

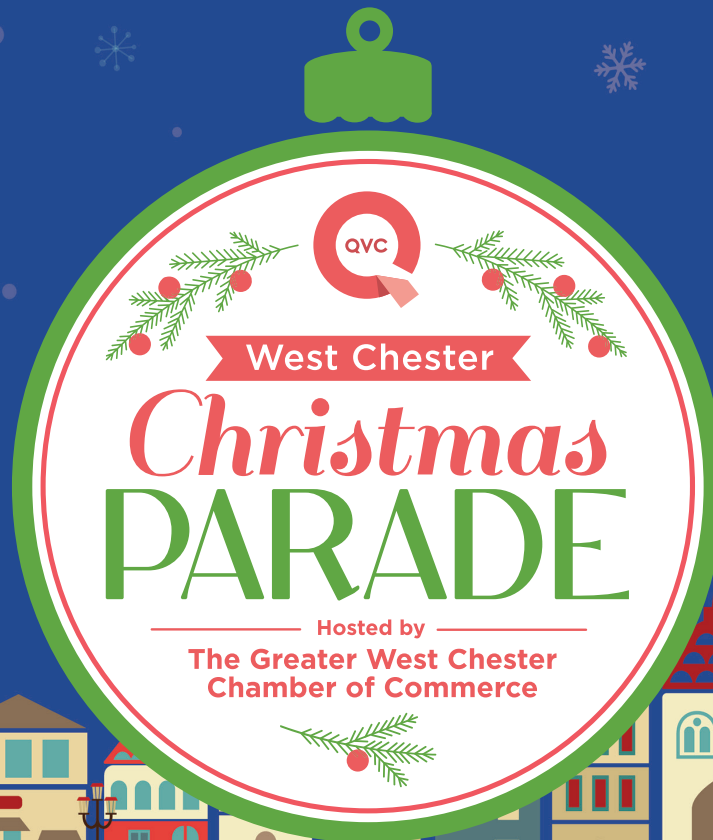
2018
NOV/DEC

the Chamber Chatter



THE MEMBER NEWS & INFORMATION RESOURCE

Your Complete Guide to the Parade



Friday, November 30, 2018

Jingle Elf Run 6:30pm • Parade 7:15pm • Holiday Village 5:00-9:00pm

~ Downtown West Chester, PA ~

   [#WCChristmasParade](https://www.instagram.com/WCChristmasParade)

GreaterWestChester.com

Chamber Chatter

So much more than you thought:

Events are only part of what we do

The Greater West Chester Chamber of Commerce is a membership based not-for-profit organization centrally located in the heart of Chester County. The chamber's efforts help businesses grow and prosper, and contribute to the overall economic stability of the community. The Chamber's ThinkShopBuy... LOCAL initiative encour-

ages area residents to purchase goods and services from local businesses, reinvesting more of every dollar back into our community. Our Workforce Development Initiative focuses on skilled labor recruitment. Senior Leadership Council is a forum for our community leaders/CEO's to meet and discuss challenges facing our community and the businesses in relation to attracting talent, serving customers, and simply operating day to day. Internship Development Program is a partnership program with West Chester University. Our Professional Development programming (with generous support provided by TD Bank, West Chester University and Krombolz Sheets Insurance) offers first-class educational training such as the Nonprofit Discussion Series, Business Owners in the Know, Women's Executive Roundtables and the only opportunity in the Mid-Atlantic region to attend Disney Institute training (March 18, 2019). Our goal is to be a first-class resource for like-minded professionals to learn, teach and



connect while providing tools to do better business. Our community events such as QVC West Chester Christmas Parade, Benchmark Twilight Cycling and Autumn/Spring Gallery Walks presented by Sunset Hill Jewelers & Fine Arts Gallery draw/engage tens-of-thousands of guests and generate hundreds-of-thousands of dollars in revenue for local businesses. Our annual Membership Directory is delivered to every member business, sent to every student's household in the West Chester Area School District (over 11,600 students) and shared with local businesses and visitors. The Chamber advocates for a variety of business principles—an improved tax structure and local economic vitality, improved infrastructure including transit, and training, education, and workforce development.

