2014 Annual Dinner a Success

The weather didn’t cooperate, but October 22 was still a spectacular evening at Longwood Gardens. Almost 400 business professionals gathered to celebrate and support the Chamber and the award recipients that evening.

We honored Pennsylvania Bio President & CEO, Christopher P. Molineaux as our 2014 Executive of the Year and Congressman Jim Gerlach as our 2014 Citizen of the Year.

We are looking to make this event even better in 2015. Please email any suggestions to Danielle Vetter to improve our 2015 Annual Dinner.

We know it’s early, but please mark your calendar for next year's Annual Dinner. To be held on Tuesday, October 20, 2015 at Longwood Gardens.

The Chamber extends our greatest thanks to our sponsors and all members as we look towards our new year!
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*

Foundation Chairperson  
Pat Ward  
*Penn Liberty Bank*

**Vice Chairpersons**

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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.*

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- Carlo Borgia, *Wells Fargo Bank*
- Susan Brandt, *Bentley Systems*
- Michael Bray, *The Vanguard Group*
- Michael Brown, *KMRD Partners, Inc.*
- Bryan Burklow, *Brandywine Hospital*
- Chad Byers, *Brandywine Mergers & Acquisitions*
- Elizabeth Bush, *Endo Health Solutions*
- Michael Chain, *Desmond Hotel & Conference Center*
- Bernie Ciuffetelli, *To-Jo Mushrooms*
- Brian DiSabatino*, *EDiS Construction*
- Michael Fili, *Aqua*
- Thomas Filippo*, *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*
- Frances Sheehan, *Brandywine Health Foundation*
- William Simkiss, *The Simkiss Companies*
- Gary Smith, *Chester County Economic Development Council*
- Julie Sommese, *Univest Bank and Trust Co.*
- Linda Taylor, *Independence Blue Cross*
- Ram Vijayanathan, *QFC*
- George Zumbano, *Gawthrop Greenwood, PC*

*Director Emeritus / Past Chairman of the Board*
A Salute to Leadership
*Pennsylvania Society Weekend in New York City*

The Chester County Chamber will participate and continue with tradition as we head to New York City the second weekend of December for Pennsylvania Society weekend. With numerous social and historic events, the weekend brings together business leaders from all over Pennsylvania to promote leadership and prosperity.

Amongst the many dinners and events, CCCBI hosts its own reception. The Benjamin Hotel provides a spectacular venue for an early evening reception with Chester County’s finest. We also honor the Salute to Leadership Award.

Associate your business with this fabulous event. Contact Marianne Martelli for more information.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Price</th>
<th>Ticket Quantity</th>
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<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>$5,000</td>
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<td>Gold Sponsorship</td>
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<td>Silver Sponsorship</td>
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<tr>
<td>Bronze Sponsorship</td>
<td>$500</td>
<td>2 tickets</td>
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*Chester County Chamber’s PA Society Reception*
*A Salute to Leadership*
*Friday, December 12th*
*4:00 pm – 6:00 pm*
*The Benjamin Hotel*

Greg Bentley of Bentley Systems honored at the 2013 Salute to Leadership Reception. CCCBI Chairman Joel Frank, Greg Bentley, and CCCBI VP Marianne Martelli.
### Welcoming the Chamber’s Newest Members

**Members Joined in October 2014**

<table>
<thead>
<tr>
<th>Visionary</th>
<th>Trustee</th>
<th>Cornerstone</th>
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<tr>
<td>Champion</td>
<td>Corporate</td>
<td>Entrepreneur</td>
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<th><strong>Financial Coach Group</strong></th>
<th><strong>Daps Wireless, Inc</strong></th>
<th><strong>Ayuvia LLC</strong></th>
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<tbody>
<tr>
<td>484-887-0452</td>
<td>Deepak Pasi</td>
<td>Ms. Antara Dutta</td>
</tr>
<tr>
<td></td>
<td>610-458-3222</td>
<td>610-358-8822</td>
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<tr>
<th><strong>Sunoco Logistics Partners, L.P.</strong></th>
<th><strong>Fisher Investments</strong></th>
<th><strong>Mobile Communications</strong></th>
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<tbody>
<tr>
<td></td>
<td>Joe McColgan</td>
<td>Paranj Patel</td>
</tr>
<tr>
<td></td>
<td>215-615-5824</td>
<td>302-489-2400</td>
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<tr>
<th><strong>Sustainable Business Network</strong></th>
<th><strong>Chester County Conference &amp; Visitors Bureau</strong></th>
<th><strong>Malireddy Family Medicine</strong></th>
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<tbody>
<tr>
<td>Lacey Dickinson</td>
<td>Susan Hamley</td>
<td>Dr. Jyothirmayi Malireddy</td>
</tr>
<tr>
<td>215-922-7400</td>
<td>484-770-8550</td>
<td>484-237-8930</td>
</tr>
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<th><strong>Western Pest Services</strong></th>
<th><strong>Philadelphia Memorial Park</strong></th>
<th><strong>4Telecomhelp.com</strong></th>
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<tbody>
<tr>
<td>Joe Schmidt</td>
<td>Lauren Wilde</td>
<td>Lightmyfiber.com</td>
</tr>
<tr>
<td>610-353-5787</td>
<td>610-644-9150</td>
<td>Chad Parnis</td>
</tr>
<tr>
<td></td>
<td></td>
<td>484-356-0200</td>
</tr>
</tbody>
</table>

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**Southeastern Delegation Legislative Reception**

**Title Sponsor:** Comcast [Comcast Logo] | [52 Logo Image] | [10 Logo Image] | [T-Mobile Logo]
In The Loop

This year focusing on Business Promotion.

