



Business UPDATE

For more than 50 years, we have been "Minding Your Business" to help grow YOUR customer base in the
Collegeville, Trappe, Schwenksville, Limerick, Lower Frederick, Lower Providence, Skippack, Oaks and Upper Providence areas. Summer, 2011



KEYSER MILLER Ford

PV Chamber 26th Annual Golf Outing on June 13, 2011
Hosted by Spring Ford Country Club, Royersford



Greg Keyser, Tournament Sponsor
Keyser Miller Ford

Many thanks
to all the Sponsors,
Players &
Volunteers for a
wonderful day of Golf!

More details inside, also
check out the Highlights
Video link on
www.PVchamber.net.



The Pizza Stop - 1st Place
Tony Mazzamuto - Beverage Sponsor



Ron Keyser, Tournament Sponsor
Keyser Miller Ford



Bones Grill all day at the Grove!

130 players and 25 volunteers came together with our Sponsors in a day of networking, renewing friendships & great conversation!



Over \$1,000 raised
at tournament!

Putting Contest Winner: Bill Dare,
Spotlight Home Inspection



Kelly Insurance Group - Gold Sponsor
Donna Kelly won Women's Longest Drive



Business UPDATE

Perkiomen Valley Chamber of Commerce

351 E. Main Street, Collegeville, PA 19426

610-489-6660 / Fax 610-454-1270

Email: info@PVchamber.net

www.PVchamber.net

Officers of the Board

Chairman of the Board	Bruce Zanar Motivational Marketing
Past Chairman	Trevor Hart First Niagara
Vice Chairman	Patrick Kelly Kelly Insurance
Treasurer	Joseph Lowe Lowe & Associates, P.C.
Secretary	Larry Hoak State Farm Insurance

Board Members

David Akers	Akers Consulting Group
Jenny Greenwald	Greenwald
Brian Ewing	TD Bank
Cheryl Kreider	Phoenixville Hospital
Caesar Gorski	Gorski Construction
David Binder	Pfizer
Dan Lejeune	RiverCrest Golf Club & Preserve
Brian Thomas	Ursinus College
Jim Weaver	Perkiomen Valley School District

Legal Counsel

Thomas Keenan, Esq., Keenan, Ciccitto & Associates

Office Staff

Reneé Blomstrom, Director of Public Relations
 Arlene Magargal, Director of Operations
 Doreen Swanson, Administrative Coordinator
 Lori Kropp, Chamber Events

Communication Consultant:

Tom Gailey, GaileyMurray Communications



Welcome New Members

Contractors - Commercial & Residential

Master Granite Marble & Tile

Home Improvement: Countertops & Tilework

Carolina Drobenak

470 Nutt Road, Phoenixville PA 19460

610-935-9161 / Fax: 610-935-5526

Email carolina@mastergranite.com

Web Site www.mastergranite.com

The PV Chamber
ONLY
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Health/Family Service

Right At Home

Senior Care / Adult Care

Fred Jennings

60 Pottstown Pike, Suite 8, Chester Springs PA 19425

610-458-5050 / Fax: 610-458-5057

Email info@rahcspa.com

Web Site www.RightAtHome.net/ChesterSprings

Educational Institution

The Malvern School

Early Childhood Education

Stacy Opiela

1023 Egypt Road, Phoenixville PA 19460

610-415-9900 / Fax: 610-415-9525

Email oaks@malvernschool.com

Web Site www.malvernschool.com

Legal Services

Goodstein Law Associates

Estate Planning & Elder Law

Ricki Goodstein

630 Freedom Business Center, King of Prussia PA 19406

610-205-2909

Email rgoodstein@goodsteinlegal.com

Web Site www.goodsteinlegal.com

Wolf, Baldwin & Associates

Law Firm

Beth Silverman, Esq.

158 N. Hanover Street, Pottstown PA 19464

610-323-7436 / Fax: 610-970-1595

Restaurants

Champps Americana

Restaurant Sports Bar

Patti Nachtrieb

51 Town Center Drive, Collegeville PA 19426

610-454-1003 / Fax: 610-454-1103

Email pnachtrieb@champps.com

Web Site www.champps.com

Movie Tavern, Inc.

Cinema Eatery

Patrick McGurk

140 Market Street, Collegeville PA 19426

484-792-1204

Email gm_collegeville@movietavern.com

Web Site www.movietavern.com

WIBS Wings, Ribs & More

Restaurant, Eat-In or Take Out

Mark/Christine Supplee

1850 S. Collegeville Rd., Suite 107, Collegeville PA 19426

610-489-1350 / Fax: 610-650-0520

Email wibscollgeville@gmail.com

Web Site www.wibswingsribsmore.com

KEYSER MILLER



PV Chamber 26th Annual
Golf Outing
June 13, 2011
Spring Ford Country Club, Royersford



Thank you to all Sponsors, Players, Golf Committee, Volunteers, & Raffle/Prize Donating Businesses for a great fundraising event!



