Celebrate the Chamber’s New Year

Only a few weeks left until we host our most prestigious event of the year—The Annual Dinner. This Chamber tradition is held at the beautiful grounds of Longwood Gardens and brings together business and community leaders to celebrate the successes in Chester County over the past year.

Enter the spectacular Longwood Gardens Conservatory and grab a cocktail and hor dourves as you admire the gardens. Immediately following cocktail hour, the crowd will gather for a short presentation. This gives us the opportunity to acknowledge the Chamber’s past year as well as honor the recipients of two Distinguished Service Awards:

The CEO of the Year is awarded to a C-Level Executive Leader of a company who has had a significant impact during the year or who has shown steadfast leadership to their company and the community on an ongoing basis. The award will be presented to David Moser, President of DFT, Inc. David is regarded as an astute and reserved businessman who lends careful thought to his comments and whose points always add value to the conversation. He is highly active within the Chester County Chamber, as well as other local organizations.

The Citizen of the Year is awarded to someone who has taken on a community initiative or has had a major impact on their industry through professional and community involvement. Robert Spatola, of Spatola Wines is this year’s well-deserved recipient. Robert is known for his generous attitude— not only monetarily but with his time, energy, creativity and love. He can be spotted while helping out at Handi-Crafters or handing out birthday gifts to clients and employees.

This year’s presentation will also feature the passing of the gavel from Chairman Michael DeHaven of Rainer and Company, Certified Public Accountants to Chair-Elect Joel Frank of Lamb McErlane, PC.

After the presentation, feel free to network or head right to the dinner stations which will be serving delicious dinner choices. A fountain light show on the Conservatory Patio will conclude this unforgettable evening. Don’t miss it! Tickets are selling faster than ever! Sponsorships and program advertisements are also available.

Event Information:
- Date: Thursday, October 17, 2013 - 5:30pm – 9:00pm
- Member Cost: $165.00 - Non-Member Cost: $200.00
- Click here to register

Sponsorship Information
This year, we have sponsorship opportunities at every level. Use your sponsorship to: promote your name and your business, entertain clients or thank employees, target business professionals in Chester County, build your company’s image and show support for the Chamber.

Click here for this year’s Sponsorship Opportunities.
From the President
From my desk to yours...

As I write my last column as your President & CEO, I reflect on the past five years and realize there is much to be proud of at this Chamber. The Chester County Chamber, led by a tremendously supportive Board of Directors and managed by a group of professional staff, is well positioned to thrive in the months and years ahead.

When I arrived in Chester County it was at the most challenging time for businesses and the Chamber due to a national economic downturn. For the first time in many years, businesses were faced with tough decisions resulting in consolidations, re-organization and tight expense controls. Being a volunteer organization, the Chamber felt these impacts directly. While many membership organizations tried to cut their way through the recession by reducing programs, staff and services, the Chester County Chamber forged ahead. Yes, we tightened our financial controls, we had no choice. At the same time we re-evaluated every program, reached out to our members through roundtables and focus groups and made significant changes to our investment schedule, sponsorship opportunities and the entire governance of the organization. By doing this, we were positioned to “weather the storm” and continue to look towards the future so we could help our members through these tough economic times.

What all of this means today is that your Chamber is strong and is committed to your success as investors in our organization. While transitioning to a new CEO always presents its challenges, you can be assured that the foundation of the Chamber is sound and the leadership provided by your board and the commitment and hard work of the staff will continue to strengthen the organization.

I have appreciated the many comments and notes I have received about “leaving the organization better than I found it” but rest assured, this has always been a great organization focused on improving the business climate in the Chester County region. I am honored to have had the opportunity to help “steer the ship” through turbulent waters, with the support of great leaders, outstanding committees and a professional staff. There is so much opportunity for the Chamber’s future. However, this relies on you, our members, to provide continued support and active involvement.

I have never been good at saying good-bye so let’s just say so long for now! I leave with mixed emotions and great appreciation for this Chamber and the community.

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 September is:

Specialty Medical Products

Are You the Next Small Business of the Year?
We are now accepting applications for our Small Business of the Year. This award honors a local business that epitomizes the true meaning of entrepreneurship, leadership, and success. It is a company that took significant risk, yet achieved substantial success while remaining active in the community.

The recipient of this award will be honored at this year’s Annual Small Business Dinner in January. Click here for criteria and the nomination form.

