Facebook, Twitter, Instagram, Yelp, LinkedIn, YouTube. In 2015, that is the way you advertise and brand your business. How can you do this successfully? What social media outlets are necessary to get the results you’re looking for? On Thursday, October 15, the biggest name in Philadelphia advertising, Brian Tierney, leads CCCBI’s panel discussion, “Advertising & Branding in the era of Social Media.”

Learn how to…
- Incorporate "Old Media" and "New Media" into your marketing strategies
- Raise awareness of your brand
- Promote a new product or service
- Fight back against negative social media or customer review attacks

Our expert panel shares their ideas and experiences in this interactive discussion.

Panelists:
- Tom Cancelmo, Chief Executive Officer, BTC Marketing
- Ellen Langas, President and Founder, NouSoma Communications, Inc.
- Topper Ray, President, Communications, Bravo Group
- Kymberly Robinson, Chief Executive Officer, Stratus Interactive

Event Information
- Thursday, October 15
- Registration - 7:30 am
- Program - 8:00 am - 9:30 am
- Penn State Great Valley
- 30 E. Swedesford Road
- Malvern, PA 19355

About Brian Tierney: Brian is the CEO of Brian Communications and Realtime Media and is a nationally recognized expert in marketing and communications. He was most recently the senior advisor to the World Meeting of Families in Philadelphia. Prior to his current endeavors, Brian was owner and publisher of the Pulitzer-prize winning Philadelphia Inquirer and Daily News as well as the CEO of its parent company, Philadelphia Media Holdings.
October Events

Wednesday, October 7

Business After Hours
American Helicopter Museum
5:30 pm - 7:30 pm
Register Here

Free for members
$30 for non-members

Thursday, October 15

Advertising & Branding
In the era of Social Media
Penn State Great Valley
7:30 am - 9:30 am
Register Here

$35 for members
$50 for non-members

Moderated by Brian Tierney

Wednesday, October 21

Just Coffee
Morning Networking
Thorncroft Equestrian Center
8:00 am - 9:30 am
Register Here

Free for members

Wednesday, October 28

In The Loop
Five Keys to Financial Success
CCCBI Headquarters
8:00 am - 9:30 am
Register Here

$20 - Members only

Discussion led by

[Image of Hoover Financial Advisors, PC]

Host Your Holiday Party with Radley Run Country Club!

3 Private party rooms all-equipped with Audio Visual equipment

Customized Party Packages Available

Perfect for any corporate or private party!

Book before it's too late... special pricing if booked before November 1st
Call Colleen at 610-795-1660
or email at jordan@radleyruncc.com
## November Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Time</th>
<th>Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 3</td>
<td><strong>Business After Hours</strong></td>
<td>Victory Brewing Company</td>
<td>4:00 pm - 6:00 pm</td>
<td>Register Here</td>
</tr>
</tbody>
</table>
|                 | Free for members
|                 | $30 for non-members                                                   | Kennett Square Brew Pub   |               |              |
|                 | **PLEASE NOTE TIME CHANGE!!! AND DAY!!!**                            |                           |               |              |
| November 11     | **Let’s Do Lunch**                                                    | CCCBI Headquarters        | 12:00 pm - 1:00 pm | Register Here |
|                 | $25 for members
|                 | Casual lunch while connecting with some of Chester County's top professionals |                           |               |              |
| November 12     | **2015 Annual Dinner**                                                | Longwood Gardens          | 6:00 pm - 10:00 pm | Register Here |
|                 | **2015 Executive of the Year**                                        |                           |               |              |
|                 | Honoring Nick DeBenedictis. Chairman, AQUA America                     |                           |               |              |