2011 Tournament Sponsor / Greg & Ron Keyser



Hole-in-One: **Collegeville Financial Group**

Gold: **Patrick J. Kelly Insurance**

Silver: **Sirrus Group**

Dinner: **Oehlert Brothers**

Lunch: **Penn Liberty Bank**

Beer: **The Trappe Tavern
& Victory Beer**

Extreme Golf Basket: **Wells Fargo - Frederick**

Sign: **Sign A Rama, Royersford**

Beverage: **The Pizza Stop**

Snack: **Renaissance Academy
Karr Barth - Jon Schappel**

Cart: **Phoenixville Hospital**

Putting Contest: **Phoenixville Hospital**

Dessert: **Rita's Water Ice, Collegeville
Columbia Cottage**

Hole Sponsors:

- BTC Awards
- Keystone Villa at Douglassville
- Mari-Al Auto Body
- Moore Institute at Phoenixville Hospital
- Natale Mortgage Group
- PC Innovations
- Philadelphia Hand Center at Phoenixville Hospital
- Re/Max Achievers
- Renaissance Academy
- State Farm Insurance - Hoak
- The Victory Bank

*New: **Bones Grille** Smoker at the Grove!
New: **Connelly Chiropractic** chair massages at dinner!*

Foursomes:

- Keyser Miller Ford (2)
- Patrick J. Kelly Insurance Agency (2)
- Aflac
- Allstate Insurance - Penney Agency
- The Blomstrom Consulting Network
- CzarStar Security
- Edward Jones
- Executive Protective Services
- Farmers Insurance
- Fox, Rothschild, LLP
- Gailey Murray Communications
- Gilmore & Associates, Inc.
- Hadfield Property Appraisals
- Kalejta Financial Management
- Kelley & Souder Collision Service
- Merrill Lynch - Michael Germana
- Phoenixville Federal Bank & Trust
- The Pizza Stop
- The Sirrus Group
- Spotlight Home Inspection
- The Trappe Tavern
- Ursinus College

More Players:

- Greenwald
- K&G Painting
- Natale Mortgage Group
- Market Street Print
- PC Innovations
- DaVinci's Pub
- Executive Protective Services





Golf Committee

Brian Smith, Chairman, Aflac
 Bill Penney, Chairman Emeritus, Allstate Insurance
 Leo Ayers, JWM Business Services
 Justin Bartolomucci, Edward Jones investments
 Tom Blomstrom, The Blomstrom Consulting network
 Peg Calvario, Peg Calvario, LLC
 Brian Gailie, Executive Protective Services, LLC

Alex's Lemonade Stand Foundation Volunteers at Outing: Matthew and Chris Smith, Kyle Reed, Casey Zacney, Donna Smith & Jamie Wendel, PNC Bank.

Golf Bag Donations from: Aflac, BBNG, Best Buy, Collegeville, Bruster's Ice Cream, Limerick, Collegeville Financial Group, Connelly Chiropractic, CzarStar Security / Kriebel Security, The Eye Shoppe, Historical Society of Perkiomen Valley, Lady of America, The Movie Tavern, Kelly Insurance, PC Innovations, Penn Liberty Bank, Phoenixville Hospital, The Pizza Stop, PNC Bank, Qdoba Mexican Grill, Reading Phillies, Rita's Water Ice, State Rep. Marcy Toepel, Susquehanna Bank, TD Bank, The Tennis Shop, Trappe Tavern / Gretz Beer Co., and WBS Wings Ribs & More.



Renewing PV Chamber members have received the newest member benefit: PA Drug Card offering you and your family access to a **FREE DISCOUNT HEALTH SAVINGS CARD!**

Savings of up to 75% (average around 30%). Additional information about the programs included on the card. This card is pre-activated and can be used immediately! Call the PV Chamber with any questions - 610-489-6660.



Golf Volunteers

David Akers, Akers Consulting, ran Phoenixville Hospital Putting Contest
 Lori Angelucci, Kelly Insurance
 Leo Ayers, JWM Business Services
 Peg Calvario, Peg Calvario, LCC
 Lisa Curcio, First American Title Insurance Co.
 Lori DeBald, Kelly Insurance
 Linda Dobra, Susquehanna Bank
 David Duryea, Jr., PVSD Student Intern, Photos at Putting Contest
 Shirley & John Epps, Epps Advertising
 MaryBeth Gailie, Executive Protective Services
 Emily Hassinger, PVSD Student Intern, Photos at Putting Contest
 Laverne Hill, Kelly Insurance
 Betty Jane Kutz, BJ's Custom Interiors
 Julie Macleod, Resident
 Kathryn McKnight
 Sandy Parker, Farmers Insurance
 Donna Smith, PNC Bank, Alex Lemonade Stand Foundation Volunteer
 Tom Thunstrom, Penn Liberty Bank, Lunch Sponsor
 Jamie Wendel, PNC Bank, Water Sponsor
 Linda Wiernusz, Historical Society of Trappe, Collegeville, Perkiomen Valley
 Bruce Zanar, Motivational Marketing



James Carmody, MSCE, CCNA, A+
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 jim.carmody@tek-care.com
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Keyser Miller Ford - Greg Keyser
Tournament Sponsor



Keyser Miller Ford - Ron Keyser
Tournament Sponsor



The Trappe Tavern, Dave Duryea
Beer Sponsor



Aflac, Brian Smith, 2011 Golf Chairman

To see all the photos from the
2011 Golf Outing,
Check out the movie
on You Tube
(search "ThePVChamber") or
at [www.PVchamber.net!](http://www.PVchamber.net)



Rich Steinmetz, Golf Pro,
Spring Ford Country Club



Katie Kelly Wyper &
Donna Kelly, Gold Sponsor



Brian Thomas
Ursinus College



Gilmore & Associates, Inc.



