club.

As the only fundraiser for the Foundation, the Gala support’s our efforts in the Youth Leadership Program. By collaborating with area high schools and business leaders, the Youth Leadership Program provides further skills, enrichment, mentoring and connections to our students, and encourages their pursuit of higher education. **Over 600 students have successfully graduated from our program.** The ultimate goal of the program is to retain young, highly skilled talent in our community. In addition, students completing the program are eligible for scholarships through the Bob Thompson scholarship fund. Money raised through the Foundation funds the local scholarships.

This year’s theme: The Roaring 20’s. Complete with a Live and Silent Auction, cocktails, dinner, and entertainment – The Gatsby Gala is sure to be the premier event of the spring. Costumes encouraged! Tickets, Advertising, and Sponsorships are now available. Click here for more Information.

**Saturday, April 26**
6:00 pm - 11:00 pm
Chester Valley Golf Club
430 Swedesford Road
Malvern, PA 19355

Questions? Contact Danielle Vetter

The State of the County

Join us for one of the Chamber’s most popular advocacy events on Wednesday, March 19, 2014. The State of the County luncheon features our three County Commissioners: Ryan Costello, Kathi Cozzone and Terence Farrell for a short county update and a question and answer session. This event, which draws hundreds of business and community leaders, is a great opportunity to see what’s in store for Chester County in 2014!

We will also be honoring the recipient of the Boling Award, presented to a person who exemplifies the meaning of a dedicated public servant who excelled in his accomplishments on behalf of the public.

**Event Information**
*The State of the County Luncheon*
**Wednesday, March 19, 2014**
11:30 am – 2:00 pm
The Desmond Hotel and Conference Center
Member Pricing: $50

*Spotlight Sponsorship and Corporate Table Opportunities Available*

Contact Danielle Vetter with any questions.
### Welcoming the Chamber’s Newest Members

**Members Joined in January 2014**

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone Number</th>
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</thead>
<tbody>
<tr>
<td><strong>MyOfficeOps, LLC</strong></td>
<td>610-246-6750</td>
</tr>
<tr>
<td><strong>Connor Strong &amp; Buckelew</strong></td>
<td>856-552-4778</td>
</tr>
<tr>
<td><strong>CPM Services Group</strong></td>
<td>610-945-5490</td>
</tr>
<tr>
<td><strong>Main Line Expo</strong></td>
<td>610-265-6200</td>
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<tr>
<td><strong>Equity Retail Brokers, Inc</strong></td>
<td>610-645-7700</td>
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<tr>
<td><strong>Benchmarks Federal Credit Union</strong></td>
<td>610-429-1600</td>
</tr>
<tr>
<td><strong>Jennersville Radiology</strong></td>
<td>610-701-6464</td>
</tr>
<tr>
<td><strong>Carmellini Consulting, LLC</strong></td>
<td>610-389-4754</td>
</tr>
<tr>
<td><strong>Benchmark Federal Credit Union</strong></td>
<td>610-429-1600</td>
</tr>
<tr>
<td><strong>Specialized Tutoring Services</strong></td>
<td>610-209-4233</td>
</tr>
<tr>
<td><strong>Benchmark Federal Credit Union - Retirement Investment Services</strong></td>
<td>610-429-1600</td>
</tr>
<tr>
<td><strong>Stonebridge Bank</strong></td>
<td>610-235-1518</td>
</tr>
<tr>
<td><strong>Alteva</strong></td>
<td>484-534-2904</td>
</tr>
<tr>
<td><strong>Jennersville Radiology</strong></td>
<td>610-701-6464</td>
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<td>610-209-4233</td>
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### Emerging Leaders Members Only

Dinner & Networking

Whether you are new to the group or a long-time member, this is the perfect event to get to know your fellow Emerging Leaders. Enjoy the fine food and drink of Iron Hill Brewery, and build great relationships for a productive and prosperous 2014.

**Wednesday, February 19**

5:30 p.m. - 7:30 p.m.