All applications must be received by Friday, November 1, 2013 by 5:00 p.m.
**CEO Search is Underway**

Incoming Chamber Chairman, Joel Frank Esq., Lamb McErlane, PC has announced that a Search Committee has been formed to replace outgoing Chamber President Nancy Keefer who will leave her position October 11 to accept the CEO position at the Daytona Regional Chamber in Florida.

Serving on the Search Committee with Frank, who will chair the committee, is immediate past chair, Michael DeHaven, Rainer & Company Certified Public Accountants; Kim Brumbaugh, Brumbaugh Wealth Management; Thom Chiomento, Exelon Generation; Brian DiSabatino, EDiS Construction and Chris Franklin, Aqua.

A qualifications profile has been developed and can be obtained by contacting Chairman Frank via email, jfrank@lambmcerlane.com, or by downloading it from the Chamber’s website. Resumes will be accepted through October 11, 2013 and can be sent to Joel L. Frank, Esquire, Lamb McErlane, 24 E. Market St., West Chester, PA 19381.

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**Don’t Miss This Great Opportunity**

What better way to tell everyone in the community that you support the mission and work of the Chester County Chamber than to commit to an annual sponsorship package.

As we start our new fiscal year, part of our planning process is to offer all of our members, big and small, annual sponsorship packages. Careful thought and consideration are given when developing these packages. We also leave lots of room for customizing the package to your individual wants, needs and budgetary requirements.

Annual packages allow you to brand your business with the Chamber. At the same time, they allow for better budgeting for you. Once you pick a package that is customized for your needs, you are done for the year. No more wondering what events to attend or how best to get your name associated with our signature events. It is finished and we take care of the rest.

Our packages are developed to highlight one of the three pillars of our chamber. You can choose to have your business associated with our Advocacy, Connections or Knowledge pillar of work. There are also opportunities to support our Foundation.

Again we are offering the “Signature Gold Card.” The Gold Card allows you to purchase tickets, in advance to our signature events at a discounted price. Wouldn’t it be impressive to bring a client to one of our premier events? And even better if you purchased those tickets at a discount? The Signature Gold Card offers you over $200.00 in savings.

All of our packages are designed to highlight your business and get your name in front of lots of people. Some packages even offer the opportunity to address the membership at certain events.

This is an opportunity you don’t want to miss. Our annual sponsorship packages have increased in popularity over the years. No matter the size, businesses and organizations are reaping the benefits and coming back year after year. Why not join them?

Please call Marianne Martelli at 610-725-9100 to set up a meeting to discuss your individual package.
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<thead>
<tr>
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<td>Seth</td>
<td>Birch</td>
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<td>Stephanie</td>
<td>Welder</td>
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<td>Debra</td>
<td>Shupp</td>
<td>610-469-9236</td>
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<td>Bob</td>
<td>Frame</td>
<td>610-696-6000</td>
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<td>Donna</td>
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<td>Dan</td>
<td>Dunleavy</td>
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<td>Magrogan</td>
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<td>Jon</td>
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<td>McCorkle</td>
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<td>Llewylin</td>
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<td>Andy</td>
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<td>610-356-4800</td>
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<td>Ken</td>
<td>Brown</td>
<td>484-212-3027</td>
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<td>New York Life</td>
<td>Shannon</td>
<td>Doyle</td>
<td>484-595-2448</td>
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<td>Nousoma Communications, Inc</td>
<td>Ellen</td>
<td>Langas</td>
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<td>D’Annunzio</td>
<td>610-692-2887</td>
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<td>Bob</td>
<td>Lion</td>
<td>215-343-3499</td>
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<tr>
<td>ProServ Executive Services</td>
<td>Ben</td>
<td>Scott</td>
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**Welcoming the Chamber’s Newest Members**

Joined between August 31 & September 30, 2013
## Upcoming Events

**October**

Wednesday, October 2  
**Business After Hours**  
General Warren Inne  
5:30 p.m. - 7:30 p.m.

Thursday, October 17  
**Annual Dinner 2013**  
Longwood Gardens  
5:30 p.m. - 9:00 p.m.

Wednesday, October 23  
**New Member Orientation Luncheon**  
CCCBI Headquarters  
12:00 p.m. - 1:15 p.m.