We kick off with how to use **Social Media & Networking** to promote your business. Social Media Marketers, **Bad Rhino** lead the expert lead roundtable discussion. We’ll discuss strategies & experiences related to social media in the workplace.

**Bad Rhino**

**Days Hotel - West Chester**
**Tuesday, November 25, 2014**
**8:00 am - 9:30 am**
**943 South High Street**
**West Chester, PA 19382**

This three-part series of 75 minute roundtable discussions, each facilitated by CCCBI, is an ideal way to exchange ideas around specific & relevant topics.

[Register Here]

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**Volunteer with CCCBI**

*Join a Committee*

This fall is a great time to get involved with a CCCBI Committee. The Chamber offers a wide range of opportunities through which you can pursue your personal and business interests.

Committees serve as a….

- Think tank and assembly of doers.
- Generator of fresh ideas and resources.
- Place to groom future leaders.
- Provider of assistance and input to staff.
- Conduit to the company, providing engagement and a relationship to the Chamber.
- Cheerleader for our organization…another set of eyes and ears in the community.

[Continued On next page!]
Committee Highlight:

**Women Influencing Business**
The purpose of Women-Influencing-Business Committee is to educate and inspire women to enhance business skills, develop professional network and be effective and influential business leaders in the community. The WIB Committee spearheads this program: planning events and acting as ambassadors for the women in the community. The WIB Committee meets about 10 times a year on the first Thursday of the month at 8:00 am.

Responsibilities of A WIB Committee member include:

- **Attend meetings regularly.** It is customary that any person who misses three meetings consecutively or four in a year will be removed from the committee. CCCBI Staff member will do personal checks when it is noticed a committee member has not be attending.
- **Work towards achieving the year’s priorities.** Recruit new committee members, expand the database, spread the words about WIB events, work to increase WIB Committee sponsorship dollars, etc.
- **Come up with new ideas to improve WIB events.** Brainstorm relevant topics, speakers, award winners, attendees and innovative event ideas.

**Chamber Foundation Gala Committee**
The Chamber Foundation Gala Committee is the core planning committee for the Foundation’s only fundraising event of the year: The Auction Gala. The Gala, now in its sixth year, has established itself as a premier event in Chester County. Along with being one of the best parties of the season, proceeds from the Gala contribute substantial resources to the Chester County Chamber Foundation’s mission which focuses on youth leadership and development.

The main responsibilities of this committee include:

- **Gathering donations for silent and live auction sales** including wine baskets, sporting tickets, trips, etc.
- **Event logistics:** themes, set-up, etc..
- **Reaching out to your contacts to make this event even better year after year**

**Emerging Leaders Committee**
Emerging Leaders members help develop professional enrichment programs aimed at providing young professionals with a greater view of the local business community. Their mission is to promote the professional growth of emerging leaders throughout Chester County through educational seminars and networking programs.

Emerging leaders and young professionals are considered between the ages of 25 – 46 (Generation X & Y). They represent one of the fastest growing networks of “future leaders” in the history of generations. By 2030 they will make up over 133 million (+1%) of the total population. Through the vital network of more than 1,500 members, the Chester County Chamber of Business & Industry is the gateway to connect these emerging professionals to businesses ranging from start-ups to fortune 100 corporations.

Emerging Leaders Committee Benefits include:

- Access to Emerging Leaders' Events
- Discounted rates on select Chester County Chamber of Business & Industry Events
- Emerging Leader Member Only Events and Activities
- Event reminders via emails & website
- Interaction with business and community leaders
- Access to all Chamber activities and committees of personal interest

Visit our [website](#) for a complete list of CCCBI Committees.
Nonprofit of the Year

The Chester County Chamber of Business & Industry is proud to recognize the success of nonprofit organizations in our community through our Nonprofit of the Year Award. Chamber members meeting the following criteria are eligible for the award presented at our Annual Small Business Dinner in January 2015. Businesses can nominate themselves or another business they feel should be recognized.

Criteria:
- Must be a member in good standing of the Chester County Chamber of Business & Industry.
- Must be an active 501 (c)(3) organization within Chester County.
- Must have been in operation for a minimum of three years.
- Must show success in its industry and be active through contributions and support for the community while adhering to the nonprofit’s mission statement.