Executive Protective Services



Ursinus College



Phoenixville Federal Bank & Trust



The Blomstrom Consulting Network

6-13-11

Thank you for coming out!



GaileyMurray Communications



Great Networking!



PC Innovations, Exec. Protective Svcs. & DaVinci's Pub



Farmers Insurance



Kelly Insurance - Gold Sponsor



Merrill Lynch - Mike Germana



Robert J. Kratz, Greenwald, Collegeville Self Storage



The Pizza Stop - Tony Mazzamuto - 1st Place



Kelley Souder Collision Service - 2nd Place



CzarStar Security



Volunteers Tom, Kathryn and Linda at the Grove



Kalejta Financial Management



The SIRRUS Group - Silver Sponsor



Fox Rothschild, LLP



Allstate Insurance, Penney Agency - 3rd Place



Hadfield Property Appraisals



2011 Golf Committee assembled fabulous Prizes! Thanks to all Donors:
(left: Eagle's shadowbox donated by The Trappe Tavern / Gretz Beer)

- Aflac ● BikeSport ● Capt'n Chucky's Crab Cake ● Chumley's at Radisson Hotel ● Collegeville Financial Group ● Comfort Inn & Suites, Pottstown ● Connelly Chiropractic ● Corkum Tree Farm ● Craft Ale House ● Czar Star Security ● DaVinci's Pub ● Edward Jones Investments ● First Niagara ● Franco's Pizzeria ● Golf USA ● Greenwald ● Gretz Beer ● Hampton Inn ● Java's Brewing ● LA Fitness, Collegeville ● Linfield National ● Plymouth Country Club ● Reading Phillies ● RiverCrest Preserve & Golf Course ● Spring Ford Country Club ● State Farm Insurance/Hoak ● Susquehanna Bank ● TD Bank ● Talamore Country Club ● Texas Roadhouse ● The Movie Tavern ● The Pizza Stop ● The Tennis Shop ● The Trappe Tavern ● Trappe Dairy Queen ● Wells Fargo, Michael Frederick



TD Bank



Edward Jones Investments



Spring Ford Country Club - First class! Oehlert Bros. Dinner Sponsor



A personal approach to investing

Michael J. Frederick, Vice President - Investment Officer

Michael J. Frederick, CFP®, ChFC, CRPC®, is a Vice President-Investment Officer with Wells Fargo Advisors in the Collegeville and Radnor, Pennsylvania offices. He works with business owners, pre-retirees and retirees to create long-term investment plans using a disciplined, process-driven approach.

He holds Series 7 General Securities Representative and Series 66 Registered Investment Advisor Representative registrations. Michael has also attained the Chartered Retirement Planning Counselor Designation in 2003, the Certified Financial Planner™ designation in 2004 and the Chartered Financial Consultant in 2006. Michael is a member of the Financial Planning Association, the Investment Management Consultants Association and has been accepted into the CIMA® designation program.

Michael earned a Bachelor of Science degree in finance from Drexel University in 1989 and has also studied with The American College and the College for Financial Planning.

The Team

Michael and his team have more than 50 years of combined experience in the financial services industry. They provide comprehensive investment planning services to individuals and business owners who are looking for a disciplined approach to investment, retirement, education and estate planning.

In the Community

Mr. Frederick is the Past Chairman of the Perkiomen Valley Chamber of Commerce in Collegeville, Past President of the Patriotic Order Sons of America of Schwenksville and serves as Township Supervisor of Upper Frederick Township. He is an active member of the American Revolution Center Community Advisory Committee, The Sons of the American Revolution and the Saint Andrews Society of Philadelphia. He has participated in the Fox Chase Cancer Center Research Program and was a member of the Board of Directors of The Lower Frederick Regional Ambulance Corps. Michael enjoys history, winemaking and gardening and attends The Church of Saint Mary in Schwenksville with his wife, Maureen, and three children.

About Wells Fargo Advisors

Wells Fargo Advisors is one of the nation's premier financial services firms. We bring to our individual, corporate and institutional clients a distinguished heritage in full-service brokerage and asset management, as well as access to lending, trust and investment banking expertise through our affiliates. Wells Fargo Advisors is a subsidiary of Wells Fargo & Company, one of the nation's largest and strongest financial institutions. In business since 1852 and named on *Fortune* magazine's 2010 list of the "World's Most Admired Companies," Wells Fargo is known and respected for its responsible stewardship of its clients' assets.



