Join the Chamber as we host the Annual State of the County Luncheon
Featuring Chester County Commissioners
Ryan Costello, Kathi Cozzone and Terence Farrell

On March 19th, 2014, CCCBI will host the Chester County Commissioners for one of our most popular luncheon events. This event, which draws hundreds of business and community leaders, is a great opportunity to see what’s in store for Chester County in 2014! Guests will have the opportunity to have their questions about Chester County answered.

We will honor the recipient of the Boling Award, presented to a person who exemplifies the meaning of a dedicated public servant who excelled in his accomplishments on behalf of the public. This award was established by the Chamber in cooperation with former State Senator Earl M. Baker and is intended to honor the legacy of Larry Boling. This year, we are pleased to honor Joseph Waters, Director of the Chester County Domestic Relations section of the Court of Common Pleas.

Proudly Presented By

Thank you to all of our 2014 Advocacy Sponsors

Advocacy Founder Sponsor:
Exelon Generation

Advocacy Pioneer:
Gawthrop Greenwood, PC, Lamb McErlane, PC, Fox Chase

Advocacy Supporters:
Buckley, Brion, McGuire & Morris, LLP, DNB First, Independence Blue Cross, JAECO Fluid Systems, Kreischer Miller

Limited Tickets available! Register Now

Wednesday, March 19, 2014
11:30 am - 2:00 pm
The Desmond Hotel & Conference Center

Chamber Member: $50 ◊ Non-Member: $60

Sponsorship Opportunities Include:
Corporate Table of 10: $900
Corporate Half Table of 5: $600
Spotlight Sponsor: $500
(includes priority seating, company promotion & recognition)
A Message From
The President
Guy Ciarrocchi

“$29.4 billion. That’s the size of the Governor’s proposed budget for 2014-15.

Between now and June 30, legislators and advocates—like our Chamber—will debate three policy challenges: (1) how much can the Commonwealth afford to spend; (2) where should that money be spent; and, (3) where will that money come from?

Our Chamber will be engaged in this annual process—looking at what’s important to our county, region and state—by focusing on all three policy debates. Each decision impacts your business, your customers and your families.

As he has since he was a candidate, Governor Corbett is proposing to continue to reduce the CSFT, with a glide path towards elimination. In other tax policy proposals, no taxes business or individual taxes are being targeted for an increase.

Working with our Board and our Government Affairs Committee, we will ask each member to work with us, to urge our county’s legislators in the House and Senate to embrace these policies proposals that do not penalize our businesses, allowing you to create jobs and benefit from hard work. We know that many legislators in Harrisburg will take any opportunity to raise taxes—harming growth and job creation.

We will also work with our allies in the chambers and other coalition partners to lobby for policies that allow your businesses to create jobs, strengthen the marketplace—and, that will keep Commonwealth spending from growing unreasonably. Otherwise, increased taxes will soon be on the horizon. From liquor privatization to reforming public pensions, we will remain vigilant on these issues that impact our quality of life and your bottom line.

We know, too, that the Commonwealth’s budget will impact how our County, municipalities and school districts will spend their tax dollars.

So, the annual ritual has begun. The consequences will be felt in boardrooms, make-shift offices and at kitchen-tables. You should know that your chamber will be fighting for you—and asking you to help, too.

Sitting idly by is not an option.”

Let Us Pay You Back

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

The Winner for February is:

Steven L. Sugarman & Associates

We have these tickets at the Chamber. Stop by if you are interested.
Bank where your business is.
Online and in person, we’re here for your small business.

We are committed to providing you with the best options in banking to help you grow your business. Open a Small Business Checking Account, and gain access to a Fulton Bank Relationship Manager. Listening is just the beginning with our online and in person financial resources. Easily manage and assess your finances when you need to. All of your finances. All of the time. All just for you.

Eight convenient Chester County locations:
- Exton
- Guthriesville
- Jennersville
- Kennett Square
- Oxford
- Parkesburg
- West Chester
- West Goshen

Fulton Bank
LISTENING IS JUST THE BEGINNING.

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Fulton Bank, N.A. Member FDIC. Member of the Fulton Financial Family.