Deadline:
Friday, November 14, 2014 by 5:00 p.m.

Nomination Form Here.

Member Spotlight

Jaya Sangani
President, Spruce Infotech

Spruce Infotech is located in Exton, PA. Spruce InfoTech is a leading information technology firm that provides varied services to help clients change manage and transform their businesses by means of high quality, innovative and cost effective solutions. We provide services to different companies from small scale level to even fortune 500 organizations and guide them in the best possible way to maximize IT investment and also reduce the cost of acquiring new technologies.

Apart from IT needs, we can help our clients with filling their full time, contract and contract to hire IT requirements. We are one stop for all your IT needs. Kindly take some time to view our web site at www.spruceinfotech.com for more information or get in touch with us via info@spruceinfotech.com

Why did you join the Chester County Chamber of Business & Industry?
We like to meet all kinds of professionals out there in our county to expand our network and business, and helping fellow members for all their IT needs

If you were not in the position you currently hold, what would you be doing?
A recruiter in any staffing company.

What is the most important lesson you have learned in business?
Not focusing on network expansion and marketing.

Are there any other community activities that you (and/or your company) are involved in or are and looking to get involved in?
I have recently attended networking events throughout the area and would like to attend more of these kinds of meet-ups.
## Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Time</th>
<th>Registration Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 5</td>
<td>Just Coffee</td>
<td>ACAC - West Chester</td>
<td>8:00 am - 9:30 am</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>November 25</td>
<td>In The Loop</td>
<td>Days Hotel West Chester - Brandywine Valley</td>
<td>8:00 am - 9:30 am</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>December 3</td>
<td>Emerging Leaders Business After Hours</td>
<td>Location TBD</td>
<td>5:30 pm - 7:30 pm</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>
<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

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## CCCBI To Host Townhall Style Phone Calls

In the upcoming months we plan to host a series of Townhall discussions via telephone. These discussions could range from state or local politicians discussing what to expect post election, to CCCBI staff discussing the role the Chamber plays in a local issue, and everything in between.

Stay connected and stay involved with Chamber events and activities. Also a great way to stay current on local and state government issues.

If this is something you would like to be a part of please provide us with the best phone number to reach you during these phone calls. A schedule will be communicated with our membership and you will always know in advance when a Townhall discussion is happening.

Please contact [Matt Johnson](mailto:Matt.Johnson@cccbi.org) with phone number if this is something you would like to be involved in.

We will not solicit you without your consent.
Join us on Wednesday, November 5 at ACAC Fitness & Wellness Center for the Chamber’s most popular morning networking series.

Connect with the region’s leading professionals before you get to the office.

Free for Chamber members

Register Here

Wednesday, November 5
8:00 am - 9:30 am
ACAC Fitness & Wellness Center
1130 McDermott Dr
West Chester, PA 19380

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All Social Media is Not Created Equal

By: Spencer Deane, The Alternative Board

Social media is maturing to the point that any business owner needs to give it serious thought. Why? Consider this scenario:

- A prospect receives a phone call from one of your sales staff requesting an appointment. They accept the appointment.
- The prospect immediately does a Google search or searches LinkedIn, Facebook or Twitter, for your business.
- Of course they find your website. But increasingly, they are looking for what other people are saying.
  
  A recent study by PowerReviews found that 90% of the consumers polled said peer-to-peer reviews impact their purchasing decision and 60% claimed those reviews are the most important factor.

- If they find great content, testimonials, case studies and constructive comments, this will peak their interest in the meeting.
- What happens if they find absolutely nothing? Worse, in searching for you, they find your competitor instead and their customers are saying great things. If so, they will cancel the appointment.

When it comes to choosing which social media sites you will use for your business, consider which sites your customers are on.

To understand what social media channel might be best for your business, watch the following Webinar:

Take a little time to understand your audiences on Facebook, Twitter, LinkedIn, YouTube and Google+ and how each of these platforms is used. Some channels may be appropriate for your business and some may not. Then determine a strategy for the most relevant sites.

A good social media strategy is to seek to give first. A typical prospect doesn't care about your website or your latest video. They care about themselves. So keep in mind the five-to-one rule, which states that you should provide five pieces of useful information to your social media network for each business request or business update that you make. By doing this, you will establish yourself as someone who can be helpful and can solve their problems. Then they will remember you when they're ready to buy.

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
On The Scene…

2014 Annual Dinner
Longwood Gardens

Christopher P. Molineaux of Pennsylvania Bio addresses the crowd after receiving his Executive of the Year Award

Kori Walter (center) accepts Citizen of the Year Award on behalf of Congressman Jim Gerlach
What’s The Future of Healthcare?

This town-hall style meeting featured

Beverly Mackereth, Secretary of the Pennsylvania Department of Public Welfare

Michael F. Consedine, Insurance Commissioner for the Pennsylvania Insurance Department

Michael Wolf, Secretary of Health for Pennsylvania

Business After Hours
Historic Sugartown