

2020
MAR/APR

the Chamber Chatter

THE MEMBER NEWS & INFORMATION RESOURCE



PROVIDING ADVOCACY, RESOURCES AND OPPORTUNITIES

Greater West Chester Chamber of Commerce honors John Serock Catering, Carolyn Comitta, Uptown! at 2020 Annual Banquet



The Greater West Chester Chamber of Commerce celebrated event caterer John Serock Catering, state representative Carolyn Comitta, and local theater Uptown! Knauer Performing Arts Center as some of the best in West Chester at their 2020 Annual Banquet back on Thursday, February 6, 2020.

The Greater West Chester Chamber of Commerce's (GWCC) Annual Banquet, sponsored by Arthur Hall Insurance, is an evening centered on honoring the people, businesses, and organizations that most influenced the West Chester community during the previous year. GWCC presented John Serock Catering with the 2019 Business of the Year Award for their entrepreneurial spirit, Carolyn Comitta with the 2019 Citizen of the Year Award

for her dedication to helping the greater West Chester community, and Uptown! Knauer Performing Arts Center with the 2019 Community Service Organization Award for their extensive community service efforts impacting West Chester. GWCC also honored Bayard-Rustin High School senior Emma Southern as the 2019 Junior Citizen of the Year.

This year's Annual Banquet was attended by over 275 of Chester County's elite. Notable attendees included: PA State Representative and honoree Carolyn Comitta; PA Superior Court Judge, the Honorable Paula Ott; Chester County Commissioners Michelle Kichline, Marian Moskowitz, and Josh Maxwell; West Chester University president Dr. Christopher Fiorentino; West Chester

Area School District superintendent Dr. Jim Scanlon; Borough of West Chester borough manager Mike Perrone; and Malcolm Johnstone of the West Chester Business Improvement District.

"Our Annual Banquet is always a good time, but this year's was especially exciting," said Mark Yoder, president and CEO of Greater West Chester Chamber of Commerce. "Each of our winners has proven their heart and dedication to making the greater West Chester region a great place to live, and it was great honor to thank them for their services."

For more information on the 2020 Annual Banquet, please call Greater West Chester Chamber of Commerce at 610-696-4046 or visit GreaterWestChester.com.

GREATER WEST CHESTER CHAMBER OF COMMERCE WELCOMES DISNEY INSTITUTE TO MALVERN

Disney Institute is bringing its renowned professional development course, Disney's Approach to Leadership Excellence, to Malvern on Monday, March 16, 2020. Sponsored by Greater West Chester Chamber of Commerce, the one-day event will help area professionals explore how they could begin to identify the personal and organizational values that drive them as a leader to carry out their organization's vision and their role in operationalizing culture-building and team support.

This day of Disney Institute training uses business insights and time-tested examples from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer

experience using Disney principles as their guide.

Disney's Approach to Leadership Excellence gives participants the chance to explore how leadership insights and time-tested examples from Disney parks and resorts worldwide can provide relevant illustrations and engaging stories to help organizations deliver the type of long-term results they are capable of delivering.

Registration is \$319 for Chamber members, \$359 for Chamber Alliance members, and \$399 for non-members and includes all course materials, as well as breakfast, lunch, two snack breaks, and parking. For more information or to register, call 610-696-4046 or visit GreaterWestChester.com.



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Passionate and proud: A look into the GWCC/WCU Marketing Partnership Program

Most businesses would agree that the one area they always need help with – but may not have the budget for – is marketing. In 2019, the Greater West Chester Chamber of Commerce teamed up with West Chester University to create the GWCC/WCU Marketing Partnership Program.

The GWCC/WCU Marketing Partnership Program was launched to provide students and local business

owners the opportunity to collaborate on real-life marketing strategies. Designed to provide business owners a structured avenue to work with students without establishing a formal internship program, students receive classroom instruction from university professor Tom Elmer on specific marketing topics and then perform marketing research and create a formal recommendation for their assigned business owner.