Mission Statement
The Greater West Chester Chamber of Commerce focuses on helping members build relationships, promote their business, grow their network, address their most serious business challenges and become an integral part of the community by providing advocacy, resources and opportunities.

Who we serve

The Chamber services nearly 700 local businesses and entrepreneurs in central Chester County.

Impact stats

According to studies conducted by West Chester University's Department of Economics and Finance, the economic impact of our two largest single-day events generated more than \$700,000 in additional

sales at local restaurants and shops from visitors in attendance. That figure includes only out-of-town visitors, thus indicating that this economic impact was generated solely as a result of the events.

As seen in FIG magazine, Winter 2018 | figwestchester.com

As seen in FIG magazine, Winter 2018 | figwestchester.com

As seen in FIG magazine, Winter 2018 | figwestchester.com

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What's in a Work Space? A Lot Actually!

By Kevin O'Connor

It used to be very simple to decide where and how employees worked for a business. You would look for a location that had ample parking, access to public transportation, and perhaps some natural light or nice amenities. "Telecommuting" was the first disrupter of the traditional office space. Technological advances allowed employees to work from home. Then came "Open Spaces", where walls were removed and offices were replaced with couch-style seating and standup desks. Now, the latest work environment trends revolve around coworking and shared workspaces.

Typically, shared workspaces tend to be geared more towards established businesses, offering private offices and amenities such as printers and office suite services. In this environment, the "shared" space is the lounge area, conference rooms and reception. Coworking spaces are more in line with the open space concept, where startup businesses or freelance business professionals can work with other professionals in a creative and productive environment.

Both coworking and shared workspaces offer the ability for small businesses and

individual freelancers to work in an office space at a lower price point than renting their own office space while allowing for the collaboration of a business community. These workspaces avoid the long-term commitment of a lease and provide a more professional atmosphere to meet clients or have meetings than in a coffeeshop or at home (I think we've all heard the dog barking on a conference call). Additionally, most of these workspaces offer a community for their members with the ability to collaborate with other businesses as well as offer developmental opportunities from subject matter experts on many business topics. Both coworking and shared workspaces offer affordability, flexibility, community and amenities to businesses and individual business owners.

Kevin O'Connor is head of Operations for align.Space, a coworking, shared and event space that opened in October located at 2 West Market St. (the historic Farmers and Mechanics Building) in the heart of downtown West Chester.

koconnor@align5.com | 215-518-4737 | www.align.Space



DISCOVER WHAT THE CHAMBER CAN DO FOR YOU.

The Greater West Chester Chamber of Commerce, located in the heart of Chester County, PA is a membership based not-for-profit organization providing resources, advocacy and educational opportunities to help local businesses and entrepreneurs build relationships, promote their business, grow their network, address their most serious business challenges and become an integral part of the community.

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Member
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f

in

Chamber Chatter

Thanksgiving Recipe:

Bourbon Maple Brine for Turkey

Brining is the process of submerging a cut of meat in a brine solution prior to cooking, which enhances juiciness. The meat absorbs extra liquid, resulting in a more flavorful final dish. This technique is particularly great for lean cuts of meat that tend to dry out during cooking such as turkey! We take it a notch higher with our Bourbon Maple Brine to help you possibly make your best Thanksgiving main course ever.



Ingredients:

- 10 to 15 lb. fresh thawed Turkey
- 1 gallon water
- 1/4 cup kosher salt
- 1/4 cup brown sugar
- 1/4 cup maple syrup
- 1/2 cup bourbon
- 1 bulb of garlic (cut in half)
- 1 Tbsp. whole pepper corn
- 1 bunch cleaned fresh parsley
- 1/2 bunch fresh thyme
- 1/2 bunch fresh sage

Method:

Combine water, sugar and maple syrup in large pot. Bring to boil, stir until salt and sugar dissolve. Remove from heat, add bourbon, garlic, pepper corns and fresh herbs. Steep (Let sit) until room temperature then add two trays of ice cubes to chill mixture around 40°degrees. Taste for salt content. If too salty dilute with water.

