Award Winners to be Recognized at the 2014 Annual Dinner

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 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 hors d’oeuvres 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 Executive 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 Christopher P. Molineaux, President & CEO of Pennsylvania Bio.

“We honor Chris Molineaux, and salute PABio, for forceful leadership for this important industry—integral not only to Chester County’s economy, but our state and our nation. PABio rightfully promotes their industry, which helps the economy and our quality of life;” stated Guy Ciarrocchi, President & CEO of CCCBI.

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. We are pleased to honor two Chester County elected officials this year: Congressman Jim Gerlach and State Representative Chris Ross.

“Congressman Gerlach has admirably served Chester County for decades. He has not only been an effective advocate for our County’s business and citizens, he has been true public servant;” stated Joel Frank, Esq., Chairman, CCCBI.

“Representative Chris Ross has been a selfless public servant. He has been an asset to our County and to Harrisburg. He is a true statesmen in every sense and has represented his constituents with integrity;” added Chairman Frank.

Continued on next page
Award Winners to be Recognized at the
2014 Annual Dinner

After the presentation, feel free to network some more or head right to the dinner stations which will be
serving delicious dinner choices.

Sponsorships and program advertisements are still available. Don’t miss the opportunity to associate your
business with this spectacular event!

Event Information:
Date: Wednesday, October 22, 2014
Time: 5:30pm – 9:00pm
Member Cost: $175.00
Non-Member Cost: $250.00
Click here to register

Presented by

Platinum Sponsors:
Aqua
Exelon Generation
Independence Blue Cross

Gold Sponsor:
Bentley Systems, Inc.
Buckley, Brion, McGuire & Morris, LLP
Comcast
Communications Test Design, Inc.
Republican Committee of Chester County
The Vanguard Group

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
Could Philadelphia be the Next Houston?

Guy Ciarrocchi, CCCBI President & CEO

This was not the question we posed when we planned our recent trip to NE PA to visit Marcellus Shale sites, study the impact and network with local business leaders. 41 local businesses participated in our recent tour.

But, since CCCBI planned the trip, this has been discussed in national and regional magazines and blogs. Why are some people saying this?

This is a theory—hopefully, a goal—of policy makers, economists and industry analysts studying the current and possible growth from the Marcellus shale industry. As the industry grows, and expands, inevitably, more and more natural gas will come to and through our region. Some will heat our homes; some will run our factories; and, some will go to refineries (Mariner-east, Trainer) and Petro-chemical manufacturing companies (e.g., Braskem) in the refinery hub of Philadelphia.

If this growth model hits its expectations, the only think stopping exponential growth in energy, chemical—and, industries either supplying these businesses, using their products or supporting their employees—is our willingness to embrace this potential growth, plan for it and make the decisions necessary to allow it to happen.

Generations ago, Philadelphia had economic growth periods stemming from manufacturing or refiners, or the ports used to export these goods and import the supplies. We are perfectly positioned to encourage the 21st century equivalent of that type of growth; if we are willing to make the decisions and take the risks necessary for that type of growth.

The gas lies beneath 5 states in our region. And Texas and Louisiana have the pieces for a chemical industry—and ports.

So, the growth...the opportunity...is not inevitable.

Yes, this industry needs to follow best practices. Yes, this industry needs to be good stewards of our air, water and land. Yes, they need to pay their fair share. And, we can all debate what the right balances are. (I, personally, think we have found the right balances, at least for now.)

But, if we do this right, Philadelphia will be the Houston, the Raleigh-Durham, the Phoenix of the 21st century. Our kids will stay here and students going to college here will stay, to work in America's energy & chemical hub.

We did not go on our tour with that in mind. But, as we came home, that idea seems more than possible. If...
# Welcoming the Chamber’s Newest Members

