Celebrate the New Year and Small Business in Chester County

The Chester County Chamber will continue with a special tradition in 2013: The Small Business Dinner, a Salute to the Spirit of Free Enterprise. This event is designed to show support for local small business in Chester County; it also gives the Chamber the opportunity to recognize two award recipients: The Small Business of the Year and the Green Award Winner.

The Small Business of the Year award honors a business that epitomizes the true meaning of entrepreneurship, leadership and success through. After much deliberation, the committee chose Hoover Financial Advisors as the 2012 Small Business of the Year. To choose the winner of the prestigious Small Business of the Year award, the Small Business Advisory committee here at the Chamber focuses on the company history, their success in 2012, community involvement, and overcoming obstacles. Hoover Financial Advisors proved to be outstanding in all four categories.

We are also proud to present Victory Brewing Company with the Green Business Award, selected by Chester County Solid Waste Authority. The Green Business Award recognizes a business that uses natural resources in an efficient and sustainable manner. They emphasize resource conservation, waste reduction, recycling and/or buying recycled products as standard business practice.

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.

Small Business Dinner Presented by

Wells Fargo

Event Information
Date: Thursday, January 24, 2013, 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
Small Business Sponsor: $3,000
Entrepreneur Sponsor: $1,500
Corporate Table of 8: $1,000; Corporate Table of 4: $500
From the President
From my desk to yours...

Happy New Year! As we turn the calendar once again to start a new year, it reminds me of how precious time is and that how quickly time can get away as we get caught up in the day-to-day busyness of our lives. As each day, week and month passes so do opportunities to plan for our future. Having worked on the Chamber’s Strategic Plan for much of the last year, with a wonderfully talented group of members and our facilitator Carl Francis, Envision, Inc. I am constantly reminded of the importance of planning. Flying by the seat of ones pants will work occasionally but is not a great sustainable strategy for any organization.

I think it’s important that our members know the importance we place on planning and the guidance this gives us to be productive and efficient with the resources you provide our organization. How many of you would embark on a trip to an unknown area without a map or use of your GPS gadgets? Business plans, whether annual or strategic are just like a map. It gives you options to choose how to get to your end destination. We will be very excited to share our strategic plan with our members in the near future.

As with many of you, the route along the way can be bumpy and sometimes the end is hard to visualize. One thing is very certain with our organization, it’s you the members, who limit the bumps by being active and financially supportive and who year in and year out get it..... that collectively, we can work towards a better community.

As I look at this next couple of months, I am very excited about new opportunities for our Chamber. One will be the announcement of a Government Affairs Consultant to assist in communicating how our advocacy efforts are impacting you and the community. Secondly, is the addition of a few new events, based on feedback from our members and the work of our talented staff. Look for a very exciting collaboration with SCORE as we present a new business showcase and day-long learning opportunities for start-up, growing and mature businesses in our marketplace. Our Women in Business committee is working on a new leadership skills symposium, and we will announce a few new awards opportunities and events to bring you high level connections and information.

Again....always working the plan to make sure we are bringing value to your investment with our organization.

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 our e-brief publication giving your company added exposure to our membership.

The Winner for December is:
Springhouse at Brandywine
Upcoming Events

January

8 T  Emerging Leaders “Members Only”
    Dinner & Networking
    The Gables at Chadds Ford 5:30pm - 9:00pm

9 W  Business After Hours
    The Historic General Warren Inne 5:30pm – 7:30pm

11 F  An Update on the Impact of Healthcare Reform
    Drexel University LeBow College of Business 7:45am – 10:30am

16 W  Youth Leadership Program Day

16 W  The Emerging Leaders Group presents
    The Behavioral Tipping Point
    Constellation 7:30am–10:00am

Click here for a full calendar of events

Impact of Healthcare Reform on Your Business

As the Affordable Care Act comes into effect, many business owners have questions about how it will affect their businesses and their bottom line. In an effort to keep you educated and informed on topics that are important to your business, The Chester County Chamber is co-hosting, An Update on the Impact of Healthcare Reform, a seminar on this very topic on Friday, January 11, 2013. Please mark your calendars: The Elite Group, in conjunction with JLI Associates and the Chester County Chamber of Business & Industry is pleased to present the following informational seminar:

An Update on the Impact of Healthcare Reform
Friday, January 11, 2013
Time:  7:45 – 8:30 AM Breakfast & Registration
      8:30 – 10:00 AM Seminar
      10:00 – 10:30 AM Questions

Drexel University
LeBow College of Business
2 West Liberty Blvd.
Malvern, PA 19355

Our speaker will be, Joan Fusco, HIA, PAHM, RHU. In her current role as Director, Research and Education, Joan oversees Savoy Associates Insurance Education Services and is their resident information Specialist.