Iron Hill Brewery - West Chester
3 West Gay Street
West Chester, PA 19380

Please contact [Pat Hayakawa](mailto:pat@lambmcerlane.com) with any questions.
## Calendar of Events

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Event Details</th>
<th>Location</th>
<th>Time</th>
<th>Register Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 12</td>
<td><strong>Business After Hours</strong>&lt;br&gt;Mykonos, Inc&lt;br&gt;5:30 pm - 7:30 pm</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>February 13</td>
<td><strong>Excellence Exchange</strong>&lt;br&gt;Employee Wellness and the Affordable Care Act&lt;br&gt;CCCBI HQ&lt;br&gt;8:00 am - 9:30 am</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>February 19</td>
<td><strong>Emerging Leaders</strong>&lt;br&gt;Members Only Dinner&lt;br&gt;Iron Hill Brewery&lt;br&gt;5:30 pm - 7:30 pm</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>February 27</td>
<td><strong>Excellence Exchange - Social Media &amp; Why It Matters</strong>&lt;br&gt;CCCBI HQ&lt;br&gt;8:00 am - 9:30 am</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 5</td>
<td><strong>Business After Hours</strong>&lt;br&gt;Blue Moon Florist&lt;br&gt;5:30 pm - 7:30 pm</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 13</td>
<td><strong>In The Loop</strong>&lt;br&gt;CCCBI HQ&lt;br&gt;8:00 am - 9:30 am</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 19</td>
<td><strong>State of the County Luncheon</strong>&lt;br&gt;Desmond Hotel &amp; Conference Center&lt;br&gt;11:30 am - 2:00 pm</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 12</td>
<td><strong>Special Workshop: What does Office 365 Mean to You</strong>&lt;br&gt;CCCBI HQ&lt;br&gt;9:00 am - 12:00 pm</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 20</td>
<td><strong>Prospective Member Orientation Luncheon</strong>&lt;br&gt;CCCBI HQ&lt;br&gt;12:00 pm - 1:15 pm</td>
<td></td>
<td></td>
<td><a href="#">Register</a></td>
</tr>
</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](#)
The legislature returned to Harrisburg in early January with some old issues beginning to resurface. Namely, Governor Corbett and Republican leaders in the House and Senate began renewed negotiations on how Pennsylvania can end its eighty year old liquor store system. The issue is a holdover from the summer budget deadline and saw its last action in the State Senate. An issue for some Republicans is the pace of the privatization and to some extent the scope. Democratic members of the legislature remain constant and united in their opposition to privatizing the system.

The Chester County Chamber has set a clear record of support for privatization. Just this past month, the Chester County delegation received a copy of a Letter to the Editor signed by Chamber Board Chairman Joel Frank. In the letter, Chairman Frank reminded readers that our membership is overwhelmingly in support of privatization and argued again that selling alcohol is not a core function of government. A poll of our membership last summer showed that over 80% were in favor of privatization. Furthermore, a poll done by Heart and Mind Strategies found a majority of Pennsylvanians supported efforts to get the state out of the alcohol business.

The Chamber will seek the support of the membership in a pro-privatization advocacy campaign in February. With the launch of this campaign, we can truly show that the Chamber is the Chamber of Influence.

A second issue coming back into discussion is the need to reform our state pension system. When the Governor presents his budget to the legislature in early February, a large portion of the deficit is due to a further increase in payments needed for the pension. The $600 million required this year is just the beginning of an ever growing amount of money needed each and every year to keep Pennsylvania from falling further behind in meeting its pension requirements. A crucial reform, supported by this Chamber, is to move future state employees to a 401K plan. We will be supportive of those efforts as the year proceeds and the budget deadline closes in.

And in a final note, I would like to add that this will be my last article for The Voice. I’ve enjoyed working with the Chamber board, staff, and members of the Government Affairs Committee. I am leaving Novak Strategic Advisors after twelve great years to become the Vice President of Policy and Public Affairs at Pennsylvania Bio. I leave with the certain knowledge that this Chamber will be an ally in making Pennsylvania competitive and welcoming for businesses.
On The Scene...