Members Joined in September 2014

<table>
<thead>
<tr>
<th>Trustee</th>
<th>Cornerstone</th>
<th>Corporate</th>
<th>Entrepreneur</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania Bio</td>
<td>Atlantic Pension Services</td>
<td>TriState Capital Bank</td>
<td></td>
</tr>
<tr>
<td>Craig Tucker</td>
<td>Miriam Matrangola</td>
<td>Sheila Roberts</td>
<td></td>
</tr>
<tr>
<td>610-947-6800</td>
<td>610-925-5554</td>
<td>610-526-6775</td>
<td></td>
</tr>
<tr>
<td>Visionary</td>
<td>Visionary</td>
<td>Visionary</td>
<td></td>
</tr>
<tr>
<td>Champion</td>
<td>Champion</td>
<td>Champion</td>
<td></td>
</tr>
<tr>
<td>Moore Maguire Real Estate Group</td>
<td>Haller Enterprises</td>
<td>Moxie House, LLC</td>
<td></td>
</tr>
<tr>
<td>Brad Moore</td>
<td>Dave Hessen</td>
<td>Allison Snively-Villano</td>
<td></td>
</tr>
<tr>
<td>610-721-0226</td>
<td>717-625-1500</td>
<td>610-322-6353</td>
<td></td>
</tr>
<tr>
<td>Spruce Infotech</td>
<td>The Alternative Board</td>
<td>Parke Bank</td>
<td></td>
</tr>
<tr>
<td>Venu Sangani</td>
<td>Spencer Dean</td>
<td>Todd Detwiler</td>
<td></td>
</tr>
<tr>
<td>867-981-9478</td>
<td>610-517-0798</td>
<td>484-639-1394</td>
<td></td>
</tr>
<tr>
<td>Visionary</td>
<td>Visionary</td>
<td>Visionary</td>
<td></td>
</tr>
<tr>
<td>PMC</td>
<td>Nucleum Accounting and Consulting</td>
<td>Advocare</td>
<td></td>
</tr>
<tr>
<td>Lisa Ellis Mincarelli</td>
<td>Priscila Santos</td>
<td>Joseph Fuhr</td>
<td></td>
</tr>
<tr>
<td>610-251-0360</td>
<td>484-482-1196</td>
<td>610-750-2145</td>
<td></td>
</tr>
<tr>
<td>Premier Life Coaching</td>
<td>Dayspring Counseling Services</td>
<td>TrueVine Photography</td>
<td></td>
</tr>
<tr>
<td>Dennis Carroll</td>
<td>Dr. Suzette Sims</td>
<td>Shawn Simms</td>
<td></td>
</tr>
<tr>
<td>610-429-9002</td>
<td>610-363-2088</td>
<td>610-428-6469</td>
<td></td>
</tr>
<tr>
<td>First American Title Insurance Company</td>
<td>Ameriprise Financial Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dennis Lynch</td>
<td>Keith Jaskulski</td>
<td>302-246-0990</td>
<td></td>
</tr>
</tbody>
</table>
## Welcoming the Chamber’s Newest Members

### Members Joined in September 2014

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>McLaren Philadelphia</td>
<td>Steve Szurek 610-886-3000</td>
</tr>
<tr>
<td>Quinn Wealth Advisors</td>
<td>Kevin Quinn 484-482-8201</td>
</tr>
<tr>
<td>Chester County Food Bank</td>
<td>Anne Shuniak 610-873-6000</td>
</tr>
<tr>
<td>Springhouse Films</td>
<td>Natale Retzlaff 610-436-6050</td>
</tr>
<tr>
<td>LaSota Law, LLC</td>
<td>Mary R. LaSota, Esq 610-363-3888</td>
</tr>
<tr>
<td>Kimberton Chiropractic</td>
<td>Lisa Schaffer 484-921-4936</td>
</tr>
<tr>
<td>Cypress Door &amp; Glass LLC</td>
<td>Gus Meyer 800-208-3681</td>
</tr>
<tr>
<td>Doctors Express</td>
<td>Jeff Evons 610-804-4274</td>
</tr>
<tr>
<td>The Preserve Learning Center</td>
<td>Kendra Prescott 610-888-0957</td>
</tr>
<tr>
<td>Allied Pixel</td>
<td>Kris Smith 610-892-7970</td>
</tr>
<tr>
<td>Maternal &amp; Child Health</td>
<td>Alain Oliver 610-344-5370</td>
</tr>
<tr>
<td>Carney Consulting, LLC</td>
<td>John Carney 484-753-2228</td>
</tr>
<tr>
<td>Springhouse Films</td>
<td>Natale Retzlaff 610-436-6050</td>
</tr>
<tr>
<td>LaSota Law, LLC</td>
<td>Mary R. LaSota, Esq 610-363-3888</td>
</tr>
<tr>
<td>Kimberton Chiropractic</td>
<td>Lisa Schaffer 484-921-4936</td>
</tr>
<tr>
<td>Cypress Door &amp; Glass LLC</td>
<td>Gus Meyer 800-208-3681</td>
</tr>
<tr>
<td>Doctors Express</td>
<td>Jeff Evons 610-804-4274</td>
</tr>
<tr>
<td>The Preserve Learning Center</td>
<td>Kendra Prescott 610-888-0957</td>
</tr>
<tr>
<td>Allied Pixel</td>
<td>Kris Smith 610-892-7970</td>
</tr>
<tr>
<td>Maternal &amp; Child Health</td>
<td>Alain Oliver 610-344-5370</td>
</tr>
<tr>
<td>Carney Consulting, LLC</td>
<td>John Carney 484-753-2228</td>
</tr>
<tr>
<td>Cerebrum Strategic Advisors</td>
<td>Chris Glover 888-272-8195</td>
</tr>
<tr>
<td>Local Chester</td>
<td>Alison Deao 610-308-9616</td>
</tr>
<tr>
<td>Lane Logistics</td>
<td>Jonathan Lane 610-662-8044</td>
</tr>
</tbody>
</table>
SELLING OR BUYING A BUSINESS?  
**FEDIRKA ASSOCIATES PROVIDES**