Business After Hours

Blue Moon Florist hosts March Business After Hours

Join fellow professionals from across Chester County as we connect at the Chamber's most popular and regularly attended networking series. This event, hosted in Blue Moon's beautiful and spacious stone building, includes good food, good drink, and great opportunities to connect.

Wednesday, March 5
5:30 p.m. - 7:30 p.m.
Blue Moon Florist
1107 Horseshoe Pike
Downingtown, PA 19335

Welcoming the Chamber's Newest Members
Members Joined in February 2014

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<tr>
<th>State Representative</th>
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<td><strong>155th District</strong></td>
<td>Digital Media</td>
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<td>Becky Corbin</td>
<td>Ken Knickerbocker</td>
<td>Michael Chambers</td>
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<td>610-524-5595</td>
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<th>Hallowell &amp; Branstetter, LLC</th>
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<td>610-429-1947</td>
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The Chester County Chamber is proud to announce we will be hosting the well-known Leadercast program for the fifth year. Community business leaders can access the knowledge and experience of world-renowned leaders by attending Leadercast® Chester County at the Desmond Hotel and Conference Center on May 9, 2014.

The Leadercast event is an all day leadership event broadcast LIVE from Atlanta, Ga. to hundreds of sites around the world. This year’s speaker lineup includes:

- Andy Stanley, Leadership author and communicator
- Archbishop Desmond Tutu, Nobel laureate & human rights activist live from Cape Town, South Africa
- Malcolm Gladwell, Journalist and best-selling author of The Tipping Point and Outliers
- Randall Wallace, Screenwriter, director, producer & songwriter (Braveheart, Secretariat)
- Bill McDermott, CEO of SAP
- Laura Schroff, Former ad sale executive and best-selling author of An Invisible Thread
- Dr. Henry Cloud, Clinical psychologist and leadership consultant
- Simon Sinek, Best-selling author of Start with Why and leadership expert
- Laura Bush, First Lady of the United States (2001-2009) via exclusive video interview

Last year, over 100,000 leaders from 14 countries attended Leadercast. Now, in its 15th year, this full day, experiential conference is on track to reach its largest audience to date.

Leadercast exists to positively change the way the world thinks about leadership. This year’s theme—Beyond You—challenges leaders to focus outward rather than inward. Experience this year’s Leadercast and discover what it means to be a leader worth following.

For more information about Leadercast, visit www.leadercast.com. VERY limited seating available.

**Get your tickets today!**

**Leadercast Chester County**  
Friday, May 9, 2014  
8:00 am - 4:30 pm  
The Desmond Hotel & Conference Center  

Chamber Member: $90  
Non-Member: $100  
*Includes breakfast, lunch, afternoon snack, and official Leadercast booklet*
**Calendar of Events**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
<th>Register</th>
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<td>5:30 pm - 7:30 pm</td>
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<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 7</td>
<td>Excellence Exchange - Employee Wellness and the Affordable Care Act</td>
<td>8:00 am - 9:30 am</td>
<td>CCCBI HQ</td>
<td><a href="#">Register</a></td>
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<tr>
<td>March 12</td>
<td>Special Workshop: What does Office 365 Mean to You</td>
<td>9:00 am - 12:00 pm</td>
<td>CCCBI HQ</td>
<td><a href="#">Register</a></td>
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<td>March 13</td>
<td>In The Loop</td>
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</tr>
<tr>
<td>March 20</td>
<td>Prospective Member Orientation Luncheon</td>
<td>12:00 pm - 1:15 pm</td>
<td>CCCBI HQ</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 26</td>
<td>Emerging Leaders</td>
<td>5:30 pm - 7:30 pm</td>
<td>CCCBI HQ</td>
<td><a href="#">Register</a></td>
</tr>
<tr>
<td>March 27</td>
<td>Excellence Exchange - Social Media &amp; Why it Matters, Part 2</td>
<td>8:00 am - 9:30 am</td>
<td>CCCBI HQ</td>
<td><a href="#">Register</a></td>
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**Click here** for a full calendar of events.

Please contact us with any questions.

610-725-9100

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**Social Media & Why it Matters, Part 2**

Bad Rhino is back with Part 2 of their discussion on Social Media & Why it Matters.

