

2019
NOV/DEC

the Chamber
Chatter



THE MEMBER NEWS & INFORMATION RESOURCE

Your Complete Guide to the Parade



Friday, December 6, 2019

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

~ Downtown West Chester, PA ~

   #WCChristmasParade

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40th Annual Christmas Parade in West Chester

This year, Friday, December 6th marks the 40th Annual Christmas Parade in downtown West Chester! While some may only know it as the QVC West Chester Christmas Parade, for many it was always – and remains to this day – Old Fashioned Christmas in Historic West Chester.

For those who don't know, Old Fashioned Christmas began in 1980, where it was spearheaded by Kay Eby Moore, a prominent member of the Greater West Chester Chamber of Commerce Board of Directors, and then it was quickly taken on by the Chamber.

While the centerpiece of the event has always been the parade on Friday, Old Fashioned Christmas previously hosted dozens of events all weekend long. Men, women, and children dressed in old Victorian-era clothing, as scores of restaurants served Victorian cuisine and tea, danced the night away at the Victorian Ball, and in some years attended the Victorian Craft Faire. Scattered throughout the Old Fashioned Christmas itineraries were pop-

ular theater performances like "Trial by Jury" and "Christmas Stories", as well as puppet shows like "The Gingerbread Man" and "Sigfried and the Rotten Squirrels." Old Fashioned Christmas also birthed other popular events such as the lantern-lit walking tours of downtown.

As downtown West Chester expanded and the events surrounding Old Fashioned Christmas grew, the Chamber knew it was time to delegate responsibilities and modify the event. When Mark Yoder was promoted to chamber president in 2012, he decided to evolve from Old Fashioned Christmas to what is now – the QVC West Chester Christmas Parade.

"I wanted to bring this event into the 21st century," says Yoder. "What Kay Eby Moore built was an incredible event, and it was also the perfect foundation to bring more out-of-towners into downtown West Chester to benefit our economy."

And he's right – what was once a parade of 200 people seen by about 6,000 people has now grown to a parade of 5,000 people attended by



as many as 45,000 people.

While the Greater West Chester Chamber of Commerce purely handles the parade on Friday, there is still a multitude of events happening in and around the borough the weekend of Friday, December 6th. For more information on what's happening at this year's QVC West Chester Christmas Parade, please visit www.GreaterWestChester.com.



DOTTIE FOLEY
PHOTOGRAPHY



CHAMBER STAFF

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QVC West Chester Christmas Parade set to turn heads

Kick off the holiday season with the 40th Annual QVC West Chester Christmas Parade in downtown West Chester on Friday, December 6th. This year's parade is sure to turn heads with numerous events and family-friendly fun.

Hosted by the Greater West Chester Chamber of Commerce, this year's holiday celebration includes spectacular floats, giant inflatable character balloons, and dozens of marching bands, dance troupes, and performance groups, produced by parade masters - Under the Sun Productions. Santa's sleigh bells will jingle all the way through the streets of downtown West Chester.

QVC returns as the parade's title sponsor, fulfilling a longtime vision for the Chamber and Under the Sun Productions. QVC's enduring support and participation will include attendance by hosts Dan Hughes and Carolyn Gracie, both of whom were thrilled to watch this beloved local parade grow into a nationally recognized event over the years.

While QVC stakes the claim for the main event, they are just one of many entities involved in pulling together such an amazing event. The Key Financial Holiday Village, located on High Street, offers an enhanced experience for attendees to peruse local businesses and shop for holiday treats while kids play. This year's US Air Force Jingle Elf Run, a walk/run event for all ages with prizes for best costumes and top finishers, is slated to take place prior to the start of the parade.

Immediately preceding the parade, volunteers will collect money donations benefitting West Chester's local first responders, without whom this event would be impossible, in the second annual Fill the Stocking. In the parade, feel the energy of scores of local marching



Event Schedule - Friday, December 6

5:00 - 9:00pm

Key Financial Holiday Village
High Street between Gay
and Market Streets

6:30pm

US Air Force Jingle Elf Run
Start/Finish Line: E. Market
Street between High and
Walnut Streets

(7:05pm - Awards at High
and Market Streets [His-
toric Court House])

7:15pm

40th Annual QVC West
Chester Christmas Parade
*For more details and
parade map, visit
GreaterWestChester.com*

bands, including East, Henderson, and Rustin High Schools and West Chester University, as they pour onto the streets with thunderous music and magnificent flare.