Thursday, October 24  
**In The Loop**  
Microtel Inn & Suites  
7:30 a.m. - 9:00 a.m.

Wednesday, October 30  
**Emerging Leaders Business After Hours**  
Stella Rossa  
5:30 p.m. - 7:30 p.m.

**November**

Thursday, November 7  
**Fall Mega-Mixer & Biz Expo (Chamber Alliance)**  
United Sports  
5:00 p.m. - 7:00 p.m.

**December**

Wednesday, December 4  
**Business After Hours**  
The Phelps School  
5:30 p.m. - 7:30 a.m.

Thursday, December 19  
**Prospective Member Orientation**  
CCCBI Headquarters  
12:00 p.m. - 1:15 p.m.

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

To register online go to [www.cccbi.org](http://www.cccbi.org)

Questions?  
Please contact the Chamber at  
610-725-9100.

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**Welcoming the Chamber’s Newest Members**  
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<thead>
<tr>
<th>Puzzle2Purpose</th>
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<th>Stella Rossa Ristorante</th>
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<tr>
<td>Carol Keith</td>
<td>Russ Campbell</td>
<td>Dave Magrogan</td>
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<tr>
<td>877-224-1900</td>
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<td>Ashley Dougherty</td>
<td>Allen Noll</td>
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<td>Daniel Clay</td>
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<td>866-773-8721</td>
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<td>Robert Talecki</td>
<td>Kurt Schneider</td>
<td>Michael Pechstein</td>
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<td>610-287-0947</td>
<td>267-756-1020</td>
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Unfinished Business

The legislature returned on September 23rd to a lot of unfinished business. As I reported in July, all three of Governor Tom Corbett’s policy initiatives were left uncompleted by the legislature. Now with only twenty or so session days available until the end of the year, many are wondering what will be accomplished from that list. Let’s take a brief look at each of the major issues.

Transportation

As the budget debate closed in June, Senate Bill 1 languished in the House after some major tweaking by House Transportation Committee members. The bill did not face a vote on the floor of the full House as a significant portion of the GOP caucus had concerns with the uncapping of the oil franchise tax and the Democratic members balked at supplying votes for a bill they did not think went far enough.

Majority Leader Turzai signaled recently that he would allow an up or down vote on SB 1 this fall. The Chester County Chamber is on record in support of this legislation. Marianne Martelli attended a press conference in support of increased funding of transportation last week. In attendance were members of other business groups along with labor. Senator Rafferty continues to push for his bill and led the Senate Transportation Committee through several hearings this summer.

In a further sign that this is a real and growing problem, another 1,000 bridges saw further weight restrictions due to their continued decline.

Liquor Privatization

Following the historic vote by the House to approve the privatization of the state’s liquor store system, HB 790 was significantly amended by the Senate in June. The legislation remains there awaiting a final vote by the full Senate. It is unclear what the Senate will do with this legislation. They could vote it out and see if the House would concur with the Senate’s changes. The Democrats remain united in their opposition to privatizing the state liquor store system.

The Chester County Chamber remains in support of privatizing the liquor store system. We agree with the argument that selling alcohol is not a core function of government.

Pension Reform

Arguably the legislative initiative with the largest amount of dollars attached to it is the reform of the public pensions. Estimated at $41 billion, the underfunded pension system’s deficit and the annual contribution needed to fund the pension system will deprive other government services and programs of needed cash. There are already projections that next year’s budget will require $1 billion more for pension funding.

Legislation was introduced in late spring that would move future employees to a 401K style plan like the type seen in the private sector. Even if successful this fall, the fiscal impact of current pensions will continue to squeeze the state budget each and every year.

Let me close with a call to action from the members of the Chester County Chamber of Business and Industry. Our delegation needs to hear from you on these important issues if we are truly to be a “Chamber of Influence.” Thank you!
On The Scene...
View, like and share our photos on our facebook page!

VIP Membership Kickoff - Business After Hours
Penn Oaks Golf Club

Justin Boland, The Goshen Group,
Rebecca Hoffman and Julie Wright,
Chester County Human Resources Association

Jason Porrini and Michele Wartluft of MiWare Corp

Douglas Whalen, Wells Fargo Bank, Jim Selken,
ERA Continental Realty Inc.