Michael J. Frederick

Vice President - Investment Officer
100 Springhouse Drive, Suite 104
Collegeville, PA 19426
610-454-2042
michael.frederick2@wfadvisors.com
www.michaelfrederick.wfadv.com

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WINE & NETWORKING
at SPRING FORD COUNTRY CLUB
with Adello Vineyard & Winery, Perkiomenville
610 754 0006 www.adellowines.com

25 women gathered at Spring Ford County Club on June 1st and sampled various wines including peach and strawberry wine, as well as Chardonnay and red wines from this local winery. Everyone present had the opportunity to learn more about wine as well as networking introductions with all present! Much appreciation to Adello Vineyard & Winery for this cultural event!



Adello Vineyard & Winery



THE MOVIE TAVERN welcomes you to the new theater restaurant in Providence Town Center, Colleagueville.



Tom Grau presented *Negotiation Tips* at the June 23rd meeting at **DaVinci's Pub**, 27 E. Main Street in Colleagueville. Tom Grau of Sandler Training offered tactics to creating win-win business contracts. Due to popular request, Grau has been invited to return to further discuss the topic of Negotiation at another luncheon. More details to follow.



Martha Reeves, **Reeves Business Solutions**, presented *Act 32* at the April 19th luncheon held at **The Trappe Tavern**, 416 Main Street, Trappe. Discussion was on the mandated local withholding tax changes coming soon.

Don't miss the next scheduled luncheon on **August 30th** at **Champps Americana**, Providence Town Center, 51 Town Center Drive, Colleagueville. Guest Speaker, Angelo Scialfa will present *Branding Yourself for Success!* This topic is geared to business executives and owners as well as the sales force. Save the Date for **September 22nd** with Guest Speaker Kenneth Kluthen, Director of Economic Development for Montgomery County.

Registration online in Weekly Emails and at [www.PVchamber.net / Upcoming Events](http://www.PVchamber.net/UpcomingEvents).



Members of the Ambassador Committee met for the grand opening at **WIBS Wings, Ribs & More** at 1850 S. Colleagueville Rd., Route 29, Colleagueville, www.wibswingsribsmore.com. (from left: Bruce Zanar, Motivational Marketing, PVCC Chairman; Sandy Parker, Farmers Insurance; David Akers, Akers Consulting; Dr. Steve Fleisher, Main Street Chiropractic, Chairman Ambassador's Committee; and Jamie Wendel, PNC Bank. For information about the committee, contact Renee Blomstrom at 610-489-6660.



Renee Blomstrom with Dave Akers at the conclusion of the 2011 Golf Outing. Dave had graciously volunteered to run the Phoenixville hospital Putting Contest this year at the Spring Ford Country Club.


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Member SPOTLIGHT



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*Meet The Victory Bank:
(from left)*

*Vince Raffeo, Business Development;
Tony D'Antonio, Commercial Relationship Manager, VP;
Joe Bergquist, Commercial Relationship Manager, VP.*

*Saul Rivkin, Vice President & Chief Retail Officer;
Jim Phillips, Business Development; and
Richard Graver, President & Chief Lending Officer.*

The Victory Bank was built from scratch by a team of experienced bankers, and is owned and managed by several hundred local shareholders. They are not part of a financial conglomerate and they are not obsessed with growing into the biggest bank around. This values-based company was started with the core mission and commitment to deliver a client experience unmatched in the banking industry, and the entire team is passionately focused on delivering on that promise, each and every day. That is the only reason why we are here.

From the start, The Victory Bank was designed to help customers avoid common banking frustrations, and to deliver banking in a way that will exceed your expectations. You deal with a bank that understands your financial goals and delivers the products and services you need with fairness, good advice, convenience, speed, responsiveness, integrity, and respect. You deal with a bank that understands how to use technology so it actually improves your life. You deal with a bank where real people who understand you and your needs make the decisions, and are available to you in a very personal way.

See for yourself what it is like to deal with a bank that is committed to you and to the quality of your experiences, so that you may personally enjoy...

The Business of Banking...Done Right.



The Victory Bank hosted a PV Chamber Mixer on May 10, 2011 from 5-7 p.m. at their site at 548 N. Lewis Road, Royersford. Guests enjoyed an hors d'oeuvre reception featuring entertainment by pianist, Jeremy Fanucci.

Members visited with the branch officers and representatives and heard more information about The Victory Bank:

- Business Checking
- Business Money Market
- Business Loans
- Free Online Banking and Online Bill Payment
- Cash Management Payroll Disbursement Service
- Business Interest Checking
- Victory Reserve Deposits
- Victory Bank Rates



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Spring 2011 Online Coupon Magazine
Hurry - Offers expire 9/30/11 or as noted! www.PVchamber.net

Aug. 3rd PV Chamber Night @ Reading Phillies
August 3, 2011 - Game at 7:05 p.m.

August 16th – Mixer at Salter’s Fireplace, Patio & Grill
4:00-6:00 p.m.
3130 Ridge Pike, Eagleville, PA 19403
Guests will enjoy a cookout on Salter's featured grill.