Please contact Marianne 610-725-9100 x14 with any questions. RSVP to shaines@elitegrp.com or

“A Night at the Derby
Chester County Style”

As the New Year begins and your calendars start to fill there is one date you will not want to miss. On Saturday, April 27, 2013, The Foundation will host its annual Spring Auction Gala, “A Night at the Derby – Chester County Style”, at the Chester Valley Country Club. We are extremely fortunate to have Krapf Bus Companies return as our presenting sponsor. The Gala has become the most important and only fundraiser of the year. Last year’s event met with rave reviews and the committee is busy planning to WOW you again this year. A Night at the Derby Theme will be carried through the evening, so ladies get your hats ready! The auction will feature an Open Bar, Delicious Party Fare, a Silent and Live Auction along with lots of other opportunities to walk away with some valuable things and invest in our Foundation at the same time.

If you would like to brand your name with this wonderful event, there are numerous sponsorship opportunities available. In order to have your name listed on our invitation, we need your sponsorship commitment by January 31. Please click on this link to obtain sponsorship information and forms.

In addition if you would like to make a donation for either our silent or live auction please feel free to contact Marianne at the chamber at 610-725-9100 x 14.

Don’t risk the chance of missing this delightful evening, mark you calendar for Saturday April 27, 2013 at 6:00 pm. See you there!
The Emerging Leaders Group presents, **The Behavioral Tipping Point** - *When your behavior and staying the course determines your success.* Inspired by Malcolm Gladwell, author of the *Tipping Point*, this workshop session promises to be filled with helpful tools to help “tip” your effectiveness in business development, sales, networking, and life to a new level. Understanding how your behavior may determine certain opportunities for success can be a valuable skill when working with business professionals. Sign up and learn how to “tip” the odds in your favor.

On Wednesday, January 16, 2013 hear from guest presenters Laura Lorenz of *Leading Results*, and Brett Hand with *Brett Hand Architect, PC* as they share their insights to staying the course to determine your success. Register online at [www.cccbi.org](http://www.cccbi.org)

Start time: 7:30am – Continental Breakfast & Networking
Workshop: 8am - 10am
**Constellation** ~ 300 Exelon Way
Kennett Square, PA 19348

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**Does Behavior Determine Success?**

This award, established by the Chamber in cooperation with former State Senator Earl M. Baker is intended to honor the legacy of Larry Boling, a person who exemplified the meaning of a dedicated public servant who excelled in his accomplishments on behalf of the public.

The award honors an individual who is a professional in the local government public sector of Chester County who has established excellence in their jurisdiction in the administration of government through economy, efficiency and introduction of sound business practices, and projects or initiatives that demonstrate innovation. Past recipients have included individuals with excellent performance in the municipal, school district and county government arenas.

Nomination forms can be obtained from the Chamber and should be returned to the Chamber by February 1, 2013. The award will be presented at the State of the County Luncheon, scheduled for early March.
Congratulations Hoover Financial!

...And the 2012 Small Business of the Year Award goes to...Hoover Financial Advisors of Malvern, PA. Congratulations to Hoover Financial Advisors for being selected as the 2012 recipient of the Small Business of the Year Award. Hoover Financial Advisors was among several nominees for the highly esteemed small business of the year recognition award for outstanding work in business and community outreach services.

In 2005 Pete Hoover launched Hoover Financial Advisors PC, (HFA) providing financial services to corporate executives, retirees, and individuals. Hoover prides his business acumen on integrity, trust and objectivity. The company rise to success has been built on client longevity and Pete’s three personal keys to success; 1. One profession, 2. One career, 3. One Goal. This philosophy has also become part of the company’s team culture.

The entire staff at HFA gives back to the community that has helped them in their success. In 2012, HFA reached out to help struggling families in Chester County by partnering with the Chester County Food Bank (CCFB). While hosting two “food for fund” drives to support local families, HFA presented a check totaling $5,500 to the food bank. HFA and other staff members also worked on other noteworthy community advocacy programs including projects with the Paoli Hospital, Chester County Hospital, and the Liberty USO Operation Care Package program. HFA has made contributions to American Red Cross, Philabundance, Habitat for Humanity, and Neighborhood Hospice in West Chester to name a few.

We are pleased to recognize Hoover Financial Advisors PC, as the 2012 Small Business of the Year Award recipient.

To learn more about HFA, Pete Hoover and colleagues will be recognized Thursday evening, January 24, 2013 at the Small Business Awards dinner held at the Desmond Hotel & Conference Center in Malvern, PA. This dinner is historically a SOLD OUT event, so please reserve your table today. Contact Danielle Vetter @ dvetter@cccbi.org for more information or register online.