Brine your turkey:

You'll need a large food safe bucket or large pot - a container that will allow the turkey to be fully submerged. Place turkey in container, fill with brine until turkey is submerged. If it floats, weigh it down with a couple large ceramic plates. Cover with lid or plastic wrap. Place container with turkey and brine in refrigerator. It should brine for at least one hour per pound or overnight.

After brining is complete, remove turkey from container and discard brine. Prior to roasting or frying, rinse in cold water and pat dry with paper towels. If frying turkey make sure it's thoroughly dry to avoid dangerous scalding oil splatter. Bake or fry until the thickest parts internal temperature is 170°. Let rest for 15 minutes.

Recipe provided by Chef Blaise of Spence Café, "The finest BYOB restaurant in West Chester" serving lunch (Tuesday-Friday) and dinner (Tuesday-Saturday). 131 N. High St., West Chester, PA 19380. Call or go online to make a reservation. 610-918-1272 | www.spence.cafe



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It's easy for your business to receive generous state tax credits by participating in the

Chamber's Education Foundation EITC Program! Your company's contribution will directly benefit students in need of financial assistance at seven Chamber member schools in the greater West Chester area.

Make this valuable investment in your community.

Contact the Chamber office today!

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QVC West Chester Christmas Parade

Stage is Set for the QVC West Chester Christmas Parade

By Leigh Green

It's time to celebrate the holidays with the Annual QVC West Chester Christmas Parade on Friday, November 30th.

The Greater West Chester Chamber of Commerce hosts this holiday celebration with spectacular floats, giant inflatable character balloons, dozens of marching bands, dance troupes, performance groups and antique cars, masterfully produced by Under the Sun Productions. Santa's jingle bells will be heard throughout the streets as he rides through West Chester.

This year QVC returns as title sponsor, a longtime vision of the Chamber and Under the Sun Productions, who have seen this beloved local parade grow into a nationally recognized occasion. QVC's enduring support and participation will include both live and holiday broadcasts of the parade into over 100 million households across the country.

QVC is just one of many local entities comprising the fabric of this wonderful community event. The Holiday Village on High Street will offer an enhanced experience for 2018. Dozens of other events surround the parade starting at 5pm. A merry

little hub of tents on High Street right in the middle of the parade, the Holiday Village offers complimentary treats and plenty of family friendly fun.

Feel the energy of local marching bands, including those of East, Henderson and Rustin High Schools and West Chester University, who pour onto the streets with thunderous music and magnificent fanfare.

Leading up to the night of the parade, WSFS Bank opens the doors of its area branches as donation drop sites for its 2018 Christmas Toy Drive, an annual event that brings joy to countless local children in need over the holiday season. Immediately preceding the parade,

the Chester County Running Store will put on the ever festive and fabulous Jingle Elf Run, a walk/run event for all ages with prizes for best costume as well as top finishers.

With the energy of more than 40,000 spectators and extensive local support, the QVC West Chester Christmas Parade is poised to be a joyous occasion, marking the beginning of the holiday season and drawing together this incredible community.

Leigh Green is a local resume writer and copywriter. She writes powerful content to propel your career and business growth. 610.739.5855 | Leigh@PillarResumes.com | www.PillarResumes.com



Parade Day Schedule

Friday, November 30th

5:00 - 9:00pm

Holiday Village

High Street between Gay and Market Streets

5:30pm

Registration for Jingle Elf Run

Chester County Running Store
24 S. High Street

6:30pm

Jingle Elf Run

Start/Finish Line: E. Market Street
between High and Walnut Streets
(7:05pm - Awards at Main stage
[High and Market Streets])

6:45pm

Tree Lighting

Main stage (High and Market
Streets)

7:15pm

**QVC West Chester
Christmas Parade**

For more details and parade map,
visit GreaterWestChester.com



QVC West Chester Christmas Parade



Marching Bands Will Compete

By Leigh Green

Perhaps the most thrilling element of any live parade is its marching bands. The bravado, the enveloping music and the ceremonial nature of these musical troops have a captivating effect.