August 30th – Build Your Business Luncheon
Topic: *Branding Yourself for Success* presented by Angelo Scialfa at **Champps Americana**, 51 Town Center Drive, Colleagueville
Member-Only Discount - \$20/pp if registered by 8/25/11.
Non-members and at-door is \$25/pp. 11:30 a.m. - 1:00 p.m.

September 14th - Mixer at Comfort Inn & Suites
Time: 4:30-6:30 p.m.
Raffle prizes and tour!
99 Robinson Street, Pottstown


September 28th – Mixer at Towne Book Center
4:00 – 6:00p.m.
Featuring book signing, discounts, café refreshments
220 Plaza Drive, Suite B-3, Providence Town Center, Colleagueville

September 22nd – Build Your Business Luncheon
Guest Speaker Kenneth Klothen, Director of Economic Development, Montgomery County
11:30 a.m. - 1:00 p.m.

Interested in hosting a Mixer?
Contact Reneé Blomstrom at 610-489-7822.


Get PV Chamber Updates to your EMail account ...
call 610-489-6660 or send a note to info@PVchamber.net.

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Member SPOTLIGHT



Financial Planning, Advisory Services, & Insurance

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Financial Planning

Tom Kalejta CFS, ChFC, RFC, AEP

740 W. Main Street, Trappe, PA, 19426

610-831-2195 Fax 610-831-2197

KalejtaFinMgmt@Kalejta.com

www.Kalejta.com

Kalejta Financial Management, P.C. partners with busy professional individuals, couples, and families who value the importance of working with financial professionals who can help put their financial house in order and work to keep it that way! We employ an industry competitive but flexible fee-based platform that allows for customization within every relationship. This approach provides a distinct value and unmatched level of service.

Tom Kalejta has operated his own business since 1996 and works with people everyday discussing all aspects of their financial lives to help them reach their financial goals and dreams. Tom is a life-long resident of the Pottstown area and resides with his wife, Sue, and their children, Ethan and Riley, in Lower Pottsgrove. Kalejta graduated from Penn State in 1988 with a B.S. Degree in Marketing and Business Administration.

Member of local and national organizations:

- ✓ NAIFA Tri-County
- ✓ Institute of Business and Finance
- ✓ International Assoc. of Registered Financial Consultants
- ✓ Society of Financial Service Professionals
- ✓ Montgomery County Estate Planning Council
- ✓ National Association of Estate Planners & Council
- ✓ Alumnus of American College of Bryn Mawr
- ✓ Member of the Financial Services Institute

Kalejta Financial Management can assist both business and individuals on estate planning, personal finance, retirement, education planning, family protection, insurance, investments and taxes.

Tom Kalejta's Professional Designations:

- CFS Designation (Certified Fund Specialist)
- ChFC Designation (Chartered Financial Consultant)
- RFC Designation (Registered Financial Consultant)
- AEP Designation (Accredited Estate Planner)

Tom is registered to advise current and new clients in California, Colorado, Delaware, Florida, Illinois, Massachusetts, Maryland, Michigan, North Carolina, New Jersey, Pennsylvania, Tennessee, Texas, Virginia, Washington DC, and Wisconsin.

Kalejta Financial Management, PC will offer a **Health Awareness Clinic** on 9/30/11 from 9 a.m. to 6 p.m. Come meet our team and get your "Financial Health Check-up." Plus, a certified CVS Pharmacist will be here to administer flu shots. Also for the 4th consecutive year, Kalejta Financial Management will participate in the "Walk Now for Autism Philadelphia" on 9/24/11 at the event at Citizens Bank Park. For more information contact Kristin Reeser at 610-831-2195. www.Kalejta.com.



Outside the Kalejta Financial Management office is Kristen Reeser, Tom Kalejta, Dean Fox and Jennifer Prullelo. The June 8th BBQ Meat & Greet Mixer was prime networking with over 50 attendees who toured the newly renovated offices and heard a market update from Tom Kalejta and his associates.



PVCC NIGHT AT READING PHILLIES
WEDNESDAY, AUGUST 3RD
7:05 P.M.

NEW FOOD COURT OPENS AT 5 P.M.
 SEATING AT 6 P.M.



Many Thanks to our Sponsors!!

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- David McSurdy, Sarah Pavlow & Staff.
- The Smile Specialists
- First Niagara – Collegeville
- Fox Rothschild LLP
- Genard Group Ltd.
- Harvard Realty
- HomeFront Corporate Services, Inc.
- Kalejta Financial Management, P.C.
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 Americo "Rick" Moscariello, President

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See us on the web – www.moscariellobuilders.com

PHOENIXVILLE HOSPITAL'S HEALTHY WOMAN Anniversary Dinner
at RIVERCREST GOLF CLUB & PRESERVE with Guest Speaker Author Lisa Scottoline



BROKER, CRAMER, SWANSON & GOLDBERG, ENT
MARY KAY
 Jenn Ruggerio

Edward Jones Investments
 Justin Bartolomucci

TOWN BOOK CENTER & CAFE
COLUMBIA COTTAGE





About Our Members

Rick Opperman, managing partner of the **CENTURY 21 ALLIANCE** Royersford office, announced the new office location at 322 N. Lewis Road in Royersford. Phone: 610-948-2100 email: Rick@RickOpperman.com or www.homesofpennsylvania.com. Realtor Kathy Cicala was recently honored with the CENTURY 21 Alliance Bronze Award for the third highest listings and sales volume of the office. Contact Kathy Cicala at 610-948-2100. Century 21 is a global leader in over 73 countries with over 125,000 agents.