### Welcoming the Chamber’s Newest Members

Members Joined in September 2015

<table>
<thead>
<tr>
<th>Company/Service</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clifton Larson Allen, LLP</strong></td>
<td>Michael Faroni</td>
</tr>
<tr>
<td></td>
<td>484-576-1227</td>
</tr>
<tr>
<td><strong>The Brooks Group</strong></td>
<td>Dan Brooks</td>
</tr>
<tr>
<td></td>
<td>703-304-1256</td>
</tr>
<tr>
<td><strong>HIRE-IQ</strong></td>
<td>Bill Fell</td>
</tr>
<tr>
<td></td>
<td>484-320-7194</td>
</tr>
<tr>
<td><strong>Chadds Ford CrossFit</strong></td>
<td>Michael Bouve</td>
</tr>
<tr>
<td></td>
<td>856-381-6103</td>
</tr>
<tr>
<td><strong>Prime Lending</strong></td>
<td>Mark Troha</td>
</tr>
<tr>
<td></td>
<td>484-885-8977</td>
</tr>
<tr>
<td><strong>D'Anjolell Memorial Homes</strong></td>
<td>Lisa Cerami</td>
</tr>
<tr>
<td></td>
<td>610-356-4200</td>
</tr>
<tr>
<td><strong>Right Touch Trophies &amp; Awards</strong></td>
<td>Jackie Tate</td>
</tr>
<tr>
<td></td>
<td>484-643-9155</td>
</tr>
</tbody>
</table>
The 2015 Annual Dinner, Just One Month Away

Get your tickets now to the premier event of the year. The Chester County Chamber of Business & Industry’s 2015 Annual Dinner is just a month away. Join us in honoring Nick DeBenedictis, Chairman, Aqua America, as the 2015 Executive of the Year. The Executive of the Year honor is awarded to an executive of a company who has had a significant, positive impact or who has shown steadfast leadership to their company and the community on an ongoing basis. Nick exemplifies all of this.

Nick DeBenedictis
Chairman, Aqua America

Tickets are going quickly so please get yours now.

Member Cost: $175.00
Non-Member Cost: $250.00

Register online or contact Matt Johnson

Thursday, November 12, 2015
6:00 pm - 10:00 pm
Longwood Gardens
1001 Conservatory Road
Kennett Square, PA 19348

Executive of the Year Sponsors:

Exelon Generation

PECO

Sponsorship and advertising opportunities are still available.
New Officers and Board Members Appointed

October 1st marked the beginning of the new fiscal year for the Chester County Chamber of Business & Industry. The new year also brings new chamber officers and board members. **Kim Brumbaugh**, Brumbaugh Wealth Management succeeds **Joel Frank, Esq.**, Lamb McErlane, PC, as CCCBI Chair. **Jim Lee**, Wawa, Inc, assumes the role of Chair-Elect, **Ken Goddu**, Fulton Bank, remains board treasurer, and **Pat Ward**, Penn Liberty Bank, remains CCCBI’s Foundation Board Chairman.

CCCBI has appointed eight new board seats this year. Welcome **Ron Bauguess**, The Tri-M Group, **Michael Binder**, Sikorsky Global Helicopters, Inc, **Kevin Broadhurst**, Comcast, **Christopher Cummings, Esq.**, Stradley Ronon, **Kevin Kerns**, Cozen O’Connor, **Chuck Maser**, Sunoco Logistics, **Michael Stephano**, Stephano Slack, LLC, **Yen Tsai**, Lasko Products, Inc.

Five new board members have been elected to fill vacant company seats. Welcome **John Fessick**, Wells Fargo Bank, **Jeffery Hunt**, Brandywine Hospital, **Alisa Jones**, La Comunidad Hispana, **James Manser**, Endo International plc, and **Alex Miller**, QVC, Inc.
CCCBI’s 3rd Annual Women’s Conference Draws Record Crowd

On Tuesday morning, September 29, more than one-hundred of Chester County’s top female professionals came together at QVC, Inc for the 3rd Annual CCCBI Women Influencing Business Leadership Conference.

The tagline of the 2015 WIB Conference was, “Know Your Worth.” Topics from the day included presentations on Emotional Intelligence, Modern Day Mentoring, and Salary Negotiation.

CCCBI President, Guy Ciarrocchi, explains why the Chamber presented this event: “We present events that allow our members to not only excel in their current jobs; but, prepare them to improve their resumes and expand their skill-sets for the challenges of the future.”