From November 8th through December 7th, WSFS Bank opens the doors of its local branches as donation drop sites for the 2019 Christmas Toy Drive, an

annual event that brings joys and toys to countless children in need within the community over the holiday season.

With the energy of more than 40,000 spectators and extensive local support, the 40th Annual QVC West Chester Christmas Parade is set to turn heads and craft Christmas cheer that lasts all year.



DOTTIE FOLEY
PHOTOGRAPHY

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, prosper, and contribute to the overall economic stability of the community.

Our ThinkShopBuy... LOCAL initiative encourages area residents to purchase goods and services from local businesses, re-investing more of every dollar back into our community. The 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 Miles Financial Management, Inc.) offers first-class educational training such as the Non-profit Discussion Series, Business Owners in the Know, Women's Roundtables, as well as the only opportunity in the Mid-Atlantic region to attend Disney Institute training (March 16, 2020).

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 Classic, 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 Ches-

ter 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.

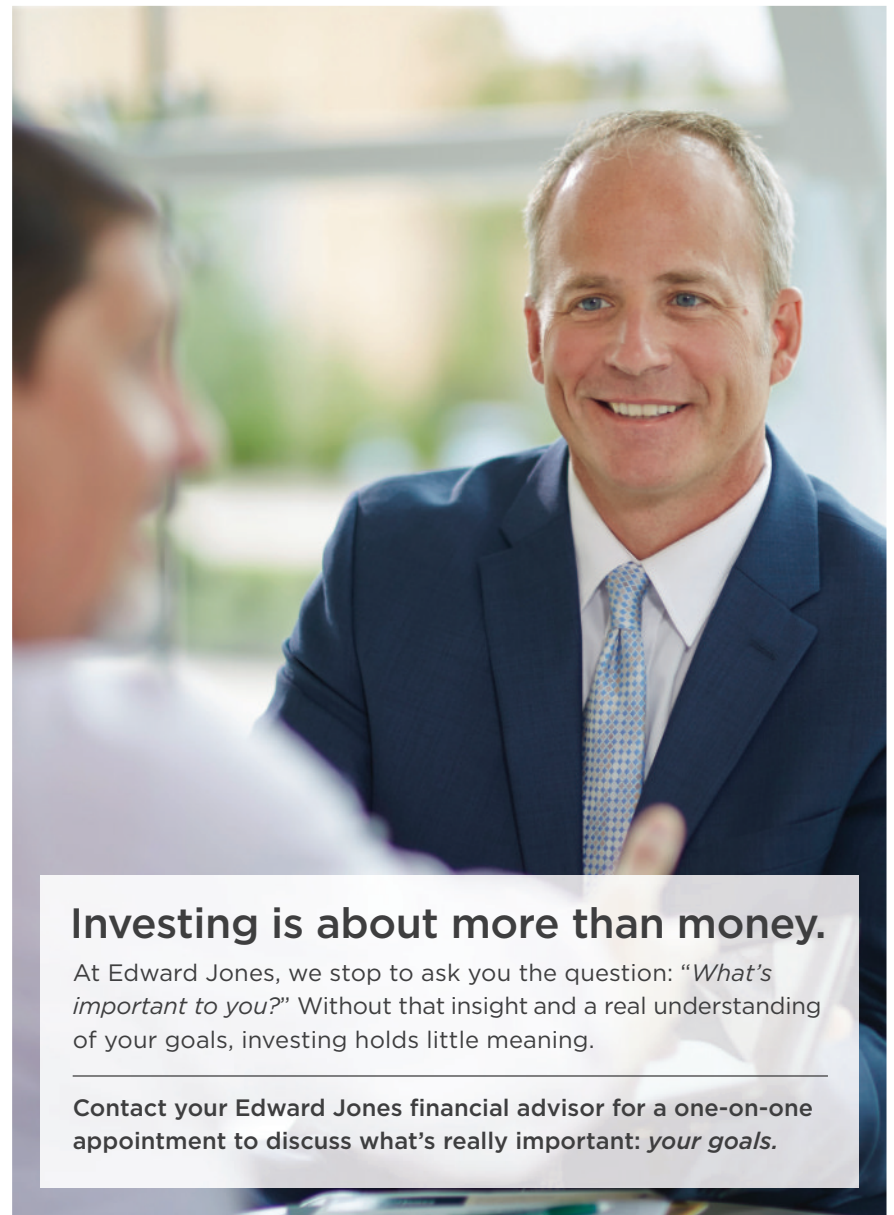
Who we serve

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, Fall 2019 | figwestchester.com



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QVC West Chester Christmas Parade



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**



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.