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

Annual Small Business Dinner

L-R - Julie Sommese, Glen Reyburn, and Phil Jackson of Univest Bank and Trust Co. pose for a picture with Bob and Elizabeth Frame of Coldwell Banker Preferred.

The sold out crowd at the CCCBI Annual Small Business Dinner.

Business After Hours Raymour & Flanigan
New Member Orientation Luncheon

Just Coffee – PiXcara Studios

Tim Long of Elmark Signs & Graphics stands in front of a green screen at PiXcara Studios

Lunch & Conversation with Chester County District Attorney Tom Hogan

Chester County DA Tom Hogan addresses the crowd

CCCBI Chairman Joel Frank, Chester County DA Tom Hogan, and CCCBI Vice President Marianne Martelli
### Employee Wellness And The Affordable Care Act

This interactive workshop will provide an overview of Employee Wellness Programs with an explanation of their direct and indirect savings to companies. We will give you the tools to assess whether your existing program is as effective as possible, and explain the impact of the Affordable Care Act as it pertains to you and your employees.

About the Experts: **Entrepreneurs 4 Wellness** is a locally owned and operated employee wellness solutions provider. With expertise in organizational health plans, nutrition, personal health practices, and the regulatory aspects of employee wellness, they work with organizations to design and implement effective wellness programs.

### Social Media And Why It Matters - Part 1

Simply updating your social media channels isn’t enough to drive traffic and increase sales. Leveraging your social media network to engage the public and recruit potential customers requires a strategy that makes sense for your business.

About the experts: **Bad Rhino** is a full service social media marketing agency based in Wayne. With expertise in content creation and marketing analytics, they specialize in highly customized social media strategies.

### Business After Hours

**Blue Moon Florists** Hosts the March **Business After Hours**.

Blue Moon Florist has been a full service florist in Downingtown, Pa for over 17 years with outstanding quality flowers and services at their Downingtown location. This is a great opportunity to connect with business leaders from throughout the region while enjoying food and drink.

**Wednesday, March 5**
5:30 p.m. - 7:30 p.m.
**Blue Moon Florist**
**1107 Horseshoe Pike**
**Downingtown, PA 19335**
The importance of marketing your business using video. Part 3

To stay competitive in today's market, using video is no longer an option...it's a necessity. With over 201 million users of digital video forecast by 2016, video is exploding.

In article one I highlighted a few reasons why video is the future, some stereotypes associated with creating video, and provided you with the ABC’s to become successful. Last month I walked you through one of the most important steps, developing your script. This month we’re going to overcome our fear of the camera and learn how to get those videos viewed.

**Focus**
Always look straight into the camera lens. If you’re not talking, look at the person next to you and act natural. Never speak “at” your audience, speak “to” them.

**Relax and smile**
Nerves are nasty little critters. Make sure you’re breathing regularly in the course of taping and don’t hold your breath. You need to seem as relaxed as possible. Over time this will get easier.

**Body language**
A little movement is fine; too much movement makes you appear nervous. Stand comfortably with your feet about six inches apart, your weight equally distributed and your shoulders relaxed. Be cautious of rocking back and forth.

**Appearance**
Avoid stripes and patterns in your clothing. Dress appropriately for the occasion. Make sure those shirts are ironed. Avoid wearing any green articles when filming on a green screen.

**Delivery**
Add some energy and dynamic. Remember, it’s a conversation with some great storytelling. Be yourself and have fun!

Some people can film a script in a few takes. For others, like me, it takes longer. One thing you will notice is the more you film the more comfortable you get, and guess what...it actually is a lot of fun.

Now that you have your videos, what do you do with them? In order to get them viewed, you will want to create a list of keywords and enter them into the title of the video. Post these videos to your website and social media networks and share them with your friends, family, and clients.

