New Year, New Spin on a Chamber Tradition

The Annual Small Business Dinner has been a CCCBI tradition for over 15 years. Each year, we host the dinner to show support for local small business in Chester County. It also has given us the opportunity to honor the Small Business of the Year Award. This year, we are will continue with this longstanding tradition as well as add a new, important award recognition— the Nonprofit Organization of the Year Award.

The Small Business of the Year Award honors a business that epitomizes the true meaning of entrepreneurship, leadership and success. The CCCBI Small Business Advisory Group considered a number of applications and came to this year’s deserving recipient— Brumbaugh Wealth Management Group. Brumbaugh is made up of a team of dynamic, client focused professionals, lead by Kim Brumbaugh, who has been recognized for her strong leadership.

We are also proud to honor— for the first time at this event— the Nonprofit Organization of the Year Award. The CCCBI Board was pleasantly surprised with the overwhelming response of nominations— proving the importance of recognition for nonprofits in Chester County. We are happy to honor the Maternal and Child Health Consortium of Chester County, as this year’s recipient because of their success within the community and the nonprofit industry.

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

We are anticipating another 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: $100 member cost
$120 non-member cost
Includes: access to event, 2 drink tickets and dinner

LAST CHANCE FOR SPONSORSHIPS AND ADVERTISING!!
Deadline: Friday, January 9th
Small Business Sponsor: $3,000; Entrepreneur Sponsor: $1,500
Corporate Table of 8: $1,000; Corporate Table of 4: $500
Step Back to the 60’s at the Chamber Foundation’s 2015 Gala

Mark your calendars for the premier event of 2015: complete with silent & live auction, games, LIVE music, dancing, dinner and drink, you’d be MAD to miss this event. On Saturday, February 28, 2015, the Chester County Chamber Foundation will host its Annual Foundation Auction Gala at White Manor Golf Club.

Gentleman: Grab your fedoras and skinny ties. Ladies: Dust off your pearls and party dresses, as you get ready for a 1960’s MAD MEN themed party.

Upon your arrival, grab a 1960’s themed drink, network and enjoy the company! Take a few minutes to view the silent auction items, scattered throughout the bar and ballroom area. From sporting tickets to games of golf and jewelry to artwork—there is truly something for everyone! The silent auction competition is fierce so make sure to keep an eye on your coveted item(s). Know your money is going to a great cause, the money raised at the Auction Gala provides critical financial support for the programs of the Foundation which also includes the Bob Thompson Scholarship Fund. Take a trip over to the Wine Wall - which you are guaranteed to win!

Don’t forget to grab something to eat from the mouthwatering selection. Get your bidding number ready, up next is the LIVE auction, boasting items such as signed sporting goods and trips. Stay tuned for a sneak-peak on this year’s items.

The night isn’t over yet—dancing and LIVE music by the Smooth Sounds of Steve Silacato: Sinatra, Dean Martin, the Temptations, and more will end the evening.

Individual Ticket: $150
Includes admittance, dinner, open bar, and dancing

Get Your Tickets Now!

Sponsorship opportunities available.
Interested in advertising? Contact Danielle Vetter for ad rates.

2015 CCCBI 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.
A donation request from the Chamber Foundation

On Saturday, February 28, 2015, The Chester County Chamber Foundation hosts its annual Silent and Live Auction 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.

The money raised at the Auction Gala provides critical financial support for the programs of the Foundation which also includes the Bob Thompson Scholarship Fund. Please join us in support of our mission by donating an item for the auction.

Suggestions include:
- Tickets to sporting or cultural events
- Chef’s Table or private dinner
- Vacation getaways (Time shares, vacation homes, airline tickets)
- Gift baskets
- Certificates for your company’s business services

As a general guideline, we are asking for donated items to have a value of $200 or above. Items donated under that value, will be creatively combined to create baskets. Please see donation form here.

Thank you for your thoughtful support of our mission, our children and the future leaders of Chester County. We look forward to sharing a memorable evening with you in February!

Contact the Congressman

Congressman Ryan A. Costello  
427 Cannon House  
Office Building  
Washington DC 20515  
Phone: 202.225.4315

West Chester Office  
(open in February)  
Historic Chester County  
Courthouse Suite 150  
2 North High Street  
West Chester PA 19380

Wyomissing Office  
840 North Park Road  
Wyomissing PA 19610  
Phone: 610.376.7630

CCCBI’s First Telephone Townhall is a Success

On Wednesday morning, December 17, we held our first Telephone Townhall.

Congressmen Ryan Costello, representing Pennsylvania’s 6th Congressional District was our inaugural guest. Costello took questions on Workforce Development, the R&D Tax Credit, and the various committees he’ll be working on in his new position.