FREE…Initial Consultation  
FREE…Business Valuation  
STAGING…Enhance Presentation of your Company  
PROFIT IMPROVEMENT…Maximize Price  
EXPERTISE…Due Diligence and Negotiations  
DISCOUNTS…to all CCCBI Members  

Visit our [Website](#) and confidentially contact [Roman Fedirka](#)  
Servicing Chester County Businesses Successfully for 30 Years

---

**Business After Hours**  
**Historic Sugartown**

Wednesday, October 1  
5:30 - 7:30 pm  
Historic Sugartown  
690 Sugartown Road  
Malvern, PA 19355  

[Register Here](#)

---

**NUCLEUM**  
ACCOUNTING AND CONSULTING  

"Helping Businesses Master the Science of Accounting"  
Priscila Santos  
Certified Public Accountant  
www.NucleumAccounting.us  
Phone: (484) 482-1196
Don’t forget your 401(k)

Jonathan Zeminski, VP and Senior Financial Advisor, Wealth Management, Univest Bank and Trust Co.

The average American will work for seven employers during the course of their career. While aspiring to find the perfect job, individuals are forgetting something important – a 2010 study showed that 50% of workers leave a trail of old 401(k) accounts behind. In fact, there are more than 15 million orphaned 401(k) accounts representing more than a trillion in investment dollars.

So what should you do if you have an old 401(k)? While everyone’s scenario is unique, the worst option is to take a premature distribution. Distributions received before age 59½ are subject to an early distribution penalty of 10% additional tax, unless an exception applies. The second-worst option is to do nothing at all. It is easy to lose track of an old 401(k) which can have several detrimental consequences including inappropriate investment risk, outdated beneficiaries, and compounded administrative and record keeping expenses. The smart option is to consolidate your 401(k) accounts by rolling them into a new employer’s plan or into an Individual Retirement Account (IRA).

401(k) plans and IRAs have their own pros and cons, but each option merits consideration. 401(k) benefits typically include low cost investment options and lawsuit protection. Downsides include limited investment options and administrative and record keeping fees, which averaged one percent for large companies in 2012. IRA’s provide complete control of your account, broader investment options, and estate planning benefits. However, they do not offer the same lawsuit protection found in many 401(k) plans. The estate planning benefits of IRAs are commonly overlooked. IRA beneficiaries can take tax-deferred IRA distributions over their lifetimes and typically pay lower taxes while most 401(k) plans pay out in a lump sum which can result in beneficiaries paying dramatically higher taxes.

When determining the best plan for your old 401(k) it is often helpful to consult with a financial advisor for guidance and to ensure you adhere to strict rollover rules. Univest’s team of dedicated professionals can provide a highly individualized approach to all of your wealth management needs. If you have questions or need assistance contact us at 484-947-2751 or wealthmanagement@univest.net.