This year, high school bands from as far away as upstate New York and Harrisburg, PA will hit the streets for the 2018 QVC West Chester Christmas Parade. While

these booming processions entertain the masses, they're also competing to win a trophy and cash prizes. The Chamber welcomes First Priority Bank as the returning sponsor of the popular parade competition.



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QVC West Chester Christmas Parade

Free Fun in the Holiday Village during the QVC West Chester Christmas Parade



At the heart of the QVC West Chester Christmas Parade on Friday, November 30th in the very center of West Chester, the Holiday Village offers loads of family-friendly fun and complimentary treats. Spanning the entire block of High Street, between Gay and Market Streets, sponsors and community business tents nestle together to host a night of merriment from 5 p.m. to 9 p.m. The Holiday Village is free, open to the public, and an ideal place where thousands of parade spectators enjoy the magic of the QVC West Chester Christmas Parade.

The parade's Title Sponsor QVC will be broadcasting the parade live, on-site, and Program Host David Venable will be available for a meet and greet from 5pm - 6pm in the QVC tent. Throughout the evening, guests who visit the tent can enter to win many great prizes, enjoy sweet treats from Landies Candies

pretzel and capture a holiday photo.

The Key Financial team will be serving complimentary hot chocolate in their tent. Benchmark Federal Credit Union will provide face painting. Step inside a Giant Inflated Snow Globe for a photo-op provided by SERVPRO of West Chester. Stop by Anthony's Coal Fired Pizza for a bite to eat, and learn about the new mission of the Chester County Food Bank at their tent. 95.7 BenFM will be on location broadcasting holiday tunes. The Holiday Village is a festive place to warm up, refuel and enjoy the excitement of the evening!

Tent spaces are available for local organizations to showcase their brand. Reserve your space in the Holiday Village. Contact Dave at the Greater West Chester Chamber, 610-696-4046 / dave@gwcc.org

Fill the Stocking

Contributions benefit first responders

The Greater West Chester Chamber of Commerce relies on the support of our first responders to help provide safe and enjoyable community events for every family, volunteer and parade participant. We're proud to offer an opportunity to give a gift of gratitude that will benefit our local first responders. The generosity of your contribution is appreciated. Help us "Fill the Stocking"!

Give online at GreaterWestChester.com/Fill-TheStocking or make a donation during the parade - look for the "Fill the Stocking" ambulance and fire truck.

All donations are appreciated. Very special thanks to our most generous contributors: Wells Fargo Bank, Chestnut Square Apartments, Trumark Financial Credit Union, Gawthrop Greenwood, PC and Thomas Comitta Associates, Inc

**SUPPORT
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Responders**



QVC West Chester Christmas Parade

10th Annual Jingle Elf Run



By Leigh Green

excitement for the entire family. Christmas fanatics.

Calling all elves! The annual Jingle Elf Run is just around the corner, and all ages are welcome to join in the fun. Be a part of the magic by running or walking ahead of the spectacular QVC West Chester Christmas Parade on Friday Nov. 30th. Fantastic prizes are awarded to top finishers and best outfits.

Adults can choose between a 2-mile run or a 1-mile walk. Children under six are invited to run or walk in a 200 meter race, while those ages seven through 12 complete one mile. All races begin at 6:30 p.m., with the parade immediately following at 7:15 p.m., making it an invigorating way to kick off a night of

Register in advance to secure your spot at www.RunCCRS.com, and receive a complimentary jingle elf hat! Or register in person day of starting at 5:30 p.m. The best elf costume wins a cash prize, and costume awards go to the most creative holiday outfits. Age group winners all receive fabulous holiday prizes and the top three male and female runners of the 2-mile race are all awarded cash.

The races will commence on East Market Street between High and Walnut streets. From there, runners will race along the parade route through downtown West Chester in front of thousands of merry spectators and

Help kick off the evening's festivities by being a part of it all in the 10th Annual Jingle Elf Run!