Official ribbon cutting of the Collegetown Farmer's Market, (left) a program of the **COLLEGETOWN MAIN STREET PROGRAM**. You can meet new manager Julia Bull at the Collegetown Farmers' Market each Saturday between 9 AM and 1 PM in the parking lot

behind the gas station at 460 East Main Street. The market is open through November 19th, and has 14 farmers and vendors selling bedding plants, vegetables, baked goods, cheeses, local wines, honey, flowers and herbs, fresh eggs, organically grown poultry, grass fed beef, pastured pork, grass fed lamb and a wide selection of homemade products, herbal remedies, gourmet dog treats and crafts. To receive updates on what the farmers will be selling each week and about market specials, sign up for the weekly Collegetown Farmers' Market newsletter at www.collegetownfarmersmarket.org or on Facebook.



Do you have upcoming Fairs or Community Day Events? Contact Bruce Zanar at **MOTIVATIONAL MARKETING** where we've been helping the *Devon Horse Show* with souvenirs and gifts for over a decade. We offer a full range of promotional services for events, outings, expos, spirit products, souvenirs & more. You can reach Bruce at 610-792-2105, bruce@motiv8marketing.com or visit www.motiv8marketing.com.

The Education Foundation for the Methacton Community will be hosting an "Art, Corks & Forks" fundraiser on November 19, 2011 at the Meadowood Retirement Community in Worcester. The event will include a display of artwork from **METHACTON SCHOOL DISTRICT** students, food from local restaurants, and wine tasting from a local winery. More information will be announced in the next several months. The Education Foundation for the Methacton Community is a 501(c)(3) independent public charity dedicated to encouraging community-wide participation and philanthropy in order to enhance and expand enrichment opportunities for all students in the Methacton School District. www.methacton.org/foundation.



COLUMBIA COTTAGE Assisted Living Community announced they are the first company in Pennsylvania to have multiple communities officially licensed under the State's new regulations as Assisted Living Residences. Ending years of debate among lawmakers, government officials, providers and advocates, assisted living regulations finally went into effect in PA this past January. The assisted living regulations establish higher standards in terms of living space, private resident units, greater resident involvement in care planning, and an ability to remain in the assisted living residence even when the resident's care needs rise to a level historically cared for in PA nursing homes. This principal focus of assisted living residences is that residents can "age in place" and, oftentimes, avoid unnecessary placement in an institutional facility. Licensed assisted living residences will provide supplemental health care services that will enable residents to do so. In PA, licensed assisted living residences have now officially become an alternative care choice to a skilled nursing facility. "Columbia Cottage is proud to be officially designated by Pennsylvania as meeting that standard," says Orla Nugent, President of Columbia Cottage. This regulatory change also opens the door for PA to finally provide financial assistance to residents and families, through Medicaid, when their private pay resources are exhausted. More details of Medicaid funding are expected to be announced later in the year.



PLAY & LEARN celebrates its 30th Anniversary with 30% off Tuition! In 1981, a team of early educators and psychologists established the first Play & Learn center in Fort Washington. Today, Play & Learn has 10 locations in Montgomery County. More than 220 Play & Learn

staff members provide high-quality early education for over 1,100 children ages six weeks through school age. This year, Play & Learn has integrated SMART boards into all centers, transforming learning and increasing student involvement. Play & Learn has launched a fantastic nutrition program, developed an outstanding staff recognition program and has made it possible for all Directors and staff to be involved in continuing education. To celebrate Play & Learn's 30th Anniversary, we are giving 30% OFF TUITION RATES FOR 6 MONTHS! Enroll in our Collegetown, Green Lane or Lansdale center by 9/30 to receive this fantastic offer. For more information call 215-643-4142, 610-489-9598 or visit www.playandlearn.com.

Congratulations to Jacqueline Wolfgang, **NATIVE DESIGNS**, a landscape construction design & maintenance company, as she won a FREE business card ad for completing the PVCC Membership Survey. Results of the survey were analyzed at the Board Retreat and continue to be a valuable source of information to the Board. www.nativedesignslandscaping.com.