Investment products offered by Univest Bank and Trust Co.’s Wealth Management and Trust Division and Univest Investments, Inc., member FINRA* and SIPC, a licensed broker dealer and investment advisory subsidiary of Univest Corporation of Pennsylvania, are not insured by the FDIC or any federal government agency, are not a deposit or other obligation of or guaranteed by the depository institution, and are subject to risks, including possible loss of principal amount invested. Please consult your tax advisor regarding what may be best for your personal situation.
## Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Time</th>
<th>Register</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 1</td>
<td>Business After Hours</td>
<td>Historic Sugartown</td>
<td>5:30 pm - 7:30 pm</td>
<td>Register</td>
</tr>
<tr>
<td>October 7</td>
<td>What’s The Future of Healthcare in PA?</td>
<td>QVC, Inc</td>
<td>9:45 am - 11:30 am</td>
<td>Register</td>
</tr>
<tr>
<td>October 15</td>
<td>New Member Orientation</td>
<td>CCCBI Headquarters</td>
<td>12:00 pm - 1:15 pm</td>
<td>Register</td>
</tr>
<tr>
<td>October 22</td>
<td>CCCBI Annual Dinner</td>
<td>Longwood Gardens</td>
<td>5:30 pm - 9:00 pm</td>
<td>Register</td>
</tr>
<tr>
<td>October 28</td>
<td>Joint Chamber Fall Mega Mixer &amp; Biz Expo</td>
<td>United Sports</td>
<td>5:00 pm - 7:00 pm</td>
<td>Register</td>
</tr>
<tr>
<td>October 15</td>
<td>New Member Orientation</td>
<td>CCCBI Headquarters</td>
<td>12:00 pm - 1:15 pm</td>
<td>Register</td>
</tr>
<tr>
<td>October 22</td>
<td>CCCBI Annual Dinner</td>
<td>Longwood Gardens</td>
<td>5:30 pm - 9:00 pm</td>
<td>Register</td>
</tr>
<tr>
<td>October 28</td>
<td>Joint Chamber Fall Mega Mixer &amp; Biz Expo</td>
<td>United Sports</td>
<td>5:00 pm - 7:00 pm</td>
<td>Register</td>
</tr>
<tr>
<td>November 5</td>
<td>Just Coffee</td>
<td>ACAC - West Chester</td>
<td>8:00 am - 9:30 am</td>
<td>Register</td>
</tr>
</tbody>
</table>

Click here for a full calendar of events. 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

---

Olivia Mihalich to spend fall semester with Chamber

Olivia Mihalich, a senior at West Chester University will be with us for an internship during the fall semester. She plans to graduate in May 2015 with a BA Communications Studies. Olivia hopes to begin a career in broadcast management soon after graduation.

Olivia is from the Philadelphia area and attended grade school and high school at Springside School in Chestnut Hill. At West Chester University, Olivia is a member of the Equestrian Team, Alpha Phi Fraternity and Lambda Pi Eta Honors Communications Studies Society.
The Alternative Board (TAB) is an exclusive, membership-based organization that operates across Chester, Montgomery, and Bucks counties.

TAB helps forward-thinking business owners grow their businesses, increase profitability and improve their lives by leveraging local business advisory boards, private business coaching and proprietary strategic services. Our focus is all about – Shared Wisdom, Bottom Line Success.

**Why did you join the Chester County Chamber of Business & Industry?**

The Chamber will hopefully allow both myself and my company an opportunity to network and support other local business owners in the county where I have ‘made my home’. Originally from the UK, my family have grown up in this area over the past 10 years. I’m now looking forward to the opportunity to get even further involved in the local community.

**If you were not in the position you currently hold, what would you be doing?**

Not an easy question to answer – but having travelled extensively around the world the possibility to continue to do this as a professional Golfer on the PGA tour sounds appealing! (Go team Europe in the Ryder cup) Europe did indeed win the Ryder Cup this past weekend

**What is the most important lesson you have learned in business?**

For me the most important lesson and one that I strongly advocate to all fellow business owners – your gut instinct is probably right but always get others who are not so vested in your business to give you their input or to challenge your perspective. At TAB we constantly see the value of this through our business owner advisory boards.