Eye On Congress

Paul Antonuccio, Park Lane Group, Inc.,
Michael Fili, Aqua

CCCBI Chair-Elect Joel Frank, Lamb McErlane, PC,
Congressman Pat Meehan, Nancy Keefer, President & CEO,
CCCBI, Congressman Joe Pitts, CCCBI Chairman Mike DeHaven, Rainer & Company, State Representative Becky Corbin, Congressman Jim Gerlach
VIP Open House Luncheons

Mark VanderHaar of 93.7 WSTW / WDEL 1150 AM, the Presenting Sponsor of the VIP Open House Luncheons

Prospective members getting to know each other and the Chamber

Fabulous lunch provided by General Warren Inne

2013 Leadership Conference: Get The Edge

Panelists. From L – R Denise Day, YMCA Brandywine Valley, Carolyn Beam, Fulton Bank, Kim Hall, Chester County Futures, Ron Strobel, VideoNet, Inc. Guest Speakers, Joan Walsh and Adina Laver
Description of Company:
As a full time Realtor, I service Avalon, Stone Harbor, The Wildwoods, Cape May, Sea Isle and surrounding communities.

I can assist in:
- Purchasing a new property
- Selling an existing property
- Renting your existing property
- Locating a rental property for your vacation needs.

Why did you join the Chester County Chamber of Business & Industry?
Given the area I service is largely a resort area; I realized I would need to go to where my potential clients were. CCCBI afforded me an excellent opportunity to network with a group that met the demographics I wanted to market to.

If you were not in the position you currently hold, what would you be doing?
Most likely I would still be doing mortgages. I enjoyed assisting clients in obtaining a mortgage for their first home, forever home, vacation home, and retirement home. Much like finding "just the right property" I found it rewarding to match my clients with the best fit for financing.

What is the most important lesson you have learned in business?
People express themselves in so many ways. You have to develop a skill set to be able to hear what they are saying, as well as what they are not saying. Clients rely on my experience and knowledge to help them make the best decision. However, they still want to be heard and have their objections and ideas listened to with sincerity.

Are there any other community activities that you (and/or your company) are involved in or are looking to get involved in?
I am on the Retention Committee at the Chamber and I hope to get much more involved in the coming year.

Advertising Opportunities

The Chamber offers a variety of ways for you to give your business the exposure it deserves.

We have rates for all budgets.

- Advertise in the Voice - Monthly Newsletter
- How about a nice banner ad or side banner ad on our website?
- Possibly a block ad on our weekly E-Briefs?
- Why not try our print publication, Chester County Magazine?

[Click here](#) for rate information.
Influencing our Next Generation of Leaders

What better why to ensure the continued prosperity of our County than to actively groom our future leaders? The Chester County Chamber of Business & Industry goes by the tag line of “the Chamber of Influence.” We strive not only to influence the immediate business climate but also that of the future. One vehicle for that is our Youth Leadership Program.

Each year we invite junior and senior high school students who live or attend school in Chester County to apply for a yearlong leadership-training program. Students spend time with business and community leaders in the region exploring future career opportunities, making connections and hopeful forming meaningful relationships. These relationships will benefit both the business leaders and the students in the future, as our students become contributing members of our community.

Our program year begins this month. Seventy students were invited to participate in this year’s program. Our 2013/2014 class represents all areas of the county and many different schools. We hosted our Kick-off Dinner here at the Chamber on September 19. It was a wonderful evening for the students and their parents. Once again we have an outstanding group of students participating. Lots of energy and personality in the group. In October the students will gather for a team building exercise focusing on the importance of working together as a team and recognizing and utilizing the strengths of each team member.

The YLP group will meet once a month from October to May. We encourage all of our members to get involved. If you would like to host our students at your location please contact Marianne Martelli as soon as possible. The calendar is rapidly filling. We ask you to provide speakers from your organization to share their story with the students and a tour of your facility if appropriate.

We are off to a great start! The beauty of the program seems to be that everyone, both students and business leaders who are involved seem to benefit. Everyone comes away feeling good about the future of our county leaders.

If you would like to learn more about this program please feel free to contact Marianne Martelli at 610-725-9100 x 14.

Are You in the Loop?

Whatever your business or industry, if you’ve dealt with people, you’ve probably dealt with conflict. Join us for another installment of In the Loop, the peer-to-peer roundtable forum where we’ll discuss strategies for “Managing Conflict & The Difficult Employee.”