QVC’s Chief Information Office, Linda Dillman welcomed everyone and provided a great message to get the day started. “Mentors are important; I’m a retailer who just happens to use technology to do their job. I’ve had mentors every step of the way.”

Tracy Davidson, (pictured left) Anchor from NBC 10 made opening comments and urged everyone in the room to, “Meet and connect with women you don’t know, have mentors.” Davidson concluded by saying, “Your greatest gift is your attention and your time.”

Senior Director of Customer Care at Comcast Spotlight, Deana Travetti got the crowd engaged with her presentation. Deana’s message was for women to, “Step outside of yourself and take a look at yourself, be able to recognize your emotions.”

Mary Ellen Harris, Human Resources Manager, Global Tax Management, Inc, Janet Moran, VP of Human Resources, Krapf Bus Companies, and Joy Brown, Digital Technology Executive, Vanguard, paneled the most interactive session of the day. WIB Committee Chair, Betsy Niedziejko moderated the Modern Day Mentoring session of the program.

**Joy Brown**, "Don't let your ego drive what you think you should have received.

**Mary Ellen Harris**, "Company party or job interview?" “Always be prepared to showcase yourself.”

**Janet Moran** "There is no time like the present to have a mentor."

Kenya Jacobs, (pictured right) Compensation Manager at Thomas Jefferson University Hospital closed out the conference by leading the discussion on “Salary Negotiation With Confidence.” “Always ask for what you think you’re worth” Jacobs said; “The worst they can say is no.”

Beth Rubino, Executive VP of Human Resources and Workplace Services gave closing remarks. She asked that everyone take this message with them, a quote from the late Maya Angelou, ‘I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

*Please click here to read a great article on our Women’s Conference by Kim Chiomento, News Editor, The Times of Chester County.*
CCCBI’s In the Loop Series is Back

In the Loop is back with a whole theme, “Maximizing Your Business Success.” Hoover Financial Advisors PC moderates this interactive discussion by bringing you their “Five Keys to Finance Success.”

We’ll discuss strategies related to both personal and professional financial success. This workshop, for small business owners and senior executives alike will help you avoid financial pitfalls and help you understand the five keys to your financial success, now and in the future.

Responsible financial planning is a key element to your happiness and success.

Have your questions ready for the experts.

Members Only - $20

Register Now!

Event Information
Wednesday, October 28
8:00 am - 9:30 am
CCCBI Headquarters
1600 Paoli Pike
Malvern, PA 19355

JUST COFFEE

There is no better way to start your day than connecting with the local business folks of Chester County. Grab some coffee and make connections before you even get to the office.

Come out to Thorncroft Equestrian Center and their 70 acre farm in Malvern for CCCBI’s morning networking series, Just Coffee.

Wednesday, October 21
8:00 am - 9:30 am
190 Line Road
Malvern, PA 19355
Register Here

Business After Hours

November’s Business After Hours is sure to be a fan favorite. Join us at Victory Brewing Company’s Kennett Square Brew Pub for an evening of great connections, great food, and even better beer.

The 220-seat Kennett Square Brew Pub opened it’s doors earlier this year. If you haven’t been there yet, there is no better reason to come check it out as part of CCCBI’s Business After Hours.

Tuesday, November 3
4:00 pm - 6:00 pm
650 W. Cypress Street
Kennett Square, PA
REGISTER NOW
Providing “must-have” information for Chester County’s most active and influential business owners, executives and professionals:

• Local economic development overview
• Resources for businesses
• Community guide
• Chamber services
• Facts on major Chamber-sponsored events
• Listings, with key contacts, for more than 800 leading businesses, organized by category

**Distribution That Delivers For Your Business!**

**In-Print**

• Provided to Chamber members, elected officials, key County agencies and select non-profits
• Available at major Chamber events
• Placed in new business welcome packets
• Digital edition viewable online anytime

**Online**

A fully loaded digital edition of the directory – featuring electronic flip pages and search functionality, plus the ability to email or share content – will be posted on the Chamber website. Add a link to your display ad for $205!

