Small Business, Big Plans

One of the great strengths of the Chester County Chamber of Business & Industry is that its membership really does represent the region’s diverse economic mixture. So it is no surprise that over 90% of our membership is composed of small businesses, just as small businesses make up the bulk of our region’s economic activity.

The Chamber’s Small Business Advisory Group exists to ensure that our members have every possible opportunity and tool to address the unique concerns, needs, and trends facing small businesses. Whether it’s growing your customer base, developing your workforce, or streamlining business operations, the SBA Group is a great place to solve problems and build relationships.

Here are a few recent highlights from the SBA Group calendar:

- On April 23, the SBA Group launched In the Loop—The Power of Your Peers, a recurring roundtable forum to discuss small business challenges. April’s topic was, Policies & Manuals - Social Media & Your Staff; developing a social media policy that protects the company while encouraging positive online engagement among staff, clients, and the public. Mimi Colaprete, Director of Human Resources & Accounting at West Chester University Foundation, called it a “very informative discussion about a current topic. It was great to be able to bounce ideas off of other professionals.”

Check out the second roundtable discussion, “Team Building & Retention,” on June 27th at 7:30 a.m. at CCCBI headquarters. Register now at www.cccbi.org for this member-only benefit.

- First Connections, the SBA Group’s morning networking series is back on July 9 from 7:30 – 9:00 a.m. Join host company Hankin Group at the Eagleview Town Center for networking, coffee, and lite fare. Register now at cccbi.org!

- The SBA Group meets the first Wednesday of each month from 8:30 – 9:30 a.m. at CCCBI headquarters. If you’d like to get involved, please contact Pat Hayakawa at 610-725-9100, for more information.
In May we hosted the National Leadercast event that is produced live in Atlanta and then simulcast to tens of thousands of people throughout the Nation. It is a very powerful event as you gain access to some of the most dynamic leadership experts. This year was no exception with speakers like Jack Welch, Condoleeza Rice, Mike Krzyzewski (Coach K), and John Maxwell just to name a few.

The theme this year was Simply Lead and each of the speakers tied this into their presentations. While there is no way to capture this 8 hour day in a short article I thought I would share a few thoughts that everyone can adapt to their business or organization.

Dr. Henry Cloud, an author and leadership coach talked about the need for leaders to have “necessary endings” (also the title of his latest book). He noted that sometimes we get too invested in the way we do things and have a hard time letting go. This could be related to a product or service, an employee, or an entire business. He suggested that we ask ourselves three questions in an effort to create focus to be effective. What’s good, but not best? What’s sick and needs nurturing? What’s dead and needs to go? This is an exercise we go through regularly as we contemplate the offerings we are going to provide to our members.

The simplicity of John Maxwell’s remarks can be used in both your professional and personal life. He made the following four statements:

1. Add value to people every day
2. Subtract leadership landmines
3. Multiply your strengths by developing them
4. Divide your weaknesses by delegating them

Several of the speakers talked about self-awareness and the importance of communicating expectations. Finding the room to be creative, the need to shift in and out rapidly to re-focus, and scheduling balance in your life.

As I walked away from the event that day I made a commitment to try to find the power in simplicity and to create a culture of success. As stated by Coach K, “leadership is an everyday thing.” I commit to lead by example every day.

Next year’s goal is to schedule balance!

That’s right! Pay your annual investment prior to the due date and you will be entered into a drawing to win $100 in Chamber dollars to be used within the year for any program, event, sponsorship or advertisement. You will automatically be entered into the drawing when we receive your renewal payment in advance of the due date (we just love those members!). We will also recognize our monthly winners in an issue of The Voice, giving your company added exposure to our membership.