This time the discussion will focus on:

- Managing your social media platforms efficiently
- How much time you should be putting into managing them
- How to measure the success of your social media platforms

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**Bad Rhino**
A Donation Request from the Chamber Foundation

On Saturday, April 26, 2014, The Chester County Chamber Foundation will host its annual Spring Auction, the Great Gatsby Gala at the Chester Valley Country Club. We are extremely fortunate to have Krapf Bus Companies return as our presenting sponsor. The Gala has become the most important and only fundraiser of the year.

This year’s theme: The Roaring 20’s. Complete with a Live and Silent Auction, cocktails, dinner, and entertainment – The Gatsby Gala is sure to be the premier event of the spring. Costumes encouraged! Tickets, Advertising, and Sponsorships are now available. Click here for more Information.

The Chamber Foundation is the charitable arm of the Chester County Chamber of Business & Industry. The mission is to enhance the quality of life throughout Chester County by focusing on education, workforce development, youth development and leadership. The cornerstone of the Foundation’s efforts is the Youth Leadership Program (YLP). By collaborating with area high schools and business leaders, the YLP series provides further skills, enrichment, mentoring and connections to our students, and encourages their pursuit of higher education.

The money raised at the Spring Auction Gala provides critical financial support for the programs of the Foundation which also includes the Bob Thompson Scholarship Fund. Please join us in support of our mission by donating an item for the auction. Suggestions include:

- Tickets to sporting or cultural events
- Chef’s Table or private dinner
- Vacation getaways (Time shares, vacation homes, airline tickets)
- Gift baskets
- Certificates for your company’s business services

Thank you for your thoughtful consideration. We look forward to seeing you on April 26th.

In The Loop Returns

The Chamber’s signature roundtable series returns as business owners and experienced professionals gather to discuss all things financial.

The series kicks off with Business Finance for the Non-Finance Professional. We will discuss the fundamentals of finance in the workplace—from managing payroll, cash flow, capital formation, and taxation, to how to best utilize financial advisors, with special contributions by experts from across the industry.

In the Loop is the place to get real answers from real experts.

Business Finance for the Non-Finance Professional - March 13, 2014
Utilizing Technology & Preventing Fraud - May 14, 2014
What’s It Worth – Business Valuation - July 24, 2014
Succession Planning & Change of Ownership - Sep. 25, 2014

Register here

Series Sponsored By:

M&T Bank
Understanding what’s important
On The Scene…
View, like and share our photos on our facebook page!

Legislative Board Dinner, Applebrook Golf Club

Count

Kevin Broadhurst, Ken Goddu, and Chad Byers

Kim Brumbaugh and Brian DiSabatino pose for a picture together

Emerging Leaders Members Only Dinner, Iron Hill Brewery

Evan Witmer, Bridget O’Brien, Ben Zajac, Seth Birch, and Brett Hand

Socializing and making connections Emerging Leaders style
Marty McDonald and Rich DeMatteo of Bad Rhino brought us Social Media & Why it Matters, Part 1. Part 2 is coming up on March 27. Don’t miss it.

Marty McDonald discusses the importance of Social Media.

Grand Opening and Ribbon Cutting, Best Line Equipment in West Chester

Best Line Equipment founder and president Michael Houseknecht cuts the ribbon at the Grand Opening of the newest store. State Representative Dan Truitt and Chamber President and CEO Guy Ciarrocchi help welcome them to the community.
This interactive workshop will provide an overview of Employee Wellness Programs with an explanation of their direct and indirect savings to companies. We will give you the tools to assess whether your existing program is as effective as possible, and explain the impact of the Affordable Care Act as it pertains to you and your employees.

Employee Wellness
Affordable Care Act
Friday, March 7
8:00 a.m. - 9:30 a.m.
CCCBI Headquarters

Register Here

Nominations Now Being Accepted
2014 Female Business Leader of the Year

The Female Business Leader of the Year award is an annual honor bestowed to an outstanding woman influencing business in the region.

In order to win, nominees must demonstrate that they are a true female business leader: they have championed the cause for women in business, enhanced the careers of other women, are active in the community and specifically with the Chester County Chamber and have been successful in their profession. She may either be a seasoned business professional or an up-and-coming leader.

A nomination form must be submitted in order to be considered. May be self nominated or nominated by another. Please take this opportunity to recognize a colleague, friend, employer, or other woman – including yourself – who has truly been a remarkable woman in business.