**Reserve Your Ad Today! Deadline: 1/7/16**

---

FOR ADDITIONAL ADVERTISING INFORMATION, PLEASE CONTACT Holli Muffler at 610-666-0853; holli.muffler@todaymediacustom.com
## Cost-Effective Marketing Opportunities
### In Chester County’s Leading Business Directory

<table>
<thead>
<tr>
<th>Premium Positions*</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$3,695</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$3,395</td>
</tr>
<tr>
<td>Page 1</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$3,395</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$3,095</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$3,095</td>
</tr>
<tr>
<td>Opposite Welcome Letter</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$2,795</td>
</tr>
</tbody>
</table>

*Members only. All premium position advertisers receive 25 copies of the publication.

<table>
<thead>
<tr>
<th>Ad Sizes**</th>
<th>Dimensions</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$2,695</td>
<td>$3,195</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 1/2&quot; x 10&quot;</td>
<td>$1,795</td>
<td>$2,295</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 1/2&quot; x 4 3/4&quot;</td>
<td>$1,795</td>
<td>$2,295</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3 1/2&quot; x 4 3/4&quot;</td>
<td>$1,095</td>
<td>$1,595</td>
</tr>
<tr>
<td>1/8 Horizontal</td>
<td>3 1/2&quot; x 2 1/4&quot;</td>
<td>$695</td>
<td>$1,195</td>
</tr>
</tbody>
</table>

**Full-page advertisers receive 15 copies of the publication, 1/2-page advertisers receive 10 copies, and 1/4-page advertisers receive 5 copies.

**Trim Size:** 8 3/8" x 10 7/8"  
**Bleed Size:** 8 5/8" x 11 1/8"

**Enhanced Listing:**  
$300 (All display advertisers receive a free enhanced listing in the Buyer’s Guide.)

**Live Link in Digital Edition:**  
Member Rate: $205  
Non-Member Rate: $300

**Space Reservation Deadline:** January 7, 2016

**Requirements for Advertising Materials**  
All advertising materials must be received by January 14, 2016 in order to appear in the 2016 directory.  
We accept PDF digital files in Macintosh format. Advertising layout and design services are available at an additional cost.  
Contact Holli Muffler for more information.
Organizing for the Holidays Begins Now!

By: Pamela Mann
Help At Home With Pam

The holidays are just around the corner, and with them come parties, dinners, and family gatherings. All of these things, although a beautiful part of our lives, can be very stressful at times. Preparing in the fall can allow you to enjoy all aspects that lead up to the holidays. Here are some tips for a less stressful and more enjoyable Holiday season.

Make a "to do" list - This takes the remembering out of remembering. Use a notebook or a smart phone app like "todoist." Include your "need to do's" and your "always wanted to do's." Prioritize and break projects down into palatable chunks.

Keep a running "how can I help" list for those who ask - Isn't it funny how we have so many lists, but when someone asks if they can help you can't think of anything? Leave a list handy for appetizers, or bouquets, or small tasks for others to do.

Keep tabs on your gifts - Keeping a list of those who you choose to gift is very important! When you have bought a gift keep tabs on what you have purchased for that person. Buying and forgetting what you've gotten (or if you've gotten) can be very time consuming and frustrating.

De-clutter now and rearrange - Prepare those linen closets, Go through that coat closet, and go through all decorations. Throw out stained, broken decorations. Donate not liked or unused items.

Use your calendar - Pencil in all parties, work events, travel plans and school events. Mark in shopping and prep days, and don't forget a few rest days as well.

Hire a housekeeper - Getting your home clean now and keeping it clean gives you time for your every day chores and those holiday projects. It also gives you that extra time for spontaneous events. The togetherness that happens at this time of year with friends and family are the events that create lifetime memories.

Set deadlines - Although it sounds stressful, deadlines can be very freeing. Leaving things until the last minute can be hard on everyone. Deadlines are guidelines for keeping us on track. Remember: We have to spend the same time on our projects whether we are stressed out at the last moment, or we have time to enjoy them.