The Winner for May is:
Phoenixville Foundry
## Upcoming Events

### June

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Monday, June 3</td>
<td>Summer Golf League</td>
<td>Wyncote Golf Club</td>
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<td>Wednesday, June 5</td>
<td>Business After Hours</td>
<td>AVE Downingtown</td>
<td>5:00 p.m. - 7:00 p.m.</td>
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<td>Tuesday, June 11</td>
<td>Summer Golf League</td>
<td>Radley Run Country Club</td>
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<td>Thursday, June 13</td>
<td>Let’s Talk Business - Conversations with Leadership</td>
<td>CCCBI Headquarters</td>
<td>8:30 a.m. - 9:30 a.m.</td>
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<td>Thursday, June 20</td>
<td>Prospective Member Orientation Luncheon</td>
<td>CCCBI Headquarters</td>
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<td>Thursday, June 27</td>
<td>In the Loop</td>
<td>CCCBI Headquarters</td>
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### July

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<td>Summer Golf League</td>
<td>Hartefeld National Golf Club</td>
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<td>Tuesday, July 9</td>
<td>First Connections</td>
<td>The Hankin Group Eagleview Town Center</td>
<td>7:30 a.m. - 9:00 a.m.</td>
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<td>Wednesday, July 10</td>
<td>Annual Chamber BBQ Bash</td>
<td>CCCBI Headquarters</td>
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<td>Tuesday, July 16</td>
<td>Summer Golf League</td>
<td>Hershey’s Mill Golf Club</td>
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<tr>
<td>Thursday, July 18</td>
<td>New Member Orientation Luncheon</td>
<td>CCCBI Headquarters</td>
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**Click Here for a full calendar of events.** To register online go to [www.cccbi.org](http://www.cccbi.org)

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

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### It’s That Time Again: Business After Hours at AVE Downingtown

Step into summer with the Chamber’s hallmark networking event, hosted this month by AVE Downingtown, a resort-styled community nestled in the heart of Chester County. Enjoy drinks & hors d’oeuvres among AVE’s luxury residences and waterfall fountains while connecting with Chester County’s leading business professionals.

We welcome all new Chamber members and invite you to bring a friend to experience CCCBI’s most visible and frequently attended networking event.

Chamber Members FREE with early bird registration, $10.00 at the door.
Future Member Cost: $30.00

Where: AVE Downingtown, 1236 E Lancaster Ave, Downingtown, PA 19335
(If you need to cancel a reservation you will receive a full refund if cancellation is made 72 hours in advance of the event.)
The Women-in-Business Committee is excited to continue the Wine & Wisdom Series this summer. The light and fun atmosphere of this series promotes women to get to know the people they do business with. This year we will be traveling to three wineries in the area. Each evening will consist of a winery tour, tastings, snacks, and of course networking!

The series begins at **Chaddsford Winery** on Thursday, June 20th from 5:45 p.m. - 8:30 p.m. We will be attending their annual Mixology Night, in which they host a demonstration on the art of mixing wine and creating fun drinks using Chaddsford sweet wine. Recipes will be shared as well as a sampling of each for all; also, the opportunity to create your own delicious drink. The Chamber will have an area for people who register with us, complete with networking opportunities and snacks.

The series continues at **Black Walnut Winery** on Thursday, July 18th from 5:30 p.m. - 7:30 p.m. Black Walnut Winery is located in a 200+ year old bank barn in Chester County, Pennsylvania. The owners have renovated the facility for wine tasting and events, but kept that old world feel to reflect the historic craft of winemaking.

The **Wine & Wisdom Series** wraps up at **Galer Estates Winery** on Thursday, August 22nd from 5:30 p.m. - 7:30 p.m. Located just behind Longwood Gardens, Galer Estates boosts a “Napa-like” feel perfect for an evening of tasting, networking, and relaxing. Enjoy their award-winning wines, paired with delicious snacks.

**SPECIAL DEAL:**
Attend all three nights for 1 great price. Purchase the package deal for $70. This can only be done via phone or email. Contact Danielle Vetter 610-725-9100.

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**Save These Dates**

**Penn Liberty Bank - Chester County Chamber Golf Classic**

*The Penn Liberty Bank - Chester County Chamber Annual Golf Classic* is known as one of the most prestigious events in the area. The full day includes a relaxing lunch, 18-holes played on the grounds of the beautiful Applebrook Golf Course, a delectable surf-and-turf dinner, and an award presentation and cocktails. The tournament is open to every level of golfer and offers an invigorating day of business networking, socializing and sporting fun.

Tuesday, August 20, 2013
11:00am – 8:00pm
Applebrook Golf Club

**Save the Date! Annual Dinner**

The Annual Dinner takes place each October on the breathtaking grounds of Longwood Gardens. The event draws together business and community leaders to celebrate the Chamber’s successes of the past year, looks ahead at the future plans of the organization and recognizes the change of leadership with the Board of Directors. At this event the Chamber also honors its CEO and Citizen of the year awardees.