What can a manager do to deflate a volatile situation? Is the problem bad people, or bad policy? What are the legal guidelines? We’ll also hear from a computer forensics expert about the damage a disgruntled employee can do, and how to reduce your vulnerability.

Bring your own ideas, experiences, as strategies as we continue the Chamber’s popular peer-to-peer roundtable series.

Thursday, October 24, 7:30 – 9:00 a.m. at the Microtel Inn & Suites, 500 Willowbrook Lane, West Chester, PA 19382

Emerging Leaders is back, this time partnering with one of the region’s premier Italian restaurants, **Stella Rossa Ristorante** in Downingtown.

Enjoy creative and traditional Italian dishes in this vibrant setting while connecting with aspiring and established professionals from across the region.

We will welcome new members and hear from Dave Magrogan, owner of several area businesses, about what he has learned as a restaurateur and his tips for emerging leaders. Tickets include light fare and samplings from Stella Rossa’s extensive selection of Italian wine. *This event is free for Emerging Leaders members. $20 for non-members.*

Mark your calendars! The following Emerging Leaders Events have been scheduled:

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Locations and themes to be determined. Interested in hosting or sponsoring an Emerging Leaders event? Contact [Patrick Hayakawa](mailto:patrick.hayakawa@emergingleaders.org)

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**Chamber Board Adopts Annual Operating Budget & Business Plan**

At the September meeting of the Board of Directors, Treasurer Ken Goddu, *Fulton Bank*, presented the operating budget for the Chamber for 2013-2014. The budget represents revenues of $837,000 and expenses of $835,000. Annual investments represent 47% of the budget, while 53% comes from sponsorships, events, advertising and programs. “The budget is aggressive in light of continued challenges with the economy but we feel confident that our professional staff and committees will rise to the challenge” stated Goddu. In addition, he noted that the budget does propose a 5% membership investment increase, the first in five years for the organization.

At the Board meeting the Business Plan was also presented to coincide with the budget presentation. The Business Plan is the Chamber’s annual work document, guided by input and implementation by our committees. The document is available for download from the Chamber’s website.

The Chamber’s new year starts on October 1, 2013.
Insightful businesses were early adopters of the internet, having a web presence even at a time when a website was little more than an online brochure. Many websites now provide a customized interactive visitor experience, collect, organize and deliver relevant data, manage inventory, sell product and engage customers. Quite often these valuable functions are performed by an internally managed content management system (CMS) or ecommerce platform developed with the latest coding technologies.

For those businesses who have been apprehensive about giving their website a functional “facelift”...

**Why the hesitation?**

Here are the five most common ‘fears’ I encounter when working with a new client on a website ‘facelift’.

**1. Fear of cost**

With businesses treading with precision and painful frugality in this challenging economy, I am typically met with skepticism, frustration and an “I really don’t want to do this but know I have to” posture when I am asked to help a company scale up their web presence.

*Experience speaking: There are always some unknowns plus endless options to consider in the process of developing a new or upgrading an existing website. Work with a developer who understands the web to be a highly interactive, data collecting and product selling tool. Have the developer outline upfront, the basic costs as well as well how they will handle the cost of options and revisions throughout the process. Consider using a back-end database driven, open-source platform like WordPress (CMS) or Magento (ecommerce). These kinds of cost-effective frameworks offer countless features and add-ons which are shared by a large community of developers. Also require that your website be responsively designed for efficient display on the variety of hand-held device platforms like smartphones and tablets in additional to desktop monitors.*

**2. Fear of the unknown**

In the past, “having faith in the guy who knows about this stuff was often the best option available.”

*Experience Speaking: Quite often, my first step in working with a new client is making sure their domain, images and hosting package are actually under their ownership. Your well-meaning early developer may have acquired your domain on your behalf but any changes could require that person’s cooperation. Insist that your website hosting account and domain registration is under your complete ownership. Then it is a simple matter of changing the access credentials the minute you wish to restrict access to you website files and database.*
3. Fear of the learning curve

Nothing provides more management control than understanding generally how something works, even if you are hands-off when it comes to executing actual changes.

Experience Speaking: A good developer will work with you and your team to guide you through the process of updating your website content. Frequent updates are a key for higher rankings as well as presenting your business as current and relevant to your clients and customers.