EPPS ADVERTISING an advertising, graphic design and marketing firm located in Trappe, is celebrating its 35th year in business this year. And... the 25th anniversary of Creative Director, Tom Burkett; the 20th anniversary of both Art Director, Linda Jacobs and Web Developer Rich Moon; 15th anniversary of Account Coordinator/Media Planner Leann Shultz; and the 10th anniversary of Rebecca Yergey, Administrative Assistant. That's decades of milestones in 2011 for the landmark agency. When Shirley Epps, owner and president of Epps Advertising, began her career as a freelance graphic designer little did she know that within the year (1976) she would soon have enough business to need help. She started with freelancers, then hired full-time employees who have stayed for decades to help her build the business with their talent, drive and commitment. Epps Advertising will be hosting a fall Open House to celebrate its 35th year in the business, as well as the tenure of its long-term employees. The company specializes in branding and creative for all industries especially non-profits and retail. Its services include website design and optimization, e-commerce, print creative and production, writing, and strategic planning. 610-489-6211 or www.EppsAdvertising.com.

THE VICTORY BANK was ranked one of the Top 25 SBA Lenders by the U.S. Small Business Administration (SBA), Philadelphia District Office during the time period of October 1, 2010 – April 30, 2011 as reported in the Philadelphia Business Journal. The Victory Bank made the Top 25 with a total of \$4,421,000 in approved 7(a) loans. The Victory Bancorp officially announced the successful completion of a 2.6 million dollar capital raise through the sale of 7% coupon, convertible preferred securities. The third and final phase of the offering was closed on July 7, 2011. "As expected, this capital raise was similar to our first, with the vast majority of the investment capital provided locally by our team members, board, existing shareholders and our clients," said Joseph W. Major, Chairman and Chief Executive Officer. For more information, call 610.948.9000 or visit www.thevictorybank.com. Member FDIC.



DEVON FINANCIAL PARTNERS, LLC recently held a ribbon cutting ceremony to celebrate the rapid expansion of the firm. After starting in 2009, this wealth management company has seen significant growth and has doubled its office space. Devon Financial Partners helps their clients achieve optimal financial balance by addressing the underlying risk in their current financial plans. They have brought together specialists from leading regional firms to address the insurance, investment, and employee benefit needs of their clients. For more information or to schedule a meeting with one of their representatives, call 610-293-8300 or email: Steven.Earhart@devon-financial.com. www.devon-financial.com.

All welcome to **COLLEGETOWN FIRE COMPANY's Main Street Drag Car Show** on Sunday, August 14th from 11-5. *Rain date is 8/21*. Main Street will be closed to traffic for the car show, street vendors, kid's fun and live music. For information contact Zennon Janicki at Collegetown Fire Company No. 1, 610-489-4464 ext 24 or email cvillecarshow@hotmail.com.

PERKIOMEN WATERSHED CONSERVANCY has announced the *Perkiomen Creek Sojourn* has been rescheduled for Saturday, August 27, 2011 from 9:00 a.m. to about 2:00 p.m. Canoe or kayak from Red Fox Park boat launch near Schwenksville to Hoy Park in Lower Providence Township. Participants under 16 must be accompanied by an adult and all participants must wear a personal floatation device. Perkiomen Sojourn sponsored by **KEENAN, CICCITTO & ASSOCIATES**. Sojourn fee: \$30 Member / \$55 Non-Member (does not include a canoe) Canoe Rental Fee: \$30 Member / \$55 Non-Member (includes pfd). Limited number of canoes available - 2 people per canoe. For all the details and registration, please visit PWC's website at www.PerkiomenWatershed.org.



Maureen Ruggiero, F.D. of **RUGGIERO FUNERAL HOME**, Trappe, a licensed funeral director for 25 years, was honored for dedicated professional service by the Pennsylvania Funeral Directors Association (PFDA). William Schleifer, PFDA President, presented the award at the 130th Annual PFDA Convention & Expo. Mrs. Ruggiero has owned and operated the Ruggiero Funeral Home for 22 years. The funeral home was founded in 1952 as the Freeman Funeral Home and now serves over 100 families annually. Organized in 1881, the PFDA is the largest state funeral directors association in the nation, and a member of the National Funeral Directors Association. The PFDA exists to inform and educate the funeral director, the public, and government about the value of funeral service and licensed directors on a pre-need, at-need, and post-need basis.



In June the retirement community named for a 1700's Swedish settlement in Douglassville changed its name from **Villa at Morlatton** to **KEYSTONE VILLA at DOUGLASSVILLE**. The reason for the name change is practical. With the immediate success of the Independent Living, Personal Care and Memory Care residences, management of Keystone Villa Communities realized many people had difficulty finding Villa at Morlatton because there is no town connected with the name. It is less confusing if the Villa communities bear the name of the town where they are located. "Be assured, we will continue to provide the same high standards of service, comfort, convenience and choice that you have come to know in Villa at Morlatton," said W. James Hollenbach, General Partner. "We remain locally owned and operated by the same company." The name change to Keystone Villa at Douglassville coincides with the opening of a new campus, Keystone Villa at Fleetwood. For more information contact Amy Purcell at 610-385-2026 or visit 1152A Ben Franklin Hwy. East, Douglassville. Email: apurcell@villaatmorlatton.com or www.keystoneVilla.com.



