The Chester County Chamber Foundation Gala

A night of fun for a great cause!

Last Saturday the Chester County Chamber Foundation hosted the 2015 Auction Gala and what a night it was!

Gala attendees put on their most fashionable 1960’s outfits and made their way to White Manor Country Club. Upon arrival, guests were greeted with champagne and appetizers. Between networking and catching up with friends, ordering a signature drink and checking out the Silent Auction— the buzz coming from cocktail hour was remarkable. As the ballroom doors opened, guests were led to the Wine Wall, photo booth, and delicious food stations. It wasn’t long before the Smooth Sounds of Steve Silicato had everyone on the dance floor.

Amongst all the good times, it was important to remember why we were there. All the proceeds from the raffles, games, and Live & Silent auctions will fund our Youth Leadership Program. Thank you to all who came to support this event and our mission at the Chamber Foundation.
Join the Chamber at our Annual

**State of the County Luncheon**

*Featuring Chester County Commissioners*

Terence Farrell, Michelle Kichline, and Kathi Cozzone,

CCCBI hosts the Chester County Commissioners for our *State of the County Luncheon* on Wednesday, April 8th. This event provides an update on Chester County and draws hundreds of business and community leaders.

We’ll be honoring 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.

*Limited Tickets available!* This event typically sells out - **purchase your ticket today**!

**Wednesday, April 8, 2015**

11:30 am - 2:00 pm

The Desmond Hotel & Conference Center

Chamber Member: $50 ◊ Non-Member: $75

Sponsorship Opportunities Include:

- Corporate Table of 10: $900
- Corporate Half Table of 5: $600
- Spotlight Sponsor: $500

(includes priority seating, company promotion & recognition)

*2014 Boling Award Winner Joseph Waters* (far right) with his family
Annual Women Influencing Business Dinner

The CCCBI Women Influencing Business Committee has been hard at work planning the 2015 WIB Dinner. The date is set, keynote speaker confirmed, and the Female Business Leader of the Year recipient will be announced in just a few short weeks. Registration is now open! This event, which is held every spring, celebrates the accomplishments of women in our community.

**Madeline Bell**, President and Chief Operating Officer of *The Children’s Hospital of Philadelphia*, delivers the keynote presentation. Bell joined CHOP in 1995, and following a variety of management and executive positions was named president and COO in 2007. In this role she provides executive leadership for the operations of the hospital and the CHOP Care Network, and is responsible for implementing the strategic roadmap, developing the operating plan and budget. Over her time at CHOP, she has led significant growth while maintaining the financial strength of the organization.

We have received several outstanding nominations for the 2015 Female Business Leader of the year. Stay tuned for this year’s recipient.

**Sponsorship, corporate table and advertising available!**

**Event Information**
Thursday, May 14, 2015
5:30 pm– 8:30 pm
Waynesborough Country Club

[Register Here](#)

Individual ticket includes access to event, 2 drink tickets, and seated dinner
$100 Member Ticket with advance registration
$150 Non-member Ticket

CCCBI Chair Elect Kim Brumbaugh, CCCBI VP Marianne Martelli, 2014 CCCBI Female Business Leader of the Year Kym Robinson of Stratus Interactive, and CCCBI Chairman Joel Frank.
Calendar of Events

March 6
Hail to the Chiefs
Victory Brewing Company
8:30 am - 10:30 am

March 16
In The Loop:
Marketing with Video
CCCBI HQ
8:00 am - 9:30 am
Register

April 1
Business After Hours
The Phelps School
5:30 am - 7:30 am
Register

April 8
State of the County
The Desmond Hotel
11:30 am - 2:00 pm
Register

May 14
Women Influencing Business Dinner
Waynesborough Country Club
5:30 pm - 9:00 pm
Register

Click here for a full calendar of events.

Please contact us with any questions.

610-725-9100

What You Should Know About Saving and Investing

The difference between savings and investing is simple! If you need it soon, save it! If you don’t, you may want to consider an investment. So what is soon? Well, there is no perfect answer to that. But as a guideline, if you need it in 5 years or less, it should be saved. If you don’t need it for 5-10 years or more, consider investing.

What is Savings?

When you put money into savings, your priority should be preserving the money! Your savings is short-term by nature. You want to put your money in places that are:
1. Easily accessible – you can get to it right away.
2. Guaranteed – not to lose money.
3. Liquid - no penalties or surrender charges.

Said another way, put it in the bank. BORING. I know!

Considering you need this money safe, liquid, and accessible, you need to understand you will not be earning much interest. Low risk = low reward. But that’s OK. That’s what a savings account should be: a place where you don’t lose money.

**What do we save for?**

Depending on our likes, interests, families, jobs, etc. Our purpose for saving could be a lot of different things. I encourage my clients to save enough to have an emergency fund. Next, think things like a house, a car, or a vacation. Whatever it is, having adequate savings is critically important to the process. Consider savings the base of the financial planning pyramid.