Thursday, October 17, 2013
5:30 pm – 9:00 pm
Longwood Gardens
Welcoming the Chamber’s Newest Members
Joined between April 30 & May 31, 2013

Akcelerant Software, LLC
Chrissy Kovacs
(610)-232-2800

Peak Legal Group
Jennifer Heisinger Walker
(610)-580-4689

Managed Care Consultants
Evans Pancoast
(610)-254-8099

Philly.com
Chris Porter
(215)-854-5881

Burton Neil & Associates, P.C.
Yale Weinstein
(610)-696-2120

Delta Telecom
Michael Scott
(610)-952-4417

MM Real Estate
Theresa Wright
(609)-675-3043

Resnick Chiropractic
Raymond Resnick, D.C.
(610)-363-7625

Franchise OPT
Tom Monastra
(610)-436-5427

Spike’s Trophy
Keith Baldwin
(215)-574-8100

Giannascoli & Kent, P.C.
Thomas J. Kent
(610)-363-9333

Omni Courier
Keith Winters
(610)-644-7209

Waynesborough Country Club
Denise DiTanna
(610)-296-2122
The Legislature Looks to Improve PA’s Business Climate

Pennsylvania competes each and every day with not just 49 other states, but also with foreign countries and territories in its ability to attract and retain businesses with an increasingly global view. This competition is fierce and many factors go into a company’s decision to come to Pennsylvania. The Chester County Chamber is acutely aware of this competition and knows many of its members weigh the pros and cons of staying in Pennsylvania. As the voice for the business community in Chester County, the Chamber has highlighted many important policy concerns from the needed investment in transportation, workforce education and training, overregulation by government and job crushing taxes.

Unfortunately on the last issue of taxes, Pennsylvania still ranks at the bottom when it comes to a business tax friendly environment. Over the past few years we have seen some improvement with the reduction of the Capital Stock and Franchise Tax. Barring any surprises, this tax should finally be closed out for good in 2014. The Chamber has supported this phase out of the tax and welcomes its demise.

Another job crushing and growth stifling tax is the Corporate Net Income Tax (CNI). Our state has the dubious distinction of having the highest CNI rate in the country. During the last legislative session several House members put forth legislation that would close the “Delaware Loop Hole,” phase out the cap on Net Operating Losses to fund the slow reduction of the CNI. This legislation did not get too far last time though the idea found new life in this session.

A major difference between last session and this one that commenced in January is that the policy of reducing the CNI over a period of years found its way into Governor Corbett’s budget proposal. Now known as House Bill 440, this legislation was the subject of several heated debates on the House floor. The legislation passed the House on May 6th with a vote of 129 to 65. When the Senate returns in June, the legislation will be waiting for further consideration in that Chamber.

While the Chamber applauds the passage of the bill this month, we do have two concerns. The first concern is that even if this legislation becomes law, a future legislature or Governor could slow the reduction of the CNI or even stop it. This concern comes from the very real example in the phase out of the Capital Stock and Franchise Tax. A second limitation of the current legislation is the fact that it does not cover S Corporations, partnerships and other pass-through entities. Companies operating under these corporate configurations contend with the same competition and would benefit greatly from inclusion in this legislation. The Chamber recently expressed these concerns in a letter to members of our Delegation in Harrisburg.

Making Pennsylvania more competitive through a low tax strategy is smart public policy and one that the Chester County Chamber will continue to advocate for and support. If you’d like to read the legislation, please click here. We will continue to keep you posted on this and other important tax reform.
On The Scene...
View, like and share our photos on our facebook page!