Representatives of State Farm presented the **COLLEGEVILLE MAIN STREET PROGRAM (CMSP)** with \$5,000 in July so the highly successful *State Farm Good Neighbors Curbside Appeal Grant Program* may continue. This program allows property and business owners within the designated Main Street District to receive matching grants up to \$500 to improve their curbside spaces with hardscaping or landscaping. Owners need to submit an application along with plans and quotes and the Design Committee approves plans before work begins. "The Good Neighbors Program has been very popular and we love seeing the improvements up and down Main Street," state Debbie Riegner, Design Committee Chairperson. She continued, "Projects have ranged from the installation of new sidewalks, landscaping, and restoration of iron gates." **LARRY HOAK, STATE FARM INSURANCE** agent located on Main Street noted, "State Farm is committed to meeting the needs of our communities and part of that is helping neighborhoods and local businesses prosper. I am proud of the work this wonderful Main Street Program has accomplished and I look forward to a continued and successful partnership." To learn more about the Main Street Program contact Linda Flederbach at 610 454-1050 or manager@collegevilledvelopment.org. To learn more about State Farm, visit www.statefarm.com.



Welcome Dr. Bobby Fong, who became President of **URSINUS COLLEGE** in July. The son of Chinese immigrants, he grew up in Chinatown in Oakland, California. A scholarship allowed him to attend Harvard University, where he graduated magna cum laude in 1973 with a bachelor's degree in English and was elected to Phi Beta Kappa. Dr. Fong earned a doctorate in English Literature from the University of California-Los Angeles in 1978, where his dissertation research formed the basis for his lifelong scholarship in the works of Oscar Wilde. He is the editor of *Poems and Poems in Prose*, volume one in the Oxford English Texas edition of the Complete Works of Oscar Wilde, and the author of essays and monographs on literature, higher education, religion, and baseball. His academic career began at Berea College in Kentucky, where he taught from 1978 to 1989. In 1995, Dr. Fong accepted the position as Dean of the Faculty and Professor of English at Hamilton College in Clinton, New York. In 2001 he became President of Butler University, Indianapolis, Indiana, one of only 20 Asian-American college presidents in the United States. His decade at Butler was marked by highly successful financial management, fundraising, and strategic planning. Active in many higher education associations, Dr. Fong is Vice Chair of the Association of American Colleges and Universities and serves on the Council for Higher Education Accreditation, the American Council for Education's National Task Force on Institutional Accreditation, and on the board of the Lingnan University Foundation. Dr. Fong and his wife, Suzanne, are the parents of two sons.



July 9th was the Grand Opening Block Party for **PC INNOVATIONS** at the Trappe Shopping Center. Owner Tom MacDonald is standing next to PVCC Chairman Bruce Zanar along with his family and associates at the ribbon cutting held prior to the all-day extravaganza. From the DJ in the parking lot to the magician and Irish Dancers there was entertainment for all at what Tom hopes will become an annual event. Raffle prizes were awarded and proceeds from various activities went to the Alex's Lemonade Stand Foundation. Tom was instrumental in procuring a new MAC for the PV Chamber. Did you know PC Innovations offers PVCC members discounts just for visiting the store at 130 W. Main Street in Trappe? Contact Tom at 215-272-1638 for repairs or a new system, PCs and Macs. www.mypcinnovations.com.



The children's section comes alive at the new **TOWN BOOK CENTER & CAFE** now open at Providence Town Center in Collegeville. Stop in today or mark your calendar for the PV Chamber Mixer on September 28th from 4-6 p.m. Formerly the Trappe Book Center, owner P.K. Sindwani and associates will welcome your requests and direct you to find your beach reading or newest releases!

Governor Tom Corbett signed the Fair Share Act into law in June. **STATE SENATOR BOB MENSCH** reports, "The Fair Share Act provides that defendants only pay their proportional share of a civil verdict. Only defendants held more than 60% liable in a claim can now be legally responsible for up to 100% of the damages. Otherwise, defendants are held responsible for no more than their proportionate share of the damages. Previously, parties found even 1% liable in a civil suit could be held 100% financially responsible. The result was that litigants often sued companies with "deep pockets." That practice put PA at an economic disadvantage in attracting, creating and retaining jobs." www.senatormensch.com.

Welcome Beth Silverman, Esq. of **WOLF, BALDWIN & ASSOCIATES, P.C.**, to the PV Chamber. Wolf, Baldwin & Associates is a general practice law firm at 158 N. Hanover Street in Pottstown, serving individual and corporate clients of all types. You may contact her at 610-323-7436 or email bsilverman@wolfbaldwin.com. Every attorney in the law firm is licensed to practice in PA State and Federal Courts, and is especially experienced in the Courts of Common Pleas of Montgomery, Berks and Chester Counties. www.wolfbaldwin.com.



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A PV Chamber Mixer was held on April 13th at Chestnut Pointe and brought together 50 attendees from Phoenixville and Perkiomen Valley Chambers who toured the facility which features 1, 2 and 3 bedroom units, 9' ceilings, gas fireplace, energy efficient kitchen appliances, full-size washer/dryer as well as an exercise center overlooking the children play area. There is also a conference center for business meetings. Virtual online tour at www.chestnutpointe.com or contact Laci Fenster to schedule a visit at 610-792-2692.



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