We will proudly present the Female Business Leader of the Year award at our Annual Women Influencing Business Dinner on Wednesday, May 14, 2014 at the Waynesborough Country Club.

About the 2014 Women Influencing Business Dinner

This tradition, celebrated by CCCBI for over 10 years, brings together local business professionals to acknowledge the accomplishments of women in our region.

The celebration will shine the spotlight on the chosen 2014 Female Business Leader of the Year. The night also includes and inspiring keynote presentation and a special acknowledgment.

Registration and additional event information:
For many of us we ventured off to begin our own business because we believed that we had an idea or thought that would be welcomed and utilized by the masses. I know that I could not wait to enjoy the idea of being my own boss, making my own hours, and deciding what direction I wanted to take my business. For most of us, this is the time of year we reflect on our business results from the prior year and begin planning and preparing for the upcoming year. I remember my days when I worked for large corporate organizations, and we would spend countless hours going through the same exercise, reviewing results and planning for the upcoming year.

In my experience, this is where most small business fail, I know it is still something that I have to work diligently to perform. I think we struggle to do this for many reasons, we are so busy running the business day to day, we feel that we don’t have time to pick our head up, take a breath and plan appropriately. Sometimes we feel that we that we have a good grasp on the business and conceptually know where we want to go and do not need to sit down and put pen to paper. We feel that we can’t afford to spend the time, and this activity isn’t important as we are just a small business, and only large companies really need to strategically plan.

Many of us feel that we are not sure even how to create a business plan and often think, where do I start?

Creating an AOP (Annual Operating Plan) varies in complexity and depth depending on the size of your business, number of employees, annual revenue, as well as many other factors. Having said that, devising an AOP does not need to be an incredibly labor intensive and strenuous exercise. The following are a few tips for creating your strategic plan:

- What is your vision for your business, where do you want your business to go and what do you want it to be? Think big! You will never accomplish your true potential and realize your business maximum if you don’t shoot for the stars.
- Be honest! What worked last year and what didn’t—often we think things are a great idea, but when we put them into practice they do not turn out as well as we though they may have.
- Do more of what worked- if it works keep doing it! Write this successful tactic into your plan as much as possible
- Block and Tackle- It is all about the basics-businesses are successful because they only do a few things, but they do them well. You do not have to do extravagant things to have excellent results. Stick to the basics!
- Surround yourself with people that are supportive- Running a business has its ups and downs, negativity can be crippling. Make sure you have a team that wants to see your organization succeed.
- Make sure your goals are time bound and measurable. You clearly articulate when and who is responsible. Remember, what gets measured, gets managed
- Stay Positive-If you stay focused and work hard you will always be successful.

It is important to remember, that the biggest and most successful business, started with the ideas and dreams of one individual. Even though we may be considered a “Small Business” that does not mean that we should think small!
Description of Company:
Help Now is a full service IT support company who specializes in bridging your business needs with technology. We have been in business for over 15 years and specialize in areas such as end-user support, computers and servers, remote access, security, infrastructure, virtualization, disaster recovery, and HIPAA.

Why did you join the Chester County Chamber of Business & Industry?
The main reason we joined the Chamber is because we want to be more involved with our community and also to get the name of Help Now, LLC out to our community. I say this because we believe our area is completely different than any other part of the country. For example, if you were to put a bag of Lays chips and a bag Herr’s chips in front of someone they would take the Herr’s. The reason behind this is because we are all about local, pretzels etc.

If you were not in the position you currently hold, what would you be doing?
There wouldn’t be anything else. I’m involved with a growing organization and I’m the face of the company. I’m meeting new and old friends. I say friends because I make sure my clients know they mean more to me than just clients.

What is the most important lesson you have learned in business?
To be honest with the customer, whether that’s communicating the good or the bad news. To always do what it takes, to go above and beyond what your business card says you do. We are involved with IT services and Telecom consulting but recently I helped a customer locate a new job at another company.

Are there any other community activities that you or your company are involved in?
I do some work with Beagle rescue and the associated Humane Society. That is where my wife and I adopted our dog.