Advance Registration online at: www.RunCCRS.com

Register in person after 5:30 pm on the day of the event at the Chester County Running Store (24 S. High Street, West Chester).

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ANNUAL EVENTS



GREATER WEST CHESTER CHAMBER OF COMMERCE



2018 QVC WEST CHESTER CHRISTMAS PARADE
FRIDAY, NOVEMBER 30, 2018
Chester County's premier family event during the holidays



ANNUAL BANQUET
THURSDAY, FEBRUARY 7, 2019
An evening of celebration and community support



DISNEY INSTITUTE
MONDAY, MARCH 18, 2019
Disney Institute professional development returns to Chester County



10 GRAND CLUB
FRIDAY, APRIL 19, 2019
The Chamber's social event of the year benefiting the Education Foundation



GALLERY WALK
SPRING - FRIDAY, MAY 3, 2019
AUTUMN - FRIDAY, OCT. 4, 2019
Walking tour of dozens of one-night-only art shows in downtown West Chester



QUEST FOR THE CHAMBER CUP GOLF OUTING
MONDAY, JUNE 3, 2019
Scramble golf tournament at Radley Run Country Club



BENCHMARK TWILIGHT CYCLING CLASSIC
SATURDAY, AUGUST 10, 2019
A day of family fun and top professional cycling through the streets of downtown West Chester



2019 QVC WEST CHESTER CHRISTMAS PARADE
FRIDAY, DECEMBER 6, 2019

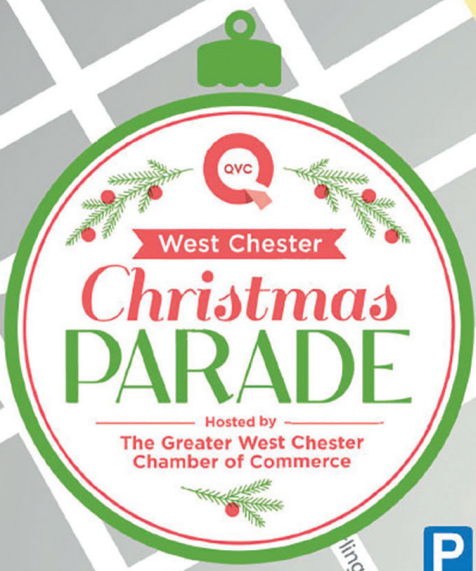
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GREATERWESTCHESTER.COM

Greater West Chester Chamber of Commerce
137 North High Street, West Chester, PA 19380
610-696-4046 • info@gwcc.org



QVC West Chester Christmas Parade



The QVC West Chester Christmas Parade will make one loop around the route. Santa can be seen all along the route and will be riding in the final division of the parade.

FAMILY TIP:
The best early view of Santa is on West Market Street.

STREET CLOSURES on Friday, November 30
 • High St. between Gay & Market will close at 11:00am
 • W. Market St. between New St. and Bradford Ave. will be closed 3:00-10:00pm (staging area)

The following streets will be closed 5:00-9:30pm
 • Gay St. between Matlack & New
 • Market St. between Matlack & Bradford Ave.
 • Walnut St. between Chestnut & Miner
 • High St. between Chestnut & Miner
 • Church St. between Chestnut & Market
 • Darlington St. between Chestnut & Wollerton Alley
 • New St. between Chestnut & Market
 (All times subject to change without notice)



- Major Streets
- Parade & Run Route
- Parade Direction
- Parade Starting Point
- ACAC Jingle Elf Run Start
- PECO Tree Lighting
- Parking
- Restrooms
- Crosswalks

Special thanks to all our sponsors, volunteers and Borough of West Chester organizations (Public Works, Police, Parking Authority).

Jingle Elf Run 6:30pm Parade 7:15pm Holiday Village 5-9pm



QVC West Chester Christmas Parade

QVC Continues as Title Sponsor of the West Chester Christmas Parade

By Leigh Green

The Greater West Chester Chamber of Commerce is thrilled to welcome QVC again this year as the title sponsor of the annual Christmas parade. QVC continues their role as the spectacular holiday tradition of the QVC West Chester Christmas Parade routinely thrills and entertains a live audience of more than 40,000 people every year.

