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BUSINESS WEEKLY

Tuesday,
June 15, 2021



MAKING BUSINESS PERSONAL

That attitude has served ATHENA Award winner Virginia Frederick Dodge well PAGE 4

Virginia and Craig Dodge build boxes to be filled as volunteers gathered in March 2020 at Santander Arena to pack boxes of emergency food through Helping Harvest and Berks Encore, for seniors who are homebound as a result of efforts to keep coronavirus from spreading.

READING EAGLE

BUSINESS WEEKLY

ABOUT US

Business Weekly focuses on publishing the latest news, business technology and management trends and emerging leadership dynamics to help enhance the impact all business has in the region. See more online at READINGEAGLE.COM/BUSINESSWEEKLY.

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OPINION

Time: Friend or foe

Time is valuable. And even though we all have the same 24 hours in every day, it never seems to be enough.

And for being so clear and definable, time gets its fair share of blame when things don't get done. "I didn't have time" easily rolls off our tongue.

It seems so logical to blame our lack of achievement on that mysterious thing called time.



Joni S. Naugle
On Leadership

After all, when we blame time, it takes the accountability off of us. It makes us feel better in the moment, but time is not the enemy.

Reframe how you think about time. Let's face it, time wasn't the issue. You had time; you just chose to devote your time to something else.

A new perspective is to think of yourself as a time merchant. We are all

time merchants with the same 24 hours in a day. So why are some people better than others at getting things done? They are probably managing something different than time.

To get the most out of your time, don't try to manage it. Instead, focus on managing pace, commitment, and focus.

• **PACE MANAGEMENT**» Different people work at different speeds. There are many factors which influence pace. Newer tasks take longer than tasks we've performed many times. For some people, complex tasks will take longer than simple ones. And matching tasks with our natural talents will help in the speed at which we can accomplish them.

Sometimes pace is impacted by expectation. A client was once puzzled that a 30-minute task was taking one employee

three hours to complete. I asked him if he ever explained to the employee that the standard completion time was 30 minutes. He hadn't. After he had the conversation, the employee began completing the task in 30 minutes.

That doesn't mean the employee was intentionally slowing down to fill time. Perfectionists can sometimes work and rework in an attempt to make it "better," when "better" is an illusion.

• **COMMITMENT MANAGEMENT**» Sometimes time management is really commitment management gone amok. We do it to ourselves or let others do it to us because we can't say "no." When giving or receiving new tasks, clarify the expectation on completion date. If you can't meet that date based on your current obligations, make that clear and

offer an alternate date. Many people are pleasers and just can't bring themselves to say "no," resulting in over-commitment. If it's your boss giving you the new assignment, share how you would prioritize the new task with the ones currently on your list.

• **FOCUS MANAGEMENT**» This comes down to basic prioritization. What technique do you use to prioritize your day? There is no single answer. It's a combination of art and science.

A good way to start is by using the Eisenhower Matrix, a simple four-box sorting of everything you have on your to-do list, plotting each item on its level of importance and urgency. Most often what derails good time management intention is we let ourselves get pulled into the unending se-

quence of trivial, yet urgent activities that pop into our day. And then the truly important work doesn't get finished.

As the lyrics explain in the song "Seasons of Love" from the musical "Rent," we all have the same 525,600 minutes in a year. How do you measure the success of how you spend those precious minutes? Don't focus on time. Time is not the enemy. To improve your time effectiveness, focus on pace, commitment and focus.

Joni S. Naugle is the founder and president of Naugle Associates, LLC, Reading, where she works with clients on leadership, strategy and organizational effectiveness. She also leads executive peer advisory groups through an alliance with Vistage Worldwide.

The Agenda

Tuesday, June 15

The Small Business Resource Association is presenting another SBRA Tune Up Tuesday workshop entitled "How a Mastermind Group Can Help Grow Your Business" from 9:30 to 10:30 a.m. virtually on Zoom. This workshop is presented by Terri Hill of Two Hills Consulting and will illustrate how group interaction can provide an important problem solving option for small business owners. Registration: <https://www.sbras-association.com/#EVENTS>. Cost: Free to the public.