Bring a child joy – donate a toy!

In partnership with WSFS Bank, the Greater West Chester Chamber of Commerce will host the 2019 Christmas Toy Drive collecting new, unwrapped items from November 8th through December 7th.

On Wednesday, December 11, 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 non-profit organizations who work directly with families in our community.

“For the ninth 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 Director of Retail Delivery 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 to local children in need.”

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

Toys collected through the 2019 WSFS Bank Christmas Toy Drive will be presented to three important organizations:

1. Maternal and Child Health Consortium
2. The Care Center Foundation
3. Friends Association for the Care and Protection of Children

Maternal and Child Health Consortium

WSFS bank
We Stand For Service®

(MCHC) was created in 1991 to ensure that all women in Chester County have access to high quality maternal and infant health care regardless of race, language, insurance status or immigration status. In 1995, MCHC began providing prenatal case management for pregnant and parenting women and their children. MCHC remains committed to ensuring low-income, at-risk women and their children receive the services they need to start healthy, stay healthy and succeed in school. Their mission is to empower families to build a healthier and brighter future for their children by overcoming the social and environmental barriers that lead to poor health conditions in our community.

Items of Interest for Donations:

- Dolls/Barbies
- Cars/trucks
- Puzzles
- Balls
- Construction toys
- Musical instruments
- Arts and crafts materials

2. The Care Center Foundation

The Care Center Foundation aids low in-

come families in West Chester through education and social uplift programs. They provide a ministry of support by promoting partnerships and facilitating nutritional, educational, and social activities to the south east community that it serves. The Care Center Foundation empowers those who give and those who receive through creative, educational, recreational, and social service activities.

Items of Interest for Donations:

- Educational games
- Legos
- Science kits/books
- Winter boots
- Pajamas
- Character bed sheets

3. Friends Association for the Care and Protection of Children

Friends Association for the Care and Protection of Children addresses the needs of a wide range of families, from those who are experiencing homelessness to those who are currently housed but in jeopardy of losing their housing, through four platforms: Emergency Family Shelter, Homeless Prevention Program, Outreach & Ho-



tel Vouchers Program, and Housing Stability Case Management. Friends Association programs are designed to enrich the lives of children and families through a two-generation approach, working together with families toward self-sufficiency and housing stability.

Items of Interest for Donations:

- Dress up costumes
- Action figures
- Puppets
- Stuffed animals
- Board games

WSFS Bank Holiday Toy Drive Drop-Off Locations 2019

-Chester County-

Downingtown

1201 E. Lancaster Ave.
Downingtown

Paoli

1 West Lancaster Ave.
Paoli

Chester Springs

210 Font Road
Downingtown

Kennett Square

100 Old Forge Lane
Kennett Square

Wayne

724 W. Lancaster Ave.
Wayne

Devon

209 W. Lancaster Ave.
Devon

Malvern

199 Lancaster Ave.
Malvern

West Goshen

1030 W. Chester Pike
West Chester

-Delaware County-

Edgmont

5000 West Chester Pike
Newtown Square

Additional West Chester Drop-Off Locations

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

Concordville

979 Baltimore Pike
Glen Mills

Glen Mills

395 Wilmington-West Chester Pike
Glen Mills



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'Focus on Veterans' launches

Utilizing technology and creating innovative ways of reaching customers is the secret to growing a modern business. Just ask Linda Anderson, who is launching an on-line video series focusing on Veterans Affairs benefits and resources. "It may seem unusual for an Elder Law firm to use a site like YouTube to spread information," Anderson notes. "But today, you can learn anything from watching a video. Bringing these resources to the general public is not only my goal, but our responsibility as members of this community."

Adding to the millions of videos available teaching users to make everything from slime to baklava to firepits, the series from Anderson Elder Law will focus on providing tips and resources for US veterans on how to ac-



cess their benefits, maximize VA programs, and integrate support into their planning goals.