**What is Investing?**

Investing is used to help build wealth. Investing is long term. Investing exposes you to market volatility. When you invest in the market, you are assuming the risk that the investment can go down in value. For that risk, you expect that you will earn a higher rate of interest. If all goes well, the rate of interest you earn may exceed that of the bank, inflation, and other similar investments. Investing is often appropriate after you have adequate savings. If you invest and lose money, you have sufficient savings to cover your needs. A long time horizon should allow your investments to stay invested and hopefully recover any loss (and more!)

But say it out loud—**INVESTMENTS TAKE TIME**—No guarantees.

**What do we invest for?**

We invest for a lot of things. Some more common than others. We invest for retirement, college, investing for investing.

**What do investments look like?**

Your investment risk tolerance, your time horizon, your financial situation, and other factors will all play into how your investments will “look.” Some of the more common investment options include stocks, bonds, mutual funds, and ETF’s.

Daniel R. Zajac, CFP®, AIF®, CLU® is a senior advisor with Simone Zajac Wealth Management Group. You can learn more about Daniel and read his thoughts on financial planning at [www.financeandflipflops.com](http://www.financeandflipflops.com). He can be reached directly at 610-363-1344 or via email at daniel@simonezajac.com. He is located at 347 N. Pottstown Pike, Exton PA 19341.

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Welcoming the Chamber’s Newest Members
Members Joined in February 2015

Charles H. MacDonald
Electric, Inc.
Charles H. MacDonald
610-993-9866

ArcelorMittal
Ed Frey
610-383-2000

Tracon Telecom Corporation
David Trachtman
610-768-0155

Capital Planning Corporation
Bart Kaplow
484-875-3060

Zeiger Firm
Brian J. Zeiger
215-825-5183

Donze & Donze
Jane Donze, Esq.
610-444-8018

Telephone Townhall
We want your opinion for our next Telephone Townhall.
Would you like to learn more about...

Transportation issues affecting the region

Employee Wellness in the Workplace

Upcoming Conventions
(World Meeting of Families and the 2016 Democratic National Convention and how Chester County and surrounding areas play a major role.)

We want your feedback on how to make our Telephone Townhall meetings the best possible fit for you… the members!

Contact Matt Johnson to express your opinion on the next Telephone Townhall.

Not interested in the above ideas? We want to hear that as well.

In The Loop
Marketing with Video
The Three Mistakes You Should Avoid
Ron Strobel, President of VideoNet, Inc leads the roundtable discussion on using video to communicate with the world. He’ll touch on: why use it, how to use it, how to find a professional to help you use it, and how to make it affordable.

In The Loop
8:00 am - 9:30 am
Monday, March 16
CCCBI Headquarters
1600 Paoli Pike
Malvern, PA 19355

Register Now!
Follow Up: Linda Williams,  
U.S. Small Business Administration

Linda L. Williams, Lender Relations and Economic Development Specialist with the U.S. Small Business Administration came to the Chester County Chamber for a Telephone Townhall. Below are some important topics covered in the 30 minute discussion.

If you would like to get in touch with Linda you can contact her by email at Linda.L.Williams@sba.gov

1. **Can I get a grant from SBA to start my business?** SBA does not provide grants to start or grow businesses. Individuals and/or business entities seeking grant assistance are encouraged to visit [www.grants.gov](http://www.grants.gov). If you’re planning to start a business or expand an existing business, you might need financing help. SBA participates in a number of loan programs designed for business owners who may have trouble qualifying for a traditional bank loan. To start the process, you should visit a local bank or lending institution that participates in SBA programs. SBA loan applications are structured to meet SBA requirements, so that the loan is eligible for an SBA guarantee. This guarantee represents the portion of the loan that SBA will repay to the lender if you default on your loan payments.

2. **Where can I get help on business planning?** Free and low cost counseling services are available through SBA’s Resource Partners. In Chester County SBA’s resource partners include Chester County SCORE with offices throughout the county including a main office in West Chester 610-344-6910, Kutztown University Small Business Development Center with an office at the Chester County Economic Development Council 877-472-7232, and the Women’s Business Center at Community First Fund in Lancaster serving Chester County 717-383-2351 Ext. 117. These SBA Resource Partners can assist with everything from drafting business plans to complex management principles.

3. **I am interested in government contracting. Can SBA help?** SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. If you are interested in learning how your small business can market your services or goods to the Federal Government, you will want to register to attend one of the workshops held on the third Thursday of each month at the District Office in King of Prussia. Information is also provided on SBA’s Certification Programs for Government Contracting. For more information or to register call George Murray at 610-382-3083.

The next workshop date is March 26th.