We would like to thank the members of the Small Business Advisory Group for their work and volunteerism on the selection committee and all Small Business of the Year nominees and individuals for their 2012 submissions. We hope to see you on January 24, 2103 at the Desmond Hotel & Conference Center.

Business After Hours events are Blooming this Winter

Happy New Year! Welcome to 2013! We are excited to get the New Year underway with our first Business After Hours networking event on January 9, 2013 at the General Warren Inne in Malvern, PA. Last year, thanks to you and your support, we had record attendance at our monthly business exchanges and we hope to break more records this year. We would like to thank all the generous member sponsors from 2012 for opening your business doors and hosting business after hour events.

Traditionally held on the first Wednesday of each month (holiday’s excluded) new members, existing members and friends alike can join up to 80 member guests to exchange and develop new business connections. Each Business After Hours networking event represents our way saying thank you for your ongoing support and an opportunity to showcase some of Chester County’s finest business establishments and professional staff. In 2012 our face book photo gallery also became a hit with our members, capturing not only images from each networking event but from other memorable events throughout the year.

This month we hope to see you at the Historic General Warren Inne in Malvern, at 5:30 pm. Experience a perfect blend of old world charm, fine wines, dining excellence, and great networking. Enjoy light-fare, libations and share your New Year’s resolution and your business information with members of the most exciting Chamber in the region. For more information about January’s Business After Hours or any upcoming events, check out the Chamber event calendar at www.cccbi.org.
Name: Mike Fili  
Title: Manager of Operations – Great Valley Division of Aqua Pa  
Company: Aqua America

50 Word description of company:  Aqua America is one of the largest U.S.-based publicly-traded water utilities serving almost 3 million residents in Pennsylvania, Ohio, Illinois, Texas, New Jersey, Indiana, Virginia, Florida, North Carolina, and Georgia. Aqua America is listed on the New York Stock Exchange under the ticker symbol WTR.

What is the best leadership/management tip you have received?  
“Treat those around you as you wish to be treated.”

If you were not in the position you currently hold, what would you be doing?  
I would be a land developer or builder. I am interested in the idea of creating neighborhoods or communities that shape peoples’ lives.

What is the one thing that you are willing to share that one might not know about you?  
I have a passion for vintage automobiles.

What is your favorite quote?  
“Know with whom you deal.”
Business After Hours—Sheraton, Great Valley

Over 75 strong attend December’s Business After Hour hosted by The Sheraton Great Valley Hotel

PA Society—Salute to Leadership Honoring William S. Latoff

William Latoff receives the Salute to Leadership Award at PA Society Event in New York City

To Tweet or Not to Tweet

A panel discussion gives an audience an insight on the benefits and uses of twitter.

The Chamber hosts a reception in NYC honoring William Latoff for his leadership and work in advocacy for business in the region.
For some, Twitter is an odd channel of communication their friends or relatives are constantly talking about. For others, Twitter is a way of life. Twitter simply asks users, “What’s happening?” “Tweets” can be up to 140 characters long and can share text or photos to all a page’s followers. Twitter acts as a lens into today’s world of pop culture, current events, and everyday goings on. Companies also often use Twitter to their advantage. Keeping up with consumers in real time is a valuable resource for businesses, one that can provide untold dividends to the savvy marketer.

Users “follow” friends, family, public figures or groups they find interesting in order to see their tweets. By default, others can follow you without asking for permission. In order to combat privacy concerns, a user can choose to protect their tweets, meaning that in order for someone to follow them, they must accept the user, just like Facebook. Every Twitter user has a “handle” that begins with the @ sign. By including someone’s Twitter handle in a tweet, that person is notified that you’re talking about them. Other users can also follow the Twitter handle to the person “tweeted at.” This is a good way to track who is interested in you as well as a good way to find new accounts to follow. The # symbol, known as a hashtag, denotes keywords within the Tweet. Hashtags were created organically by Twitter users as a way to search for topics of interest and keep up with “trending topics” that are popular in the “Twittersphere”. Interesting tweets can be “retweeted,” spreading one person’s tweet into new social circles unconnected with the original Tweetor. When something is retweeted exponentially, it becomes “viral.” When a hashtag goes viral, it is “trending.”

Twitter is one of the fastest growing social media platforms, largely because of the network’s short, mobile environment. Twitter users can submit and read Tweets from their browser, mobile device, desktop application, or other channels. Ultimately, the single best practice for any Twitter user is active engagement. Sharing and listening can provide a wealth of information, but very little buzz. By actively engaging the Twittersphere, one’s company can build a thriving and active fan base. Many companies Tweet campaigns and promotions to provide loyal customers with discounts or rewards. Some ask for feedback on products or services. Still more post links to professional content or provide updates to customers and employees about new offerings, weather cancellations, major announcements, congratulatory wishes, really anything at all. The beauty of Twitter is that it demands planning and spontaneity at the same time, along with simultaneous sincerity and aloofness. It is an extremely focused form of personal contact in an impersonal environment, one where it is easy to make connections, cultivate leads, conduct PR, build a brand image, joke around with friends, and be an all-around good person or company, just by answering the question “What’s Happening?”