Lunch with Governor Corbett

Left - Chairman of the Board Mike DeHaven poses a tax question to the Governor

Host organizations greet the Governor. L to R Mike Grigalonis CCEDC, Nancy Keefer CCCBI, Governor Corbett, and Tim Phelps TMACC

Business After Hours
Tague Lumber

Left - William Oppenheim and Justin Chan

L to R - Tom Knepley, Michael Fili and Roman Fedirka

L-R - Commissioner Costello, Jerry Parker, Chris Williams, Governor Corbett and Mike DeHaven

Nydia Han of 6ABC mediated Lunch with the Governor
Spring Auction Gala

Sports fans had lots to bid on

The lovely Laura Melfi & husband Al enjoying the Derby Theme

Our Auction includes Wine, Dinners, Jewelery and Tours

Gary Pruden (left) & Anthony Ryan (below) planning their bidding strategy

Going, Going, Gone

Something for everyone
Meet Your Board

Name: Stacy Martin
Title: Director of Commercial Sales & Leasing
Company: The Hankin Group

50 Word Description of Company:
The Hankin Group is a dynamic real estate development company whose main focus is to design, construct and maintain multi-functional, new urbanist communities consisting of commercial, residential and retail properties. Originally founded in 1958, The Hankin Group is headquartered in Eagleview, its 800 acre master planned community located at the intersection of the PA Turnpike and Route 100 in Exton. The Hankin Group is privately owned and has completed over 7,000 residences, shopping centers, apartments, and over 3,000,000 square feet of commercial space including retail, office, laboratory, civic and industrial space.

What is the best leadership/management tip you have received?
Prioritize each day: make every moment count.

If you were not in the position you currently hold, what would you be doing?
I’ve always had a passion for animals – I’d be a veterinarian or a horse trainer.

What is one thing that you are willing to share that one might not know about you?
I was very involved in 4-H as a teen. (Or: I used to professionally make and decorate wedding cakes.)

What is your favorite quote?
“The best way to predict the future is to invent it.”

Take Advantage Of Benefits Offered

Are you taking full advantage of the opportunity to grow your business? Here are few ways you can increase your business through your chamber membership.

1. Promote to Key Business Leaders
   Purchase an ad and drive consumers directly to your online marketplace. Ad purchases are available for: Website, e-brief, the Voice.

2. Spread News About your Business
   Do you have a major announcement regarding your staff or an upcoming event? Utilize your membership and post a press release in the “submit news” section of your member dashboard.

3. Increase your Customer Base
   Do you want to offer a discount to your fellow chamber members? No problem! In your member dashboard click on “deals” and enter whatever type of discount you want. This is a great way for Chamber members to do business with each other.

These are just a few ways you can increase your business through www.cccbi.org and other chamber publications. Questions regarding this information can be directed toward Matt Johnson.
It was a perfect spring evening with lots of excitement and fun in the air. As our guest arrived donning their Derby finery, the fun and excitement grew. No one was disappointed.

On April 27, 2013 the Chester County Chamber Foundation hosted our fourth Annual Foundation Auction. The “Night at the Derby – Chester County Style” theme was a big hit. Every detail was planned with great care by a very dedicated and enthusiastic committee. Overall, A Night at the Derby 2013, presented by Krapf Bus Companies was an overwhelming success.

The hats were spectacular; however, the horse race game was the big attraction of the night. No one could resist the lure of the horses. The unique game seemed to bring out the child in all and the oversized horsey balloons were icing on the cake. Everyone raved about the fun they had.

The evening was complete with lots of prizes and auction items, generously donated by our Chester County Chamber members. There was something for everyone and so many choices.

Make no mistake that with all the fun and games, this is still a serious fundraising event. The committee is pleased to announce that we raised $53,500 for the Foundation. This one event allows us to do the work of our mission. The mission of the Foundation is to provide workforce and leadership development for adults and youth in the County. We believe it is critical to the success of our region to groom the leaders and workforce of tomorrow.

Thank you to everyone who attended and added to the fun, donated prizes or services and to the wonderful ladies who worked so hard planning the Event.

Keep your eyes open for next year’s event. We just keep getting better.

Help Us Get Better
Join Our Retention Committee

Everyone knows how important it is to get new members for the Chamber. We are a membership organization. Growing our membership is always a focus and our impact or voice is stronger with greater numbers. However, equally important to the Chamber staff is retaining our current members. A constant challenge for us is to continually ensure that our current members feel valued and appreciated.

To that end, I am looking for 15 very dedicated people who would like to join our efforts to improve our retention rate. Our goal will be to develop a plan that will work for everyone. This is certainly an opportunity for you to get involved with limited commitment of time, but it also is an opportunity for you to grow your network in a more personal way. While you are connecting with a group of members we provide to you, you will have the opportunity to talk about how the Chamber has helped your business or organization. What better way to build a relationship that may turn into business?