The Focus on Veterans series will include interviews with regional partners sharing their perspectives and experience, including: First Lieutenant Ralph Galati, a decorated Vietnam veteran and former POW; Alex Archawski, Navy veteran and founder of the Greater Philadelphia Veterans Network; Shan-

non Degiglio, Sergeant First Class in the National Guard and Veteran Business Development Officer for the US Small Business Administration; and Mark Yoder, President of the Greater West Chester Chamber of Commerce. The series will be available online starting in November on YouTube.com.

Linda Anderson is the founder and principal of Anderson Elder Law, a firm dedicated to helping families navigate the complexities associated with elder care, estate planning, and special needs planning. She is a Certified Elder Law Attorney and current President of the Pennsylvania Association of Elder Law Attorneys. More information can be found at www.andersonelderlaw.com.

Thanksgiving recipe easy as pie

Apple Pie Cinnamon Rolls

Some people may love diving headfirst into brining and basting a full turkey dinner for the relatives. But if you're looking for a quick-and-easy, maybe-last-minute-but-they'll-never-know dessert you can bring along, these apple pie cinnamon rolls are perfect for you! Bring the taste of a classic, delicious apple pie to your family Thanksgiving with just a few easy steps – and without getting flour all over your kitchen.

Prep Time: ~15 minutes

Cook Time: ~10 minutes

Total Time: ~25 minutes

Serves: 8 servings

Ingredients:

1 tube of refrigerated cinnamon rolls with icing included

1 apple (Granny Smith or Golden Delicious)

1 tsp cinnamon

1 tbsp brown sugar

1 tsp vanilla extract

½ tsp lime juice (optional)

Instructions:

1. Preheat oven to 375o F.
2. Dice apple, and mix with cinnamon, brown sugar, vanilla, and optional lime juice until evenly coated.
3. Open cinnamon rolls, and flatten each into a flat disc with a rolling pin (or maybe some help from the kids!) Set aside icing for later.
4. Spray muffin tin with nonstick, then push a cin-



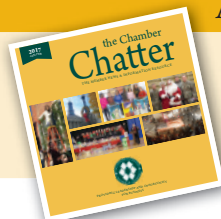
namon roll into each cup. Be sure to press around the sides so they form their own cups! Add a generous spoonful of apples to each cup.

5. Bake at 375oF for approximately 10 minutes (or until rolls are golden brown and cooked through).

6. Drizzle with icing when ready to serve!

Original recipe provided by The Country Cook, modified by Greater West Chester Chamber of Commerce Marketing and Communications Specialist Dani Anderson, who can attest to this easy-yet-delicious dessert.

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Rates listed above include:

- The Chamber Chatter print edition (circulation 17,500)
- Digital flip book on DailyLocal.com and GreaterWestChester.com

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EDITORIAL:

Contact the Greater West Chester Chamber of Commerce
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- Sep/Oct issueAUG. 15
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Cyber security planning simplified!

Privacy and data breaches, security compromised, millions of dollars lost, businesses closed; you have heard the horror stories of why you need to be concerned. Most solutions can leave small business owners overwhelmed, however there are practical ideas within reach for any organization.

Here are a few steps to get you started:

- Provide online cyber awareness training to your employees. Your greatest vulnerability is your people, not your equipment or software. There are several inexpensive or free resources available.

- Document the steps you are taking to protect your sensitive data. Cyber laws and regulations use very general terms. You need to show you have made a reasonable effort to protect the data in your possession.

- Inventory your equipment. Know which equipment holds

or transmits sensitive data, and then categorize each piece as low, moderate or high sensitivity.

- Inventory who has access to sensitive data, and categorize this group too. This includes staff, management team, vendors, and software suppliers. Putting something in the "cloud" does not change your obligation. If you collected the data, the affected person and regulators are still going to look to you to be accountable if there is a breach.

- Change permissions so users have the lowest security level needed to perform their job, and then increase permissions as necessary.

- Assign a point person to represent the company in the event of a cyber incident, and to monitor compliance with the cyber plan throughout the year.

- Implement a written cyber plan sooner rather than later,

even though you may not be able to say you are fully compliant. Adopt the plan now, and work to become compliant with all the elements.