The program is meant to benefit both parties – business owners now have a structured marketing plan, while students earn experience while working with real-world challenges.

The Charleston Firm in West Whiteland was one of the businesses selected for the GWCC/WCU Marketing Partnership Program's inaugural launch in September of 2019. Previously, the Charleston Firm relied solely

on word-of-mouth to attract clients, and they participated in the program with the hope of reaching more in the local community and making their presence known to their neighbors.

“Professor Elmer and his students were great! They were really passionate about the project, took the job seriously, and took pride in their end results,” said April Charleston, owner of the Charleston Firm. “They

helped us find where our flaws were in marketing, how to streamline our message to the public, and the value of photography in our website and on our social media.

“We’ve started implementing some of the suggestions, and we plan to continue to use the marketing plan provided by the students as a guide,” continued Charleston. “I would highly recommend this Chamber program for any business looking to

garner a fresh perspective.”

Now in its second semester, the program will take a look at marketing challenges for a wide variety of local businesses, including Dave’s Automotive Repair Enterprises, LLC and TONO Group.

For more information on the GWCC/WCU Marketing Partnership Program, please contact the Greater West Chester Chamber of Commerce at 610-696-4046 or info@gwcc.org.

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Join us on April 17 with colleagues and friends to enjoy
the Chamber's most exciting social event of the year!



Grand Club

WHEN:
Friday, April 17, 2020 | 7:00pm – 10:00pm

WHERE:
Loch Aerie Mansion

TICKETS:
\$200 (to play), \$75 guest ticket

New Venue, Amazing Food, Another Year of Chances...

Your \$200 ticket includes:

1 in 200 chance to win \$10,000

PLUS Dinner & Drinks provided by John Serock Catering!

Even Losers are Winners...

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- All losers are immediately entered into a “Second Chance” prize drawing!
- You don’t need to attend to win!

For details, call
610-696-4046
or visit

GreaterWestChester.com



A portion of the proceeds supports Chamber scholarships for entrepreneurial high school students participating in the WCU Business Idea Competition.

The Chamber Welcomes **NEW MEMBERS**

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www.MarketingInsiderGroup.com
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Photography

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www.cbdrx4u.com
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Chamber Membership **ANNIVERSARIES**

Please help us congratulate these businesses celebrating milestone anniversaries who renewed their membership with the Greater West Chester Chamber of Commerce.

25 Years

Five Points Chiropractic
Wellness Center

10 Years

Tailor Made Media
Sheraton Great Valley Hotel
Judge Mobile Wash

15 Years

The 5 Senses

5 Years

Trinity AG
The Fence Authority



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.

Governor Wolf Confirms Budget for 2020-21, Calls for Increasing Minimum Wage without Increasing Taxes

Governor Wolf gave his 2020-21 Budget Address on Tuesday, February 4th and outlined his proposed \$36 Billion dollar spending proposal to the General Assembly. The Governor stated he is not calling for any increase in taxes.

He outlined his plan to broaden the base of the state's tax on corporate profits which would cover more companies in exchange for a 10 percent cut in the tax rate, to 8.99 for calendar year 2021. The corporate net income tax would then continue to be annually reduced until it reaches 5.00 percent in the year 2025. The Governor is asserting this will net the state a projected \$239.5 million in the 2020-21 fiscal year.

The Governor's call for an increase in mini-

mum wage was front and center in his budget address as he continues to call for a raise in the state's minimum wage from the current \$7.25 per hour to \$12 effective July 1, 2020. His justification is that if Pennsylvania's low-wage workers received this salary boost, it will provide the economy with a \$133.3 million in new sales and income tax dollars.

Workforce development continues to be an important issue in Harrisburg as Governor Wolf announced he will seek another additional \$14 million for workforce development programs. This includes \$12 million for a competitive grant program designed to break down barriers to employment, such as a lack of access to childcare, transportation and job training.