Save the Date:
Meet the Lenders Event – SBA’s Annual Lender Matchmaking Event for Businesses
When: Tuesday, April 28, 2015 from 9 am – 2 pm
Where: Radisson Hotel Valley Forge, 1160 First Avenue, King of Prussia, PA  19406

Co-Presented by Small Business Administration’s Resource Partners including Kutztown Small Business Development Center. For more information or to register go to [www.kutztownsbdic.org/lendermatch](http://www.kutztownsbdic.org/lendermatch)

Lenders will briefly meet with business owners, review their financing needs and schedule more detailed interviews for those owners whose needs may be a match for the lender’s portfolio. Each entrepreneur is given 10-15 minutes to make their pitch to a particular lender then move on to another lender. Seminars to prepare for the matchmaking event are highly recommended and are available on the registration website.
On The Scene…

Tour of To-Jo Mushrooms

Economic Forecast 2015

CCCBI Legislative Board Dinner

CCCBI Board Member Jim Lee, Wawa and Congressman Pat Meehan

Chester County Commissioner Kathi Cozzone, Val DiGiorgio, Chairman, Chester County Republican Committee, and State Rep. Becky Corbin

CCCBI Board Member’s Mike Brown and Mike Fili with Maggie Sheeley of the U.S. Chamber
Chester County Is Chester County’s Best Kept Secret

By Ken Knickerbocker

We all celebrated last summer when Motovo included Chester County in its 10 Best Counties in America ranking. Citing the county’s high household income, low unemployment and poverty rates and open space preservation, Motovo placed Chester County as the 4th best county in the country in the US behind Fairfax County in Virginia and Somerset County in New Jersey.

What Motovo didn’t mention, and what most people living and working in Chester County don’t know, is just how prosperous and diverse Chester County’s economy is compared to other counties across the state or the nation.

For instance, most people don’t know agriculture is Chester County’s leading industry. Chester County ranked 2nd (Lancaster County is 1st) among all 67 Pennsylvania counties in the total value of agricultural products sold with annual sales of $660,744,000 and ranked 54th of over 3,100 counties in the U.S.

Also not well known, after agriculture, the travel and tourism industry is the second largest contributor to Chester County’s economy. By one estimate people visiting Chester County for business and pleasure in 2012 spent upwards of $714 million and generated 7,000 direct jobs.

Longwood Gardens in Kennett Square, recently ranked the top public gardens in the United States by USA Today, is the county’s top tourist destination drawing over 1 million visitors annually.

Of course, agriculture and tourism aren’t the only engines driving the county's economy. Chester County has its fair share of world-class financial, biotech, media and technology companies as well.

AmerisourceBergen, a drug wholesale company based in Chesterbrook, is the county’s only Fortune 100 ranked company and one of only two Delaware Valley firms (Comcast at #44) to earn that distinction in 2014. In 2013, AmerisourceBergen generated over $89 billion in sales, making it Pennsylvania's highest grossing corporation.

Saint-Gobain, a global manufacturer and distributor of construction materials based in France with US headquarters along 202 in Wayne, is the Delaware Valley’s oldest company, having been in existence since 1665.

No list of remarkable Chester County companies is complete, however, without mentioning Malvern-based Vanguard Group.

The mutual fund company is not just the County’s largest employer, employing over 10,000 people, but the 2nd leading mutual fund company in the world (New York City's BlackRock is #1). Last year, Vanguard celebrated its 40th anniversary by attracting $216 billion in new investments. The surge in new investment dollars pushed Vanguard’s Total Assets Under Management, a common mutual fund industry benchmark, past the $3 trillion mark. By comparison, the entire United States federal budget is just over $4 trillion.

Finally, when the New York Times ranked all US Counties from the easiest to live in to the most difficult, Chester County came in at the 33rd easiest county out of 3,100 surveyed. Neighboring Montgomery County came in at a respectable, but distant, 82nd while Bucks (173), Delaware (770) and Philadelphia counties (2,420) were even further down the list.
The Phelps School hosts April’s Business After Hours

Brought to you by the Emerging Leaders Group

Wednesday, April 1 2015
5:30 pm - 7:30 pm
The Phelps School
583 Sugartown Road
Malvern, PA 19355

Free for Chamber Members with early bird registration

Register Now

The Phelps School was founded in 1946 and features historic Tutor revival architecture. The Phelps School’s goal is to help young men in grades 7-12 reach their full potential. The school’s motto has always been “Dedication to the individual boy.”

The 2015 Brandywine Health Foundation Strawberry Festival

Presented by First Niagara & PECO

Benefiting the Coatesville Youth Initiative

Click here for sponsorship information

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6th Annual Radley Run Art Show
Proceeds Benefit Safe Harbor and the Chester County Art Association

Radley Run Art Show
Radley Run Country Club
March 6 - March 7

Benefiting Safe Harbor & Chester County Art Assoc.

For more information please call
610-793-1660
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