What do you like? - Identify what you enjoy and what stresses you out and try to eliminate or minimize or delegate your least favorite tasks.

Try something new this year! With the help of these few tips your holiday season can be turned into a less exhausting and more blissful time of year!
When big phones came out, I convinced myself it would be great to own one. The screen was almost seven inches long and it barely fit in my pocket. It was too big. I finally decided to get rid of it when I realized it was more of a pain than a convenience. Plus, there was always the danger of dropping it on my foot and breaking a toe! I decided a smaller device would be sufficient when I concluded a larger display did not automatically make working on the phone any simpler.

As it relates to our content, we all want simpler management. We want to make life easy. We constantly seek better alternatives to access, manage, and share content. I am frequently asked how I share content from my devices wirelessly during a presentation. Imagine walking into a presentation room with only a phone or iPad. How do you send your presentation to the display or TV? Answering this question can be complicated, given how many Johnny-come-lately solutions there are to avoid. Identifying the best option can be challenging.

There are three main points to consider that bring us closer to making the right choice in wireless presentation systems.

First, we all want meetings to be easier to conduct. We begin accomplishing this by identifying those options that are intuitive and easy to use. We should not need training by a tech person to get our slides to the TV! What we need is a configuration and/or installation process that is easy for us or a professional audio video contractor to implement. Additionally, we want the ability to turn on the display and quickly send content without any unfamiliar technical jargon showing up on the screen.

The next thing to consider is whether the content will be shared in a high resolution and with what frame rate. After all, we don’t want our content to have a lackluster appearance. Neither do we want to send choppy video that is difficult to understand and enjoy. Too many content-sharing devices do not pass this test, which can lead to a very frustrating experience.

The third main component that should impact the choice of a content-sharing device would be the ability to share content in a team or multi-person environment. Think about a team meeting. You want the ability to share content while at the same time allowing your colleague to share content, as well. It is too easy to forget this important dynamic. If the meeting is flowing, the last thing you should have to think about is how to disconnect to allow your colleague to connect to the system. Nothing kills creativity faster than unnecessary interruptions.

Presenting content wirelessly can be a challenge, especially when we expect to have simplicity and flexibility in sharing content, much like we simply and easily share content between our mobile devices. These guidelines presented can help you navigate the conversation about wireless presentation systems with your internal IT staff or a trusted audio visual solutions provider.

Profound Technologies provides a trusted technology partner mentality to help enable simple and enjoyable presentation and content sharing. Profound Technologies has supported projects for large Fortune 1000 companies, as well as developed personal relationships with small and medium-sized businesses and secure government facilities. Profound Technologies’ experience gives us the confidence to offer our services as your technology partner. My name is Kevin Busza and I represent Profound Technologies where we look forward to enabling your organization to help share content.
Uptown! Entertainment Alliance (UEA) was established in 2010 with the goal of bringing a theater to West Chester and creating a cultural hub for individuals and families within walking distance to West Chester's lively restaurant and shopping district. UEA has an agreement from the State of Pennsylvania to purchase the National Guard Armory on North High Street and has cleared the zoning process to preserve and renovate the building as a theater. The Armory’s 10,900-square-foot main floor is the near-perfect space for a 300 seat theater. Its barrel-vaulted ceiling on the main floor, where audiences will enjoy film and live performances, creates a majestic theater experience reminiscent of a bygone era. There are also spaces on the second floor and an additional 7,000 square feet of usable space on the lower level of the building.

The theater at the Armory will serve as a permanent community presence for the performing arts and is a unique opportunity to bring a theater back to downtown. This vision is more than a dream of a small group of people. It is a need and desire of a community – one that extends beyond the Borough of West Chester. Leadership, passion, dedication, and commitment from many people and organizations have driven a capital campaign that has to date raised $2.1 million in support of the project as well as four seasons of live performance programming in rented spaces in West Chester. Current programming is meeting a local demand for entertainment and is helping to sustain operations of Uptown! as well as building future audiences.