QVC's enduring support and participation will include both live and post-live holiday broadcasts of the parade into over 100 million households across the country. This big city parade in a small town features spectacular floats, giant inflatable character balloons, marching bands, dance troupes, performance groups and antique cars. Santa's jingle bells will be heard throughout the streets as he rides through downtown West Chester.

At the heart of the parade has always been the community itself, with support from countless local businesses and volunteers. QVC, as both a local entity and globally-

recognized company, propels the parade onto a national stage with its holiday programming on December 24-26, which features highlights of the parade.

Mark Yoder, Chamber President, welcomes QVC as the returning title sponsor. "We are proud to have QVC as our title sponsor for this marquee event in West Chester. To have a global retailer and its employees support the West Chester community in this way exudes what it means for an organization to be part of the fabric of their community," said Yoder. "This event is the shining star of West Chester and Chester County, and we are proud to be able to bring it to life with the support of our sponsors."



"The West Chester Christmas Parade is a wonderful way to bring our local community together to connect in the spirit of the holidays," said Suzanne Quigley, Director of Corporate Responsibility for Qurate Retail Group, which is comprised of seven leading retail brands – QVC, HSN, zulily, Ballard Designs, Frontgate, Garnet Hill and Grandin Road. "As the returning title sponsor, QVC is especially excited to showcase the magic of this hometown tradition with our millions of viewers across the country as part of our live and special programming."

Tens of thousands of spectators now await the QVC West Chester Christmas Parade, which will mark the beginning of the 2018 Christmas season for the Greater West Chester area.

See all the details at GreaterWestChester.com

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QVC West Chester Christmas Parade

Without Whom This Wouldn't Be Possible

The Annual QVC West Chester Christmas Parade is made possible thanks to the amazing volunteers and support of our local greater West Chester business community. The Greater West Chester Chamber of Commerce is especially grateful to those sponsors who help make this amazing parade a reality.

“Without the generosity of our sponsors, this wonderful event wouldn't be possible,” said Chamber President Mark Yoder. “The Chamber and its Board of Directors greatly appreciates their ongoing commitment to the Greater West Chester region, and the QVC West Chester Christmas Parade in particular.”

Title Sponsor:

QVC, Inc.

Division Sponsors:

First Bank (Candy Cane Division)
Benchmark Federal Credit Union (Toyland

Division)
West Chester University of PA (Santa Division)
BB&T Bank and Greater West Chester Chamber of Commerce (Snowman Division)

Supporting Sponsors include:

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West Chester University of PA
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My Benefit Advisor
WSFS Bank
Fred Beans Ford of West Chester
ACAC-West Chester

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West Chester Business Improvement District
Anthony's Coal Fired Pizza
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The Desmond Hotel-Malvern
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November 18th at 11:30am
 January 27th at 11:30am
 March 12th at 5pm



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QVC West Chester Christmas Parade

'Tis the Season to Donate a Toy!



By Leigh Green

to local children in need.”

In partnership with WSFS Bank, the Greater West Chester Chamber of Commerce will host the 2018 Christmas Toy Drive collecting new, unwrapped items from November 9th through December 8th.

On Wednesday, December 13, 2018 at 7:45 a.m. the annual WSFS Bank Christmas Toy Drive Breakfast will take place at Saint Agnes School, located at 233 W. Gay Street in West Chester. Items donated by Chamber members and the community will be presented to nonprofit organizations who work directly with families in our community.

“For the eighth year in a row, WSFS Bank is honored to support the West Chester Christmas Toy Drive in West Chester,” said Shari Kruzinski, Senior Vice President of Retail Banking at WSFS Bank. “At WSFS, we take great pride in giving back to our communities. We’re excited to host toy drop-offs throughout our Pennsylvania branches and play a role in bringing holiday cheer

The toy collection boxes were so beautifully decorated by Elementary School students from several West Chester Area School District Schools.