**Are there any other community activities that you (and/or your company) are involved in or are looking to get involved in?**

Working across the three counties of Chester, Montgomery and Bucks today with a TAB membership organization of over 110 businesses (and growing) – our partnership is actively engaged in supporting the growth and personal well-being of these small businesses and their fearless leaders! Their communities can only benefit from their ongoing success.

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](http://www.tabpaohvalley.com) | 610.517.0798 | sdeane@tabpaohvalley.com
Many business owners I work with are struggling to move their company forward. Often, they don’t know where to begin or where to focus their attention. I advise them to start with five simple areas, what I call the five “Ps” of business leadership. Each of these falls squarely on the shoulders of the owner, and focusing on them provides a manageable framework for helping you move toward your vision.

Passion
Leadership starts with passion. If you aren’t absolutely and totally committed to achieving whatever your goal may be, then you can’t expect that your people will be either. Your job as a leader is to define and communicate that passion, and to make it a critical part of your organization’s culture. Without passion, you’re simply going through the motions, and you can expect your people to do the same. Passion is the catalyst for creating an environment in which ordinary people come to expect and learn to deliver extraordinary results.

People
Chances are you will need to leverage other people to help you achieve your business goals. But it’s important to have realistic expectations about what you can and should expect from one another. Most people thrive and over-achieve when they’re led properly, and most hunger for the success that comes from being part of an effective and cohesive team. Your people want to win, but you can rest assured that they look to you to show them how to do that. Your job as a leader is to pull those people through very predictable obstacles of existing organizational culture and resistance to change. As the business owner, you are the only person with the power and credibility to make this happen.

Performance
If you are not driving toward clearly articulated performance goals for which your team is accountable, you are simply hoping things work out. A leader must consistently identify and communicate what success looks like, and ensure that the right things are being done to achieve it. As a business owner, you must provide focus on the right things, keep score, improve the team, take corrective action and correlate those efforts with improved performance. Business is all about results, and you cannot delegate the ultimate responsibility for achieving them.

Planning
A friend of mine likes to say that business presents a “target-rich environment.” If you shoot at every potential target, you’ll quickly deplete your ammunition and inevitably hit very few. To avoid this trap you must plan, and to plan effectively you’ll need a clear vision, a defined process, and regular recalibration against your critical priorities. At TAB we use the Strategic Business Leadership® process to chart a course, communicate goals and measure progress. Absent a consistent and effective planning process, it’s simply not reasonable to expect your company to achieve its potential.

Perseverance
As a leader, you must prepare for setbacks – and for pushing past them. You should expect disappointing short-term outcomes. You can count on people making mistakes, and they may even lose sight of your ultimate goals. The challenges will be both internal and external, and they will appear without warning or obvious strategies for overcoming them. When this happens, success can depend on your ability to pull your company forward. It is then that you must refuse to accept failure or mediocrity. No one will press forward without you. You must lead from the front.

Success usually doesn’t happen by accident. Use the **Five Ps of Business Leadership** to take the reins of your company and drive it the direction you want it to go.
On The Scene…  View, like, and share our photos on

2014 Leadership Conference
Building a Better Leader

Clockwise - Joan Walsh, Kashbox Coaching, Cynthia Ericson, Ericson Strategic Marketing Solutions, LLC, and Jen Croneberger, J Lynne Consulting Group, LLC

Business After Hours
Hilton Garden Inn Exton - West Chester

Ribbon Cutting
Zounds Malvern
Marcellus Shale Tour in Susquehanna County
Contact **Julia Taylor** if you would like to be part of the **2014 Fall Mega-Mixer & Biz Expo**
Strong Sales Goals Are Critical For Sales Success

I will wager you have heard this statement before. Maybe you first heard it from your sales manager or perhaps you read it in a sales book. Goals are significant because they set your direction, rank priorities, establish core values and allow you to better manage your behavior.

The benefits to goal setting and behavioral management are to improve your results by focusing on what is important in your life and becomes a powerful motivational tool. In an earlier blog post, I referenced Gail Matthews Goal study she did at Dominican University. Either way, whether you are a CEO, VP of Sales or a new salesperson the fact remains: you need strong sales goals. But how do you develop them?

Here are a few suggestions to get you started:
Write down what your sales (or income, revenue, profit, or commission) are right now. Right next to it, write down what you want that level to be. Write down everything about this goal you want to achieve and include tangible and intangible components. Use, S.M.A.R.T. guidelines:

Specific, Measurable, Attainable, Realistic and Time Bound.