CHAMBER STAFF

Mark Yoder, *President & CEO*

Dave Fairman, *Director of Membership*

Lisa Leone, *Operations & Events Specialist*

Dani Anderson, *Marketing & Communications Specialist*

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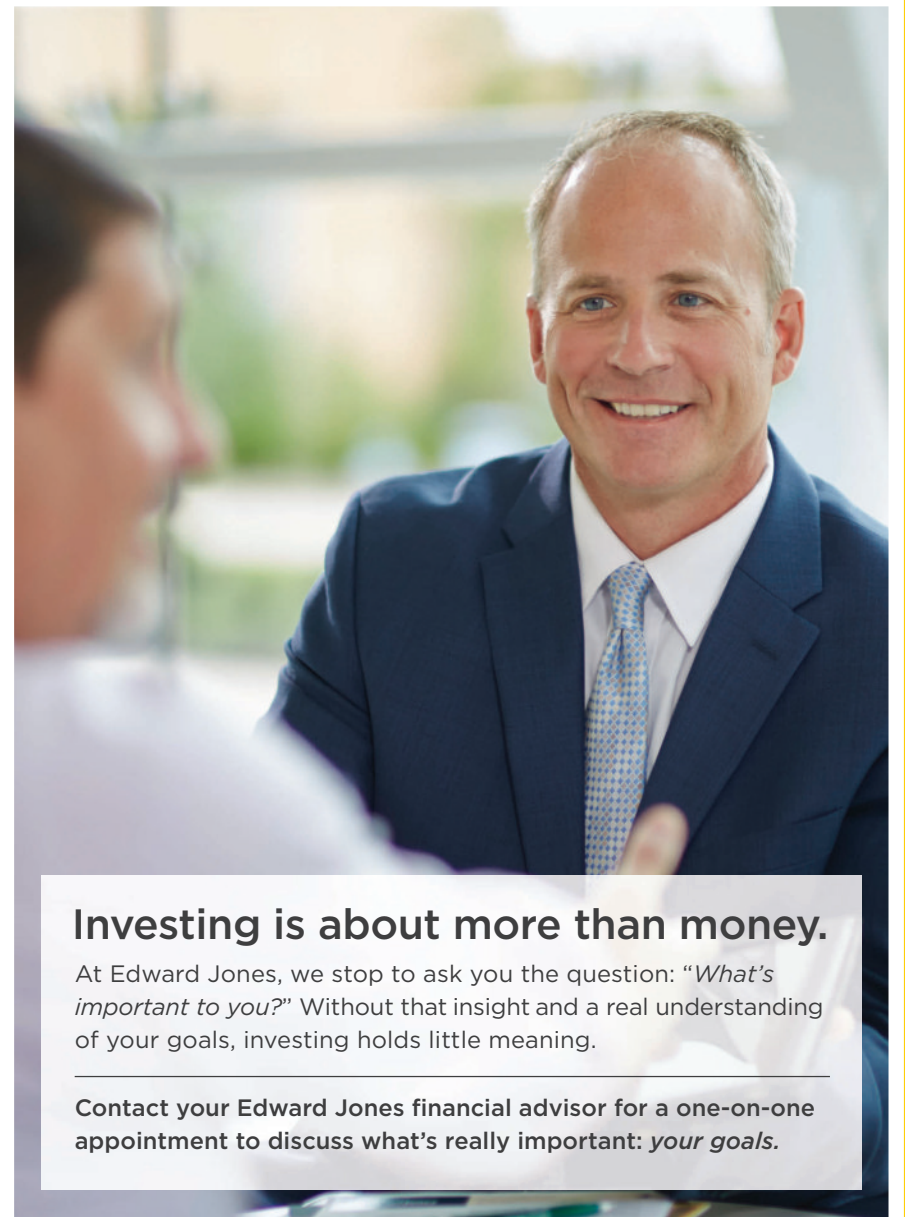
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EFFECTIVELY COMMUNICATING BENEFITS TO EMPLOYEES



Effective communication of benefits to employees is critical if the employer's goal is to maximize the impact and usage of their employee benefit program.