What Does Office 365 Mean to You?
New technology should bring new opportunities for your business, not new frustrations. That’s why CCCBI is teaming up with the experts at Springhouse Education & Consulting Services to bring you a comprehensive overview of the new Office 365 and the many ways it can save your business time and money.

Wednesday, March 12
9:00 a.m. - 12:00 a.m.
CCCBI Headquarters
Click here to register
Celebrate the start of spring by networking with CCCBI’s Emerging Leaders at Tee-It-Up Golf!
Join the chamber’s most dynamic group of aspiring professionals as we connect over bocce, beer, and business.

This event is free for Emerging Leaders members, $20 for guests.

Tee It Up Golf features a two story driving range, miniature golf, bocce courts, and a meeting room to hold your special events.

Wednesday, March 26
5:30 p.m. - 7:30 p.m.
Tee It Up Golf
21 Hagerty Blvd.
West Chester, PA 19382

We need your help to grow the Chamber. We will be holding our quarterly Prospective Member Orientation on Thursday, March 20 here at the Chamber. This luncheon is designed for non-members to learn about the Chamber and benefits of Chamber membership.

Current Chamber members are invited to attend, but only if accompanied by a prospective member. We ask that you all share this information with business contacts. If you know prospective Chamber members please get in touch with us at the Chamber so we can register them.

Thursday, March 20
12:00 p.m. - 1:15 p.m.
CCCBI Headquarters
1600 Paoli Pike
Malvern, PA 19403

Special Incentives for anyone who joins on the spot.
Lunch will be served.
Limited space is available.
As you saw in the photo gallery section, Best Line Equipment celebrated its new store in West Chester. We helped with: advertising/crowd building, speakers, and supplied ribbon and scissors.

If you would like us to help you celebrate a move, expansion, relocation and or new store location, let us know. We would love to help you too.

This new service is open to all of our small business members.

Please contact Pat Hayakawa to learn more.
Meet Your Board

**Officers**
Chairperson of the Board, Joel Frank, Esq., Lamb McErlane, PC
Chairperson Elect, Kim Brumbaugh, Brumbaugh Wealth Management
Treasurer, Ken Goddu, Fulton Bank
Immediate Past Chairperson, Michael DeHaven, CPA, Rainer & Company, Certified Public Accountants
Foundation Chairperson, Pat Ward, Penn Liberty Bank

**Vice Chairpersons**
Business Development Division
Kristen LaDow, M&T Bank
Membership Development Division
Stacy Martin, Hankin Group
Public Policy Division
Thomas Chiomento, Exelon Generation, LLC
Strategic Planning Division
James Lee, WaWa, Inc.

**Directors**
Bill Belknap, aEONRG, LLC
Carlo Borgia, Wells Fargo Bank
Susan Brandt, Bentley Systems
Michael Bray, The Vanguard Group
Kevin Broadhurst, Comcast
Michael Brown, KMRO Partners, Inc.
Bryan Burklow, Brandywine Hospital
Chad Byers, Brandywine Mergers & Acquisitions
Elizabeth Bush, Endo Health Solutions
Michael Chalm, Desmond Hotel & Conference Center
Brian DiSibatino*, EDIS Construction
Michael Fill, Aqua

Thomas Fillipollo*, Devault Foods
Dennis Fisher, Longwood Gardens
Chris Franklin,*Aqua
Stacey Fuller, Gawthrop Greenwood, PC
Sassan Hejazi, Kreischer Miller
Buzz Hannum Jr., Lyons Companies
Dr. Robert Jennings, Lincoln University
Scott Kerr, Kerr Law, LLC
Blake Krapf, Krapf Bus Companies
Dale Krapf*, Krapf Bus Companies
Louis Kupperman, Esq., Obermayer, Rebmann, Maxwel, & Hippel, LLP
Albert Melfi Jr.*, DNB First
Kevin Morgan, Blue Moon Florist
Anthony Morris, Esq., Buckley, Brion, McGuire, & Morris
David Moser*, DFT, Inc.
Mark Pavlovich, West Chester University
Tom Petro, Fox Chase Bank
Frances Sheehan, Brandywine Health Foundation
William Simkiss, The Simkiss Companies
Gary Smith, Chester County Economic Development Council
Linda Taylor, Independence Blue Cross

*Director Emeritus/Past Chairman of the Board