A theater for live performances and film in historic downtown would offer a common destination for people of diverse backgrounds as well as an outlet for creative expression and personal growth and educational opportunities for all ages.

It will also have a tremendous long-term economic and cultural impact on area businesses and residents as well as on the historic center of West Chester.

For more information on Uptown!, its programming or the capital campaign - please visit us at www.uptownwestchester.org or call us at 484.639.9004.

Artist rendering by Homsey Architects
Meet Your Board

Officers

Chairperson of the Board
Kimberly Brumbaugh
Brumbaugh Wealth Management

Chairperson Elect
James Lee
Wawa, Inc

Treasurer
Ken Goddu
Fulton Bank

Immediate Past Chairperson
Joel Frank, Esq
Lamb McErlane PC

Foundation Chairperson
Pat Ward
Penn Liberty Bank

Vice Chairpersons

Kevin O’Brien
The Chester County Hospital

Julie Sommese
Univest Bank and Trust Co.

Stacy Martin
Hankin Group

Thomas Chiomento
Exelon Generation, LLC

Mike Fili
Aqua America

Directors

- Ronal Bauguess, The Tri-M Group
- Bill Belknap, aEONRG, LLC
- Michael Binder, Sikorsky Global Helicopter, Inc
- Susan Brandt, Bentley Systems
- Michael Bray, The Vanguard Group
- Kevin Broadhurst, Comcast
- Michael Brown, KMRD Partners, Inc.
- Mike Chain, Sr., Desmond Hotel & Conference Center
- Bernie Ciuffetelli, To-Jo Mushrooms
- Christopher Cummings, Esq, Stradley Ronan, LLP
- Michael DeHaven*, Rainer & Company, CPA’s
- Brian DiSabatino*, EDiS Construction
- John Fessick, Wells Fargo
- Thomas Fillippo*, Devault Foods
- Dennis Fisher, Longwood Gardens
- Chris Franklin, Aqua
- Sassan Hejazi, Kreischer Miller
- Jeff Hunt, Brandywine Hospital
- Alisa Jones, La Comunidad Hispana
- Kevin Kerns, Cozen O’Connor
- Duane Knecht, Communications Test Design, Inc
- Blake Krapf, Krapf Bus Companies
- Dale Krapf*, Krapf Bus Companies
- Louis Kupperman, Esq., Obermayer, Rebmann, Maxwell, & Hippel, LLP
- Kristen LaDow, M&T Bank
- Jim Lucas, Vistage Brandywine Valley
- James Manser, Endo International, plc
- Charles Maser, Sunoco Logistics Partner, L.P.
- Albert Melfi Jr.*, DNB First
- Alex Miller, QF/C, Inc
- Anthony Morris, Esq., Buckley, Brion, McGuire, & Morris
- David Moser**, DFT, Inc.
- Alan P. Novak, Esq, Novak Strategic Advisors
- Mark Pavlovich, West Chester University
- Frances Sheehan, Brandywine Health Foundation
- Gary Smith, Chester County EDC
- Michael Stephan, Stephano Slack, LLC
- Linda Taylor, Independence Blue Cross
- Yenwen Tsai, Lasko Products, Inc
- Joe Viscuso, Pennoni Associates, Inc
- George Zumbano, Gawthrop Greenwood, PC

*Director Emeritus / Past Chairman of the Board
** At Large Board Member
Chamber Staff
Your Business is Our Business

GUY CIARROCCHI
President & CEO
guy@cccbi.org

MARY ENGLAND
Director of Finance
mary@cccbi.org

MARYANNE MARTELLI IOM
Vice President
marianne@cccbi.org

MATT JOHNSON
Director of Marketing & Communications
matt@cccbi.org

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

JULIA TAYLOR
Networking & Programs Manager
julia@cccbi.org

The Chester County Chamber of Business & Industry
1600 Paoli Pike, Malvern, PA 19355
610-725-9100 www.cccbi.org