We want to thank everyone who took part in the Townhall and we hope to see you on our next call. Please contact Matt Johnson if you would like to be kept informed on upcoming Telephone Townhall events.

Congressman Ryan A. Costello  
427 Cannon House  
Office Building  
Washington DC 20515  
Phone: 202.225.4315

West Chester Office  
(open in February)  
Historic Chester County  
Courthouse Suite 150  
2 North High Street  
West Chester PA 19380
West Chester’s First HUG Event is headed your way this January!

West Chester’s first HUG event is headed your way this January 29th at the brand new Boxcar Brewpub, hosted by West Chester Hubspot User Group and Stratus Interactive.

Join us for 2 hours of networking, questions, and a workshop designed to identify and define your ideal buyer.

Don’t miss out on all the marketing fun (and did we mention free food and beer?)

Register now at http://wchug.eventbrite.com

When: Thursday, January 29, 6:30–8:30pm
Where: Boxcar Brewpub
142 E Market St, West Chester, PA 19382
Cost: FREE!

Contact Event Organizer, Samantha Robinson at srobinson@stratusinteractive.com for more info.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Time</th>
<th>Register</th>
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</thead>
<tbody>
<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>Register</td>
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<tr>
<td>January 8</td>
<td>Why We Have Too Few Women Leaders - Ted Talk</td>
<td>The Chester County EDC</td>
<td>12:00 pm - 1:30 pm</td>
<td>Register</td>
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<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>Register</td>
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<tr>
<td>February 4</td>
<td>Business After Hours</td>
<td>The Chester County Historical Society</td>
<td>5:30 pm - 7:30 pm</td>
<td>Register</td>
</tr>
<tr>
<td>February 28</td>
<td>2015 Foundation Gala</td>
<td>White Manor Country Club</td>
<td>6:00 pm</td>
<td>Register</td>
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</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](#).
<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Person</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>AOI Communications</td>
<td>Elizabeth Pascual</td>
<td>610-321-1623</td>
</tr>
<tr>
<td>Custom Woodworking</td>
<td>Paul Connor</td>
<td>610-273-2907</td>
</tr>
<tr>
<td>Advantage Engineers</td>
<td>Rachel McCaffery</td>
<td>484-401-9779</td>
</tr>
<tr>
<td>Littler Law</td>
<td>Barbara Hughes</td>
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<tr>
<td>ChesPenn Health Services</td>
<td>Tamara Fox</td>
<td>610-485-3800</td>
</tr>
<tr>
<td>E. Kahn Development Corporation</td>
<td>Eli Kahn</td>
<td>610-873-5585</td>
</tr>
<tr>
<td>DiCindio Law, LLC</td>
<td>Michael DiCindio, Esq</td>
<td>610-430-3535</td>
</tr>
<tr>
<td>MacKenzie Acquisitions, Inc. - P&amp;G Sales &amp; Acquisitions</td>
<td>Khaj Panossian</td>
<td>610-247-7243</td>
</tr>
<tr>
<td>The Woodlands at Phillips</td>
<td>Linda Steller</td>
<td>610-444-2192</td>
</tr>
<tr>
<td>Inno Convention</td>
<td>Jay Byun</td>
<td>610-969-9837</td>
</tr>
<tr>
<td>Siva Corrosion Services</td>
<td>Siva Venugopalan</td>
<td>610-692-6551</td>
</tr>
<tr>
<td>CinnamonSweets.com, LLC</td>
<td>Julie Casas</td>
<td>215-645-2554</td>
</tr>
<tr>
<td>About Face Laser</td>
<td>Melissa Lees</td>
<td>919-368-9817</td>
</tr>
<tr>
<td>Focus Realty Investment, Inc</td>
<td>Dana Venugopalan</td>
<td>484-888-0793</td>
</tr>
</tbody>
</table>
Women Influencing Business Dinner

Each year, the Chester County Chamber of Business & Industry recognizes a woman who has proven herself to be a true female business leader with our Female Business Leader of the Year Award. We are looking for an individual who has achieved professional success, gives back to the community, and stands as an advocate for other women. She may be a seasoned business professional or an up-and-coming leader.

Take this opportunity to recognize a colleague, friend, or employer, who has truly been a remarkable woman in business. Please click here to download the nomination form.

DEADLINE for applications: Wednesday, February 25, 2015

Save the date! Annual Women Influencing Business Dinner will be held on Thursday, May 14th at Waynesborough Country Club. Details and formal invitation to follow.