Determine how much time you have realistically set aside to make your goal. Break down both short term goals (daily, weekly, monthly and quarterly) and long term goals of 3 to 5 years and beyond. Develop and track your prospecting plan with a mixture of those activities that produce results:

Networking, phone conversations, cold calls, meetings etc. Block out the most amount of time each day for those activities that produce the most results in having meaningful conversations with prospects.

Develop a plan of action, or a cookbook, to meet your sales goals using your prospecting mix. Know “your success formula”. If you know you need to make 25 calls to get 4 conversations that lead to 2 meetings and one sale. Then “your formula for calls” is: 25 - 4 - 2 - 1. Mathematically you can now determine how many calls you need to make to reach your quota. Develop “Your Formula” for each one of your prospecting mix that produces productive results.

Your cookbook will be your daily goals (and formulas) which roll up to meeting your weekly goals. This can be achieved by using a calendar plan. Break out the day so many hours then block out those hours to specifically meet your prospecting and selling goals.

Find and work with an accountability partner. Someone that you know well and trust to share these goals. This can be a friend, a spouse, a mentor or a business coach.

Answer these two questions: why does this person need to know your goals? How will they help me reach my goals?

Continued on next page
Lastly, manage your behaviors (your plans, goals and activities) and not the numbers. Be accountable to yourself.

Analyze and track patterns of success and deviation.

Remember, "A goal not written and measured is only a wish." Goals are a tool for you to use to achieve those things you want most from life. What do you want from life? When do you want them? Write them out. Then make them public so you are committed to achieving them.

To learn more about Sandler Training, having a selling system, adopting a business coach, receiving sales tips or how to attend my next workshop in the Philadelphia area click below. Or just pick up the phone and call me on 484-320-8948.

Tips From The Coach

Just Coffee

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

New Member Orientation

We invite all of our new members or new employees of a member company to please attend our next New Member Orientation Luncheon.

This is a great opportunity to meet the chamber staff and connect with fellow CCCBI members. And of course, lunch is on us.

We hope to see you all on

Wednesday, October 15
12:00 pm - 1:15 pm
CCCBI HQ
1600 Paoli Pike
Malvern, PA 19355

Please click here to register.
Contact Patrick Hayakawa with questions.

LIFE SCIENCES FUTURE

OCTOBER 13-14, 2014 | PHILADELPHIA, PA
Techniques to Record Your Business Mileage

By Priscila Santos, Nucleum Accounting and Consulting

If you use your personal automobile for business, you are required to keep a mileage log to deduct your business mileage. In an audit with the IRS, an agent will inspect your mileage log. Failure to keep a mileage log, will result in the IRS to disallow your travel expenses.

Keeping good habits will ensure that you can deduct all your business mileage for the whole year. Below are ways to track your mileage and to avoid the costly disallowance of your deductions.

1. Use a pre-printed mileage log
   If you are not using an app, you can buy a pre-printed mileage log at any office supplies store.

2. Keep a mileage log in your glove compartment
   If you have a paper mileage log by an old fashioned notebook, it is a good idea to keep one in you glove compartment. Each time you drive for a business meeting, you simply record the following;
   - Date
   - odometer reading before and after
   - record the business purpose of the travel
   - enter the starting address and destination

3. Use an App
   If you have a smart phone, you can use an app to record your business mileage. You can try to download any of the following apps; Milog, TripLog/1040, TrackMyMileage, mileiq and there's more out there. The greatest advantage with these apps is that they offer a paperless way to record your mileage.

4. Use a Calendar
   If you are like most people, you probably still have a paper calendar in your purse. You can use a calendar and track your appointments and your mileage each time your appointment is over.

5. Keep your mileage log in your briefcase
   This is especially great for sales persons, who might have to travel with a briefcase. Simply leave a mileage log in your briefcase and fill it out in between appointments.

6. Add it to service forms
   For any service business that has a service form you can add a section in there with the miles driven to the service location. Simply add your miles when you use the service forms to create your invoices. Service forms comes in various names such as; work order forms, assessment forms, service request forms, etc.

To learn more about ways to ensure compliance with tax rules and regulations, please feel free to contact me. I will repost this article in my blog once it is out and open the floor for comments and suggestions on how you record your business miles.