Garett Otterbein is a Branding Specialist with The nGage Company, a marketing firm with an emphasis on all things digital. He can help your business develop a marketing strategy, build a website, optimize your social media, write an app, or yes, execute a QR code campaign. The nGage Company also publishes a free monthly webinar on marketing topics that you can access by scanning the QR code below, or by emailing go@thengagecompany.com.
“HOW MANY OF YOU COME FROM COMPANIES THAT HAVE A STRATEGIC PLAN?” Every hand goes up.

“So where IS your Strategic Plan?,” I ask. And they all start to laugh.

“Why are you laughing?,” I ask. Dead silence. One person speaks up. “We don’t know where it is. We’ve never seen it.” Another: “We know where ours is. It’s on the CEO’s credenza.” And they start to laugh again.

“Do you know what the plan says?,” I probe. “Has anyone ever told you what it says? Has it ever influenced any of your decisions or other plans?” No. No. And no.

The answers are always the same. Is it any wonder nine out of ten strategic plans fail?

So what’s wrong? What do we need to do differently — to create a better process that guides companies and their leadership forward? Perhaps it’s time to re-think Strategic Planning.

Distilling Strategic Planning down to its one most critical part

What can you do as a leader to improve your Strategic Planning? Here are two potential first steps in that direction. First, if it isn’t working for you — forget the old ways of Strategic Planning. Second, focus instead on outcomes. Why does this work? Most companies are good at figuring out how to do things. The challenge is usually figuring out which are the best things to do — short and long term.

Creating An Outcomes Map

Take a piece of paper or a whiteboard and draw a line down the center from top to bottom. At the top of the left half, write the word WANT. On the opposite side of the line, write DON’T WANT. That’s it. You’re ready to begin. Now here’s what to do with your Outcomes Map.

1. Choose one area to focus on, say Client Services Delivery or Increasing Top Line Revenues. Begin to list all the outcomes you want to happen or accomplish. Any order is fine.

2. Next move to the right side and begin to list what you do not want to happen — what you want to avoid. This will help everyone understand what the risks and dangers might be in achieving the things you want. This step is very important — as it promotes a whole new level of understanding. There are always things to avoid — like mistakes, overruns, delays, bad press, etc.

3. Once you have thoroughly listed items on both sides of your Outcomes Map, it’s time to prioritize. As a group discuss and decide which outcomes are critical — and which ones you really need to accomplish. This helps you identify priority areas and encourages an understanding of what’s most important. Do the same for what you won’t want. Then redraw your map in priority order. It doesn’t have to be perfect. You can refine it over time. Now everyone can clearly see and understand both what you want to accomplish and what you don’t want to happen. Then repeat the process for other key areas of your business. Later your team can go to work on action plans based on the outcomes map.

Outcomes Mapping has proven to be a simple but powerful tool that encourages discussion, strategic thinking, clarity, and buy-in — especially as your team gets good at it. I encourage you to give it a try.
Welcoming the Chamber’s Newest Members

Members Joined in December 2012

Verizon Wireless
Bonnie Pugliese
(717) 541-2028

Firenze Group
Rick Vitabile
(610) 989-9770

Holy Ascension Antiochian
Father Daniel Meyer
(610) 436-4659

Groundwater & Environmental
Tim Uhler
(610) 458-1077

Bravo Group
Colleen Ingelsby
(610) 263-8300

360 Feedback-Solutions
James Logan
(610) 639-7433

DiMatteo Financial Group
John DiMatteo
(800) 657-6388

UTAK Laboratories, Inc.
Tim Nelson
(484) 319-3097

Chester County Engineers
Erin D. Hamel
(610) 918-9006

The Goshen Group
P J Viloski
(610) 727-3729

Merrill Lynch
Helen O’Hara
(610) 594-1124

Alternatives in Community
Marcia J. Reynolds
(610) 647-0800

Shechtman Marks Devor PC
Thomas Sulpizio, Jr.
(215) 496-9339

Solara Clean, LLC
Mick Ferry
(610) 357-9127

Tate Design
Karen Tate
(610) 725-0702

REMAX Preferred
John Jam
(610) 719-1700

Glacial Energy, Inc.
Paulo Da Silva
(610) 496-5533

Beardsley Agency LLC/Farmers
John Beardsley
(484) 200-7511

93.7 FM WSTW/1150 AM WDEL
Mark VanderHaar
(302) 478-2700

DBC Interactive
Tim Jack
(302) 478-2700

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