2014 Female Business Leader of the Year, Kymberly Robinson, Stratus Interactive.

2013 Female Business Leader of the Year, Kim Engstrom
Business After Hours
Drexel LeBow in Malvern

Philadelphia Leadership
Breakfast Series

Pennsylvania Society -
Honoring Senator John Rafferty
Randall C. Schauer  
Fox Rothschild, LLP

Rand's practice focuses on all aspects of labor relations and employment law. He handles the full spectrum of the employment relationship from pre-hire procedures to post-termination closure, including unemployment compensation and statutory compliance issues such as Title VII, ADA, FLSA, FMLA and OSHA compliance. Randy negotiates, drafts, and enforces contracts protecting client's rights in all aspects of the employment relationship, including employment and separation, confidentiality and non-competition, intellectual property protection, and independent contractor arrangements.

On the labor side, Randy has negotiated Collective Bargaining Agreements and has represented management in grievance arbitrations. He also counsels employers on union avoidance strategies and tactics. He has also successfully served as a private mediator to parties involved in employment disputes.

Randy has extensive litigation experience and has successfully tried numerous jury and bench trials to verdict, including injunctive relief. He has argued appeals before all Pennsylvania appellate courts, as well as the Third and Fourth Federal Circuit Courts of Appeals. Randy has represented employers before various administrative agencies such as the EEOC, the Pennsylvania Human Relations Commission, OSHA, and the NLRB, among others.

Before Fox Rothschild - Randy returned to Fox Rothschild after having served as chair of the Labor & Employment Group at another large area law firm.

Beyond Fox Rothschild - Randy is a frequent speaker and writer for human resource and legal professionals on all aspects of the employment relationship including procedures, training, and legal compliance issues.

Representative Matters
- Obtained summary judgment on behalf of a Mid-Atlantic motor coach service provider in a wage and hour collective action alleging denial of overtime pay. Successfully demonstrated that the Motor Carrier Exemption to the Fair Labor Standards Act applied as the company was engaged in interstate activities, saving the client an estimated $1 million in retroactive overtime pay and attorney’s fees, and allowing the client to maintain the current profitable structure of its business operations.
- Defended a company under OSHA investigation following the death of an employee who fell from rigging while painting a water tank. Obtained a favorable resolution and no criminal inquiry was initiated, despite a prior death in similar circumstances in the last decade.
- Represented a company being investigated by the Equal Employment Opportunity Commission (EEOC) under its Strategic Enforcement Initiative relative to the alleged termination of a gender transforming employee. The case was assigned to a high-level enforcement unit and no conciliation was offered. Successfully persuaded EEOC not to file suit against client, and ultimately reached a favorable settlement with private counsel after EEOC closed its file.
- Assisted several employers in developing and documenting Early Retirement Incentive Programs (ERIP) designed to incentivize older workers to retire in anticipation of further reductions in force (RIF). Successfully argued an unemployment compensation case before the Commonwealth Court where, in an en banc decision, the court clarified previously unclear case law and held that in a situation where an employee is terminated for a series of offenses or misconduct, none of which arise to willful misconduct, the referee should review the entire course of conduct and not focus on the last event preceding termination.

Honors and Awards
- Listed as a "Top Lawyer" by Main Line Today magazine in the area of Labor Law (2014)
- Named a “Top Rated Lawyer in Labor & Employment” by American Lawyer Media and Martindale-Hubbell™ (2012, 2013)
Are You Quoting or Consulting

By: Spencer Deane, The Alternative Board

When your business involves a certain level of expertise (and most do), prospective customers frequently seek advice on what they need to purchase from you. How do you draw a line between a sales quote and free consulting? How do you communicate the difference to the customer? Here are some ideas worth considering:

- Change the title of the person who does the technical specifications. If their card says “sales” in the title, it would be very difficult to charge for their work. “Market Development,” or “Product Specialist” are two title options that convey a more consultative role for your brand representatives. If the client seeks in-depth advice, the “salesperson” can refer them to the technical expert—and mention that they charge for that work.
- Ask key questions to determine whether the customer is prepared to purchase. If they answer “no” to enquiries about whether they have budgeted for your services, looked at alternatives, or done their own research, explain that you offer consulting services to help them through that process.
- Do an assessment. Include the things customers typically think of before buying, and others they typically miss. Charge a reasonable flat fee for the assessment.
- Bundle levels of services into pricing levels. Have a very low level (or free) package for a “quick look” consultation but make it plain that more in-depth discussions are of value and cost money.
- Set the expectations as part of your marketing. “First visit free” or “one hour no-cost review” puts a limit on what you will contribute.

Above all, have a clear understanding of what constitutes a quote and when it crosses the line into consulting, and make sure your employees understand, as well. This will help you set expectations with potential clients and avoid giving your expertise away for free.

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
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