Toys collected through the 2018 WSFS Bank Christmas Toy Drive will be presented to two important organizations:

1. The Salvation Army

The Salvation Army of West Chester aims to enhance the quality of life and self-sufficiency of individuals and families of need. We strive to address the needs of low income and vulnerable individuals. We accomplish this in an atmosphere that reflects the love of Christ and care for all humanity. Through our Social Services Department we offer: clothing vouchers, prescription vouchers, utility assistance, rental/mortgage assistance and our Manna from Heaven Food Pantry.

Items of Interest for Donations:

- board games

- books for all ages
- Legos
- Barbie dolls
- puzzles

2. Trinity Assembly of God

TCM is a compassion based ministry of Trinity Assembly of God. TCM has been serving the Greater Philadelphia/Delaware area for 5 years. TCM distributes over 2500 pounds of food, toiletries and supplies to families each week. Each year, TCM works each Christmas season to provide toys and gifts to over 75 families in our area. Currently we serve over 15 organizations that would greatly benefit providing gifts for their

children this Christmas season. We work with local agencies such as The Melton Center, Friends, West Chester women’s services, and the battered women’s shelter. We also serve Christ Kids home in Lancaster providing birthday and Christmas gifts. By partnering with the Chamber this year, we can “spread our nets” by providing gifts to children in our area, and beyond.

Items of Interest for Donations:

- What we’ve found is the most requested gifts are of the pre teens.
- Legos
- dolls
- video games
- scooters

WSFS bank

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WSFS Bank Holiday Toy Drive Drop-Off Locations 2018

-Chester County-

Chester Springs
210 Font Road
Downingtown

Devon
209 W. Lancaster Ave.
Devon

Downingtown
1201 E. Lancaster Ave.
Downingtown

Kennett Square
100 Old Forge Lane
Kennett Square

Malvern
199 Lancaster Ave.
Malvern

Paoli
1 West Lancaster Ave.
Paoli

Wayne
724 W. Lancaster Ave.
Wayne

West Goshen
1030 W. Chester Pike
West Chester

-Delaware County-

Concordville
979 Baltimore Pike
Glen Mills

Edgmont
5000 West Chester Pike
Newtown Square

Glen Mills
395 Wilmington-West
Chester Pike
Glen Mills

*Additional
West Chester
Drop-Off Locations*

**Greater West Chester
Chamber of Commerce**
137 N. High St.





Sunset Hill Jewelers & Fine Arts Gallery 2018 Holiday Calendar

**Friday, Nov 23rd: Opening of 20th Annual Miniature
Art Show**

**Meet the artists 4:00pm to 8:00pm
3rd Annual Bow Lighting 5:30pm**



***Please join us for our
Pre-Parade Open House***

This Holiday Shopping Season

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Starting Saturday, November 24th

***Our Men's Night Shopping Tradition
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Oil Change Special

Good	Better	Best
SAVE \$3	SAVE \$5	SAVE \$10
CONVENTIONAL Full-Service Oil Change	PREMIUM CONVENTIONAL Full-Service Oil Change	SYNTHETIC OR DIESEL Full-Service Oil Change

Good only at Fred Beans Ford Lincoln of West Chester. Up to 5 quarts of oil. Must present coupon at time of write-up. 1 coupon per vehicle per visit. Not valid with any other discounts, specials, offers or prior purchases. Tax not included. Expires 12/31/2018. Code: CC9-18B



Battery Special

\$10 OFF

Any Battery Purchase

Includes free battery check & readout

Good only at Fred Beans Ford Lincoln of West Chester. Must present coupon at time of write-up. 1 coupon per vehicle per visit. Not valid with any other discounts, specials, offers or prior purchases. Tax not included. Expires 12/31/2018. Code: CC9-18C



PA State & Emissions Inspections

\$49⁻⁹⁵

Sticker additional

Good only at Fred Beans Ford Lincoln of West Chester. Must present coupon at time of write-up. 1 coupon per vehicle per visit. Not valid with any other discounts, specials, offers or prior purchases. Tax not included. Expires 12/31/2018. Code: CC9-18D



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