Michelle Wartluft is VP of Business Development for PiXcara Studios. PiXcara Studios is a marketing solutions company that uses video to help you build your brand, gain exposure and differentiate you from your competition. Using our proprietary video processing technology, we deliver professional, high-quality videos faster and at a fraction of the cost of traditional video production.

255 Great Valley Parkway-Suite 140 Malvern, PA
Description of Company:
We are a 23 year old Software as a Service (SaaS) company based in Yardley, PA. Vantage specializes in small to mid-sized business solutions integrating hosted VoIP, Customer Relationship Management (CRM) software, and virtual contact center applications. Additionally, we offer agile business intelligence through our data analytics cloud-based solution.

Why did you join the Chester County Chamber of Business & Industry?
I joined the Chamber in September 2013 to provide the Chamber members assistance with their customers to solve some of the key business issues relating to productivity and inefficiencies utilizing communications solutions.

If you were not in the position you currently hold, what would you be doing?
Volunteering at SCORE to help entrepreneurs and small businesses become successful.

What is the most important lesson you have learned in business?
NEVER EVER burn any relationship bridge – you never know when you might need them again or vice versa. Remember, being in the information age, the world is only getting smaller and faster!

Are there any other community activities that you or your company are involved in?
I am excited to participate in the Emerging Leaders group at the Chamber this year! Currently I am on the Board of Directors for Happy 2Be Home, a local nonprofit enabling families to provide a suitable home environment for children with chronic, long term, multiple disabilities to enhance their quality of life.

Chamber Update
We will be changing our email schedule ever so slightly.

The Monday afternoon e-briefs will be moved to Tuesday morning’s at 10:00 am. This will be the same great information, just at a different time.

Thursday afternoon e-briefs will stay the same.

Thank you for your understanding.
Chamber Staff
Your Business is Our Business

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PAT HAYAKAWA
Small Business Program Manager
phayakawa@cccbi.org

Meet Your Board

Officers
Chairperson of the Board, Joel Frank, Esq.
Lamb McErlane, PC
Chairperson Elect, Kim Brumbaugh,
Brumbaugh Wealth Management
Treasurer, Ken Goddu, Fulton Bank
Immediate Past Chairperson, Michael DeHaven, CPA
Rainer & Company, Certified Public Accountants

Vice Chairpersons
Business Development Division
Kristen LaDow, M&T Bank
Membership Development Division
Stacy Martin, Hankin Group
Public Policy Division
Thomas Chiomento, Exelon Generation, LLC
Strategic Planning Division
James Lee, WaWa, Inc.
Foundation Chairperson
Joe Viscuso*, PE, LS, Pennoni Associates, Inc.

Directors
Bill Belknap, aEDNRG, LLC
Carlo Borgia, Wells Fargo Bank
Susan Brandt, Bentley Systems
Michael Bray, The Vanguard Group
Kevin Broadhurst, Comcast
Michael Brown, KMRO Partners, Inc.
Bryan Burklow, Brandywine Hospital
Chad Byers, Brandywine Mergers & Acquisitions
Elizabeth Bush, Endo Health Solutions
Michael Chalin, Desmond Hotel & Conference Center
Brian DiSabatino*, EDIS Construction
Michael Fill, Aqua
Thomas Filippio*, 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, Kerr Law, LLC
Blake Krapf, Krapf Bus Companies
Dale Krapf*, Krapf Bus Companies
Louis Kupperman, Esq., Obermayer, Rebmann,
Maxwel, & Hippel, LLP
Albert Melfi Jr.*, DNB First
Kevin Morgan, Blue Moon Florist
Anthony Morris, Esq., Buckley, Brion,
McGuire, Morris & Sommer, LLP
David Moser*, DFT, Inc.
Mark Pavlovich, West Chester University
Tom Petro, Fox Chase Bank
Frances Sheehan, Brandywine Health Foundation
William Simkiss, The Simkiss Companies
Gary Smith, Chester County Economic Development Council
Linda Taylor, Independence Blue Cross

*Director Emeritus/Past Chairman of the Board