To help fund, organize, and implement a cyber program consider a cyber liability policy from a company that offers many of these tools at a discount or at no cost. These would include items such as a pre-loss hotline to ask questions, risk management tools, checklists and sample plan documents, a cyber breach coach in the event of a cyber event, password management software, and access to cyber awareness training for your staff.

About the author - Mark D. Sammarone, CIC, CISR is Executive Vice President/Agency Principal at Arthur Hall Insurance and the Chief Information Security Officer for the agency. Request a free Cyber Response Planning Tool Kit, at cyber@arthurhall.com.

Abundance of Christmas spirit in Key Financial Holiday Village

Looking to kick off the holiday season with a fresh jolt of Christmas spirit? Look no further than the



Key Financial Holiday Village, nestled in the heart of downtown West Chester during the 40th Annual QVC West Chester Christmas Parade!

Sponsored by Key Financial, the Holiday Village will host a plethora of sponsor and local business tents for spectators to peruse, as well as some fun for the kids. Get the perfect picture for your Christmas cards as you step into the winter wonderland that is the Giant Inflated Snow Globe, provided by ServPro of West Chester, or sneak a snap of the kids in Frosty's lap! Meet the Berenstain Bears provided by Franklin Mint Federal Credit Union, or race BERG's pedal-carts and jump on their Champion tram-

pline to make it a night your kids never forget. And for mom and dad, stop by the tents and grab your last-minute Christmas goodies while listening to Christmas classics provided by BenFM. You never know what you might find!

The Key Financial Holiday Village is located on High Street between Gay and Market Streets from 5 p.m. to 9 p.m. on Friday, December 6th, and it is free and open to the public.

Tent spaces are available for local organizations to showcase their brand. To reserve your space at the Key Financial Holiday Village, please contact Dave at the Greater West Chester Chamber of Commerce, 610-696-4046 or dave@gwcc.org.

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Soar down the streets at US Air Force Jingle Elf Run



On Dasher, on Dancer, on Prancer and YOU! Take flight this year at the US Air Force Jingle Elf run, part of the 40th Annual QVC West Chester Christmas Parade on Friday, December 6th. Walk or run ahead of the phenomenal QVC West Chester Christmas Parade dressed in your finest elfen ears or your ugliest Christmas sweater. Prizes are awarded to top finishers and best ensembles.

Adults can choose between a 2-mile run and a 1-mile walk. Children under six are invited to run or walk in a 200 meter race, while those ages seven through twelve complete one mile. All races begin at 6:30 p.m., with the parade immediately following at 7:15 p.m. Jingle Elf Run sponsor US Air Force wants to see you fly down the streets of downtown West Chester!

Register for the US Air Force Jingle Elf Run in advance to secure your spot

at www.RunSignUp.com, and receive a complimentary jingle elf hat! Registration also available in person day of starting at 5:30 p.m. at the Bryn Mawr Running Company on South High Street. Contestants will also be rewarded for the best elf costume and most creative holiday outfits. Wonderful holiday prizes are awarded to age-group winners, and cash is awarded to the top male and female runners in the 2-mile race.

Races 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 Christmas fanatics.

For more information, please visit GreaterWestChester.com.

Parade's second annual Fill the Stocking



Contributions benefit first responders

Give back to the first responders in your community! 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 are happy to offer an opportunity to give a gift

of gratitude that will benefit our local first responders – our own friends, family, and neighbors. The generosity of your contribution is greatly appreciated. Help us “Fill the Stocking”!

Be on the lookout for the “Fill the Stocking” ambulance, which will make its loop just before parade kickoff. Some of our volunteers will walk beside it with their stockings, so don't worry about losing

your prime parade-viewing location – we'll come to you!

Give online at GreaterWestChester.com/FillTheStocking or make a donation during the parade – when you see the “Fill the Stocking” ambulance and fire truck, stuff those stockings!