Priscila Santos is the CEO of Nucleum Accounting and Consulting.
She has been a CPA since 2008 and in private practice since 2010.
Besides being a CPA, Priscila is a QB Proadvisor, FreshBooks Beancounter, and WavePro.

To comment on her blog, please visit her website at www.NucleumAccounting.us
or feel free to ask for Priscila at (484) 482-1196.
Preparing and Preventing a Home Fire

Michael Kiesel, West Bradford Fire Dept

The month of October is nationally known as Fire Prevention Week dedicated to the week of October 5 through to the 11th

Keep items that can catch on fire at least three feet away from anything that gets hot, such as space heaters. Never smoke in bed. Talk to your children regularly about the dangers of fire, matches and lighters and keep them out of reach. Turn portable heaters off when you leave the room or go to sleep.

Smoke Alarms
Install smoke alarms on every level of your home, inside bedrooms and outside sleeping areas. Teach your children what smoke alarms sound like and what to do when they hear one. Test smoke alarms once a month, if they’re not working, change the batteries. Smoke alarms should be replaced every 10 years. Never disable smoke or carbon monoxide alarms. Carbon monoxide alarms are not substitutes for smoke alarms. Know the difference between the sound of smoke alarms and carbon monoxide alarms.

Fire Escape Planning
Ensure that all household members know two ways to escape from every room of your home. Make sure everyone knows where to meet outside in case of fire. Practice escaping from your home at least twice a year and at different times of the day. Practice waking up to smoke alarms, low crawling and meeting outside. Make sure everyone knows how to call 9-1-1. Teach household members to STOP, DROP and ROLL if their clothes should catch on fire. Practice evacuating your home blindfolded. In a real life situation, the amount of smoke generated by a fire most likely will make it difficult to see. Feel all doors before opening them. If a door is hot, plan to exit by an alternative means.

Cooking Safely
Stay in the kitchen when frying, grilling or broiling food. If you leave the kitchen, even for a short period of time, turn off the stove. Stay in the home while simmering, baking, roasting or boiling food. Check it regularly and use a timer to remind you that food is cooking. Keep anything that can catch fire—like pot holders, towels, plastic and clothing—away from the stove. Keep pets off cooking surfaces and counter tops to prevent them from knocking things onto the burner.

Caution: Carbon Monoxide Kills
Install carbon monoxide alarms in central locations on every level of your home and outside sleeping areas. If the carbon monoxide alarm sounds, move quickly to a fresh air location outdoors or by an open window or door. Never use a generator, grill, camp stove or other gasoline, propane, natural gas or charcoal-burning devices inside a home, garage, basement, crawlspace or any partially enclosed area.
## 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
Business Development Division
Kristen LaDow, M&T Bank

Membership Development Division
Stacy Martin, Hankin Group

Public Policy Division
Thomas Chiomento, Exelon Generation, LLC

Strategic Planning Division
James Lee, WaWa, Inc.

### Directors
Chris Franklin, *Aqua*
Stacey Fuller, Gawthrop Greenwood, PC
Sassan Hejazi, Kreischer Miller
Buzz Hannum Jr., Lyons Companies
Dr. Robert Jennings, Lincoln University
Scott Kerr, Kerr Law, LLC
Blake Krapf, Krapf Bus Companies
Dale Krapf*, Krapf Bus Companies
Louis Kupperman, Esq., Obermayer, Rebmann, Maxwell, & Hippel, LLP
Albert Melfi Jr.*, DNB First
Kevin Morgan, Blue Moon Florist

Anthony Morris, Esq., Buckley, Brion, McGuire, & Morris
David Moser*, DFT, Inc.
Mark Pavlovich, West Chester University
Tom Petro, Faz Chase Bank
Frances Sheehan, Brandywine Health Foundation
William Sinkiss, The Simkiss Companies
Julie Sommese, Uninvest
Gary Smith, Chester County Economic Development Council
Linda Taylor, Independence Blue Cross
Ram Vijayanathan, QF

*Director Emeritus/Past Chairman of the Board

---

**The Chester County Chamber of Business & Industry • 1600 Paoli Pike, Malvern, PA 19355 • (p) 610-725-9100 • info@cccbi.org • www.cccbi.org**