Please contact Marianne Martelli at 610-725-9100 x 14 to sign up or get more information.
Understanding the Workplace
Generational Divide – Part II

By Rich Lukesh

The previous article identified the 5 generations that make up today’s workforce and addressed the influences on the generations known as Traditionalists and Baby Boomers.

This article will explore the influences on the Generations X, Y, and Z.

Generation X (born 1961 to 1984)

Generation X is the group that embraced diversity and entrepreneurship.

In the preface to the book, “Generation X Goes Global,” Professor Christine Henseler summarizes Generation X as "a generation whose worldview is based on change, on the need to combat corruption, dictatorships, abuse, AIDS, a generation in search of human dignity and individual freedom, the need for stability, love, tolerance, and human rights for all."

A 2011 report on Generation X finds this group to be highly educated, active, balanced, happy, and family-oriented. Additionally, this report also dispels a common stereotype of this group as materialistic, slackers, and disenfranchised.

Gen X is often referred to as the "latchkey kids." As a result of a national divorce rate that pushed more mothers into the workplace, the Gen X group came home to an empty house and quickly developed traits of independence, resilience, and adaptability. As such, this group feels very strongly about the fact that they don’t need supervisors looking over their shoulders at work.

Compelling messages from the Gen X formative years:
- Get real
- Don’t count on it
- Heroes don’t exist
- Always ask “why?”

Seminal events as this generation grew up:
- AIDS
- MTV
- Berlin Wall falls
- Tiananmen Square
- Exxon Valde oil spill
- Personal Computers & Video Games.

Generation Y/Millennials (born 1985 to 2000)

This generation is known for optimism, goal-orientation, collaboration, and multitasking skills. Additionally, they are very comfortable with embracing emerging technologies.

With Gen Y, there is a shift from the mentality of “lifetime employment” to “lifetime employability.” As such, individual career growth and development are more important than loyalty and commitment to a company.

At work, Gen Y employees expect (1) teamwork, (2) challenging goals, and (3) candor. Unfortunately, many companies only reward (1) individual effort not teamwork, (2) making the numbers not achieving goals, (3) agreeing with the boss not candor. This results in frustration for the Gen Y workers and frequent turnover for companies.

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Cont. from page 11

Millennials are the generation that:
- Played T-ball: everybody got to bat, nobody kept score, there were no losers.
- Bowlled with bumpers in the gutter, which guaranteed no gutter-balls and ensured that the pins were hit every time.
- Worked in small groups in school and constantly collaborated.
- Placed themselves on an equal level with authority figures.
- Got trophies just for showing up.

Compelling messages from their formative years:
- You are special
- Everyone wins
- Connect 24/7
- Achieve now.

Seminal events as this generation grew up:
- Apartheid ends
- Columbine High School shootings
- September 11, 2001
- Corporate scandals Enron, WorldCom, etc.

Interesting facts:
- Millennials send an average of 50 text messages every day
- Nearly 40% of millennials have tattoos
- As of 1/1/13, 39% of millennials still receive financial support from their parents

Generation Z (born after 2000)
This generation is more likely than older generations to have social circles that include people from different ethnic groups, races, and religions. According to a whitepaper released by Magid Generational Strategies, Gen Z is the "least likely generation to believe in the American Dream" because they are growing up in a period of economic uncertainty. Gen Z is the first generation that is expected to earn less money than their parents.

Seminal events as this generation is growing up:
- Twitter
- iPhones
- Great Recession
- Home Foreclosures
- Record Unemployment
- Political gridlock in U.S. Congress

It is not fully understood what the impact of the post - September 11 world will have on these young people, but current research about their technology traits indicates the following:
- Teenagers send almost zero emails
- 42% of teens say the primary reason for a cell phone is texting and only 35% say safety
- 43% of 18-24 year olds say texting is just as meaningful as conversation.

The third article in this series will outline some goals for maximizing the effort of employees based on generational influences.