Crucial to developing a successful strategy begins with an awareness that today's workforce is comprised of no less than four generations, often with many employees working from home, in the field or from distant offices and all with varying comfort and familiarity with benefits and technology, utilizing multiple media formats to communicate with management and other intra-office personnel. As a result, it is important that any communication is designed with content and

a format(s) that enables everyone to receive, read and understand the message being presented.

Admittedly, some personnel will prefer a paper guide or an office poster to obtain this information, while others will only open emails or utilize other technology like benefit administration platforms, for instance. The best method of communication for a particular business will vary, based on the capabilities, style and interests of their employees. There is no one-size-fits-all solution.

For this reason, it is important that those responsible understand their company's worksite demographics and stay on top of the latest trends and developments

in benefits, technology and communication methods to ensure that employees are fully aware of all aspects of their company's benefit program. By doing so, employers will enable their staff to make sound benefit decisions and by having an engaged workforce, the employer will more effectively maximize the return on their employee benefit investment.

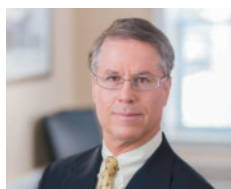
The MBA program is available to all members of the Greater Westchester Chamber of Commerce, for more information visit MBA online gwcc.mybenefitadvisor.com or contact Christopher Sloane at (610) 537-1429.

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See full details of Chamber events at GreaterWestChester.com

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Evaluate business opportunities; develop or update your business plan; create an effective marketing strategy including social media; improve sales; expand your business; optimize use of the Internet and create a dynamic web presence; manage and control expenses; project future revenues and expenses and establish realistic profit goals.

When: EVERY Monday in March and April, 8:00 a.m. OR 9:00 a.m.

Where: Greater West Chester Chamber of Commerce Vault,
137 N. High Street, West Chester

Registration: Scheduling must be made directly with SCORE: **610-344-6910**

Friday, March 6, 2020 8:00am – 11:00m

International Women's Day Breakfast
Greater West Chester Chamber of Commerce
Conference Room
137 N. High Street, West Chester
Free to attend, open to the public

Monday, March 16, 2020 8:30am – 4:30pm

Disney Institute – Disney's Approach to
Leadership Excellence
The Desmond Hotel & Conference Center
1 Liberty Boulevard, Malvern
Register online at GreaterWestChester.com

Friday, April 17, 2020 7:00pm – 10:00pm

10 Grand Club
Loch Aerie Mansion
700 Lancaster Pike, Malvern
Call the Chamber office at
610-696-4046 for tickets

Wednesday, April 22, 2020 5:30pm – 7:30pm

Women's Roundtable sponsored by
Miles Financial Management, Inc.
Location TBD
Register online at GreaterWestChester.com

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, SEPTEMBER 12, 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

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PFEW – An Incredible Opportunity for Our Local Students, and for You!



Company Advisor Joanie Norelli (far right), customer manager small format for PepsiCo, takes a break on the quad with her team, Solaris, a power tool company, on a sunny Wednesday.

If you would like to learn more about either award-winning program and how you can get involved, please visit the Foundation's website, www.pfew.org, or contact Scott Lee, vice president of marketing & development for the Foundation for Free Enterprise Education at (814) 833-9576 ext. 8, or scott@pfew.org.