4. Fear of getting lost on the web

Successful search engine optimization is often a matter of good content practices, your interactivity with relevant content on other websites, and the updating, updating, updating of your site content.

Experience Talking: Deciding which SEO strategies to use, and how much time and money to invest, relates directly to the nature of your business, your target audience and your competition.

5. Fear of social media

Social media has quickly evolved from a spare-time forum of expression to a very strategic and timely methodology of interacting with customers, prospects, the public and the news media.

Experience Talking: Know that social media can be invaluable when customized for your business. However, just because a platform is popular doesn’t mean it is relevant. Whether you have a corporate Facebook page, Twitter account, or an executive LinkedIn profile, make sure the content is carefully defined, planned and managed for your business.

Donna Marceau is a technical marketing developer who merges expertly vetted technologies, fresh creativity and relevant marketing strategies with hands-on execution to ensure a high rate of return on your marketing investment.

DMarceau | Technical Marketing Development  DMarceau.com
  Great Valley Corporate Center, Malvern, PA
2013 VIP Open House Luncheons - A Huge Success!

Throughout September the Chamber opened its doors to the business community by hosting a series of networking events and open house luncheons. These events were designed to connect regional businesses and help grow the membership of the Chamber, by offering non-members the opportunity to explore the value of the Chamber.

The campaign’s kickoff was held at Penn Oaks Golf Club. The event was a huge success with over 100 businesses in attendance. Members and non-members alike made valuable business connections, and were on-hand to learn more about the benefits of membership.

Later in the month, the Chamber hosted its three day VIP Open House, where Staff, Board Members and Member Volunteers came out to assist with membership recruitment. V.I.P.s learned more about the Chamber and shared their businesses to a packed room. Volunteers showed their support by referring businesses to the Chamber, and providing firsthand testimonials to V.I.P.s about their experiences as a member. To date, the Chamber has recruited over 40 businesses to the organization and new members are joining every day.

A special thanks to all of our member volunteers, ambassadors, event sponsors, and board members, who took time out of their busy schedules to assist in our recruitment efforts. We couldn’t have done it without your support! We also want to thank our newest members for choosing to invest in the Chamber. Our next Business After Hours at the General Warren Inn is a member only event. Keep an eye out for these new members and help us welcome them to the Chamber.

Just because our Membership Campaign has ended doesn’t mean we can’t use your help in growing our Chamber in the upcoming year. If you know of a business that has expressed interest in joining the Chester County Chamber and would like to learn more about membership, please contact a Chamber staff member today.

Don’t Forget to Follow the Chamber on your Favorite Social Media Platforms

Facebook, Twitter, LinkedIn, YouTube
Meet Your Board

Officers
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Rainer & Company, Certified Public Accountants

Chairperson Elect, Joel Frank, Esq.
Lamb McErlane, PC

First Vice-Chairperson, Timmy T. Nelson, UPS

Treasurer, Ken Goddu, Fulton Bank

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Foundation Chairperson, Joe Viscuso, PE, LS*
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Membership Development Division
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Dale Krapf*, Krapf Bus Companies

*Director Emeritus/Past Chairman of the Board

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Greg Thomas, PharmMarket Consulting

NANCY KEEFER CCE
President & CEO
nkeefer@cccbi.org

MARIANNE MARTELLI IOM
Vice President
mmartelli@cccbi.org

JOAN CROUSE
Executive Assistant, Office Manager
jcrouse@cccbi.org

MARY ENGLAND
Director of Finance
meng@and@cccbi.org

LAUREN MAGEE
Director of Membership
lmagee@cccbi.org

MATT JOHNSON
Marketing & Membership Manager
mgjohnson@cccbi.org

DANIELLE VETTER
Director of Event Planning
dvetter@cccbi.org

PAT HAYAKAWA
Small Business Program Manager
phayakawa@cccbi.org

LAURA CROUSE
Executive Assistant, Office Manager
lcrouse@cccbi.org

NANCY KEEFER  CCE
President & CEO
nkeefer@cccbi.org

MARY ENGLAND
Director of Finance
meng@and@cccbi.org

MATT JOHNSON
Marketing & Membership Manager
mgjohnson@cccbi.org

DANIELLE VETTER
Director of Event Planning
dvetter@cccbi.org

PAT HAYAKAWA
Small Business Program Manager
phayakawa@cccbi.org

Meet Your Board

Your Business is Our Business