Richard Lukesh is a Managing Partner of Your Part-Time HR Manager, LLC. Your Part-Time HR Manager provides on-call and part-time on-site Human Resource services to organizations that do not need a full-time HR Manager. 610-321-2011 www.YourPartTimeHRManager.com
Member Spotlight
Name: Mark Troha, GMH Mortgage Services, LLC

Description of your company:
With over 100 combined years of experience among our Corporate and Branch offices, GMH has the knowledge and experience to guide you through the mortgage process and all its changes, whether you are a first-time homebuyer, building your dream mansion, or refinancing your previous home loan. Our team is comprised of experienced mortgage banking professionals dedicated to client satisfaction and increased production.

Why did you join the chamber?
I joined the Chester County Chamber of Business & Industry to learn more about area businesses, promote myself with GMH Mortgage Services LLC, and look for strong business partners in close proximity to my home and work.

If you were not in the position you are currently in what would you be doing?
It’s hard to fathom no more “Mortgage Mark.” If I had to make that hard choice however there would only be three things that come to mind. I would run a business selling collectable cars, move out west and be a ski bum, or move to Maryland and be a fishing boat captain.

What is the most important lesson you have learned in business?
No matter what anybody says your own decisions are what make the difference. Many people blame their companies if not successful, however they choose the company. We must sacrifice to move forward, that means working harder, smarter, and more than others. All our lives we are told how much potential we have. The hard truth is potential is nothing without personal action.

Are there any other community activities that you are involved in?
GMH sponsors a national Lacrosse Team that plays out of Malvern Prep, we sponsor several families over the holidays and give to many charities. I personally work through my wife Michelle with the Malvern Moms club, donate time to Habitat for Humanity, am on the committee for the Emerging Leaders of Chester county, as well as donate time and resources to the CCC Gala Auction event for Chester County youth.

Why Not Advertise With Us?
The Voice is a full color monthly .pdf publication distributed to over 4,000 and growing email addresses once a month. Each issue of The Voice contains relevant articles, member news, photographs of chamber events and more! All ads include a FREE hyperlink to your website.

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Upgrades & enhancements are available
## 2013 Summer Golf League Schedule

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<td>Tuesday, June 11th</td>
<td>Radley Run Country Club</td>
<td>1100 Country Club Rd.</td>
<td>West Chester, PA</td>
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<tr>
<td>Monday, July 1st</td>
<td>Hartefeld National Golf Club</td>
<td>One Hartefeld Dr. Avondale, PA</td>
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<tr>
<td>Tuesday, July 16th</td>
<td>Hershey’s Mill Golf Club</td>
<td>401 Chandler Dr.</td>
<td>West Chester, PA</td>
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<tr>
<td>Tuesday, August 6th</td>
<td>Concord Country Club</td>
<td>1601 Wilmington Pike</td>
<td>West Chester, PA</td>
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<tr>
<td>Tuesday, August 13th</td>
<td>Penn Oaks Golf Club</td>
<td>150 Penn Oaks Dr.</td>
<td>West Chester, PA</td>
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<td>Thursday, August 29th</td>
<td>Final Ceremony</td>
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<tr>
<td>Monday, July 31st</td>
<td>Hartefeld National Golf Club</td>
<td>One Hartefeld Dr. Avondale, PA</td>
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## There is Such a Thing as a Free Lunch at the Chamber...

Members, did you know that you can benefit greatly from bringing a prospective member to the **Prospective Member Luncheon**?

Here are just a few of the benefits:

1. You get a free lunch
2. You get an exclusive introduction to like-minded businesses interested in investing in the economic growth of the region through membership, just like you!
3. If your prospective member joins the Chamber, you receive Chamber Cash to use towards your membership.
4. Your prospective member turned new member will thank you for helping them make a great business decision!

**Interested in attending?**

- The **Prospective Member Luncheon** will be held on Thursday, June 20th from 12:00-1:15 at the Chamber.
- You must have a prospect with you in order to attend this event. This quarterly open house is only open to non-members and business referrals from members like you.
- Contact Lauren Magee at Lmagee@cccbi.org to register your business and prospective member for the Luncheon, no later than Wednesday, June 19th.
- If you cannot make the lunch but have a business that you know would benefit from CCCBI Membership, we encourage you to contact the Chamber to register them to attend. The Chamber staff is always on hand to reach out and welcome member referrals to Chamber events on your behalf.

For more information contact Lauren Magee at the Chamber today!
Meet Your Board

**Officers**
Chairperson of the Board, **Michael DeHaven**, CPA
Rainer & Company, Certified Public Accountants

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

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