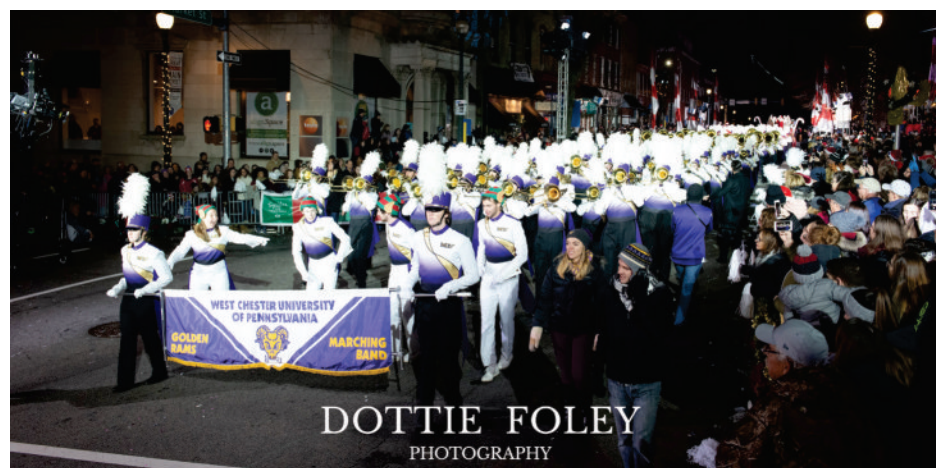
All donations are appreciated.

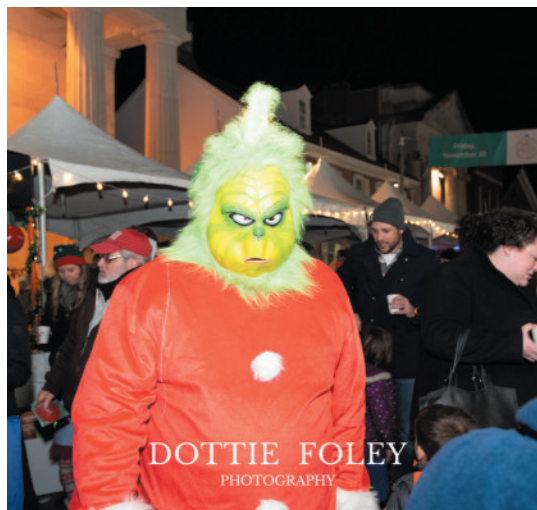
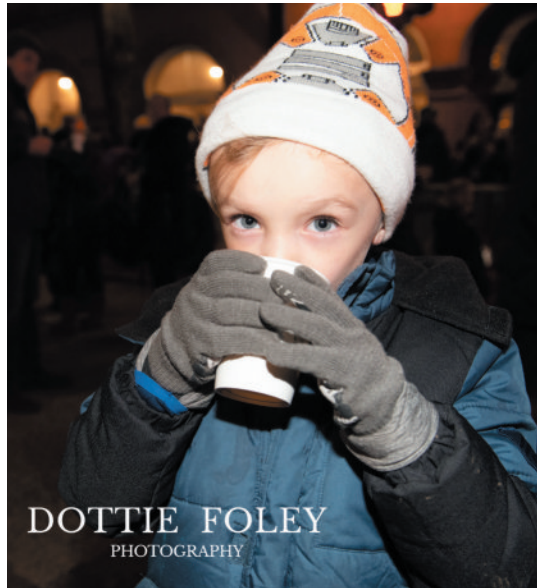
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2020 ANNUAL EVENTS



GREATER WEST CHESTER CHAMBER OF COMMERCE



ANNUAL BANQUET
THURSDAY, FEBRUARY 6, 2020
An evening of celebration and community support



DISNEY INSTITUTE
MONDAY, MARCH 16, 2020
Disney Institute professional development returns to Chester County



10 GRAND CLUB
FRIDAY, APRIL 17, 2020
The Chamber's social event of the year benefiting the Education Foundation



GALLERY WALK
SPRING - FRIDAY, MAY 1, 2020
AUTUMN - FRIDAY, OCT. 2, 2020
Walking tour of dozens of one-night-only art shows in downtown West Chester



QUEST FOR THE CHAMBER CUP GOLF OUTING
MONDAY, JUNE 1, 2020
Scramble golf tournament at Radley Run Country Club



BENCHMARK TWILIGHT CYCLING CLASSIC
SATURDAY, AUGUST 8, 2020
A day of family fun and top professional cycling through the streets of downtown West Chester



2020 QVC WEST CHESTER CHRISTMAS PARADE
FRIDAY, DECEMBER 4, 2020
Chester County's premier family event during the holidays

FOR MORE DETAILED INFORMATION ON ALL EVENTS AND PROFESSIONAL DEVELOPMENT PROGRAMS, VISIT
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