We hear it all the time – “I can’t find great employees!” With the improving economy, many of our members are having trouble finding people with the knowledge and skills they need to help their business grow and thrive. We have a solution – Pennsylvania Free Enterprise Week (PFEW). This award-winning summer economics education program has benefitted our local students for over 40 years. PFEW immerses rising high school juniors and seniors in the world of business, allowing them to experience first-hand what you face each day. Offered by the Foundation for Free Enterprise Education, PFEW was founded to teach students about the American private enterprise system and help students develop skills

that make them the great employees and employers of the future. PFEW annually holds five week-long sessions in July and August on the campuses of Lycoming College and the Pennsylvania College of Technology in Williamsport, PA, serving nearly 2,100 students and 200 volunteers each year.

PFEW participants form teams of approximately 18 students and one volunteer adult business mentor. This group becomes the simulated management team of an underperforming manufacturing company in direct competition with other student companies. Each company must determine, through 12 business quarters, their selling price, marketing costs, production levels and budgets, banking needs, R&D costs

and more. In addition, teams must develop a marketing strategy, create a print and media campaign, and design a website. Sound familiar?

The week is highlighted by Speakers delivering inspiring motivational messages geared toward the students’ personal and professional development, including the Relationship between Business and Government, Leadership, Teamwork, Critical Thinking, Effective Communication, and more. Team-building activities, an ethics case study, and other business-related activities are included throughout the week. Informal interaction and discussion between businesspeople and students occur daily.

PFEW is designed to give every participant an idea of

real-world relevant issues facing today’s businesses. But does it work? Consider the following quote from 2019 PFEW graduate Simon Gajewski from Great Valley High School: “I cannot express into words how much I have learned in the last week. However, this camp is not only about teaching business. It is about learning the soft skills in business such as presentation skills, good communication, working as a team, time management, and how to work hard and grow into the business world. Your sponsorship allowed me to develop all of these skills ahead of others my age and it really helped me gain confidence and grow as a person.”

Simon gets to the heart of PFEW – igniting a passion

for business in the next generation and arming them with skills that will drive Pennsylvania forward for years to come. The Chamber has proudly supported PFEW for many years, and we encourage all our local companies and civic organizations to provide sponsorship for our students and, if possible, volunteers for the sessions. Every student attends PFEW on a fully tax-deductible \$625 sponsorship (the actual value of which exceeds \$1,500) which is provided by a local firm, foundation, civic organization, or individual. PFEW is an approved Educational Improvement Organization through the PA Educational Improvement Tax Credit (EITC) program. Sponsorship donors are prominently

recognized in several publications circulated throughout the state, and each student wears the name of their sponsor on their photo ID badge throughout the week. Students write their sponsors after graduation to report on what they have learned.

The Foundation for Free Enterprise Education, in cooperation with the SIFMA Foundation, offers another award-winning economics education program called the Stock Market Game™ (SMG). SMG is an exciting, interactive game that teaches students in grades 4-12 about investing, global capital markets, and personal finance, leading to long-term financial freedom. Each school year, this program serves over 8,000 students statewide.



GREATER WEST CHESTER CHAMBER OF COMMERCE

WELCOMES DISNEY INSTITUTE TO

Malvern, PA The Desmond Hotel

March 16, 2020 • 8:30am-4:30pm • 610-696-4046



Leadership is not defined by a title – it's defined by behaviors. At Disney, our leaders consistently align their behaviors with the Company's values and vision, resulting in a motivated, productive workforce. This program provides insights into the leadership development strategies necessary to create an effective and aligned leadership vision. Think of this opportunity as the start of your personal leadership journey. Are you ready?

- Identify the values that drive you as a leader.
- Align your personal and organizational values.
 - Immerse yourself in your leadership vision.
- Understand the importance of a leadership legacy that inspires others.



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Greater West Chester Chamber of Commerce is proud to be a selected sponsor of Disney's Approach to Leadership Excellence

As to Disney artwork/properties: © Disney



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- 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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- Jan/Feb issueDEC. 15
- Mar/Apr issue..... FEB. 15
- May/June issue..... APR. 15
- Jul/Aug issue.....JUN. 15
- Sep/Oct issueAUG. 15
- Nov/Dec issueOCT. 15

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