Thursday, June 17

The Berks Alliance presents a Community Forum: "Meds as Anchors: The Role

of Health Systems in Community Development" from 11:30 a.m. to 1 p.m. virtually. Eileen Divingri from the Philadelphia Federal Reserve will present her research "Exploring Hospital Investments in Community Development." Information: dmyers@greaterreading.org or 610-898-8387.

Wednesday, June 23

The Berks Family Business Alliance will present its annual Summer Symposium "Pay Equity in Family Business" from 8 to 10 a.m. at the DoubleTree by Hilton, 701 Penn St. Chet Mosteller and Laurel Cline of Mosteller & Associates will discuss the intricacies of paying family members and non-family members in family business, pay equity throughout the organization, diversity and

inclusion issues and much more. Learn best practices in achieving pay equity and a pathway forward. Cost: \$30 for GRCA members, \$35 for non-members. Information: 610-898-7775 or rrromig@greaterreading.org.

The Small Business Resource Association is presenting a new member orientation from 9 to 9:30 a.m. virtually on Zoom. This workshop is presented to update members and non-members on the latest opportunities to help grow their business through an SBRA membership. Registration: <https://www.sbrasassociation.com/#EVENTS>. Cost: This workshop is free to the public.

Wednesday, June 30

The Small Business Resource Association is hosting another networking

MINGLE from 5:30 to 7 p.m. at B2 Bistro in West Reading and virtually on Rally. Registration: <https://www.sbrasassociation.com/#EVENTS>. Complimentary appetizers, cash bar. This event is free to the public.

Every second Tuesday

The Berks County Chapter of the Society for Human Resource Management holds its monthly meeting via Zoom from 7:30 to 9 a.m. Each month will feature a speaker presenting a different, relevant HR topic. For more information, visit our website at berkspsa.shrm.org or email berkschapter179@gmail.com. Cost is \$10 for members and \$15 for guests, with money being donated to Helping Harvest Food Bank in Berks County.

OPINION

Connecting with colleagues

Among the many lessons we will hopefully learn from COVID-19, is that we can stay connected safely in a pandemic, so in a post-pandemic, it should be even easier. We'll see about that in today's lesson.



Santo Marabella
Office Hours

I am defining "connecting with colleagues" as starting and sustaining a positive, mutually beneficial and productive professional relationship and rapport with other professionals, both in and outside your organization.

Connecting is not using

Here's an example why. Serving on a not-for-profit organization's board of directors can be either. An accountant who really believes in the organization's mission and wants to help, and who realizes that this experience will likely expand their professional network and may ultimately bring them business OR a real estate agent who serves primarily to make contacts for more listings. In this example, the accountant is connecting, the realtor is using. (I love realtors, I had to pick on someone!)

Users, known as moochers, sponges, freeloaders, and my personal favorite, leeches, are all around us. They think they're so clever, but they're more transparent than air. And, in this wonderful (sarcasm) age of high-profile, low character narcissistic leaders, us-

"Users, known as moochers, sponges, freeloaders, and my personal favorite, leeches, are all around us. They think they're so clever, but they're more transparent than air. And, in this wonderful (sarcasm) age of high-profile, low character narcissistic leaders, users are plentiful."

ers are plentiful. Here's a great passage from an article on Esteemology.com that sums up the user mentality:

"If a narcissist can't benefit from you in some way they will not invest any of their time or energy into knowing you and will likely dismiss you and hold you in contempt."

Beware! Users' motives are self-centered and the benefit is one-sided — theirs!

What about the connectors? No ulterior motives, easily identified intentions, and mostly other-oriented. They do have self-interests, it's just not their driving force. They enjoy getting to know people, and are interested in developing and sustaining relationships. They don't need everyone to be their best friend, but everyone is viewed as a person worthy of their respect and attention. They prefer to work with people with whom they have a relationship, however it is defined. They won't dispose, ghost or otherwise kick you to the curb if you're not useful in every interaction. They're in it for the long haul, and they will help you as much as they can, not just when it's tactically advantageous. They may reach out to you for advice or support but it never feels exploitative.

Who you are more like — the connector or the user?

Ways to connect

Connecting with people we share things in common with — sports, hobbies, music — is easy! Instead, let's focus on connecting with people who are different from us.

A Monster.com article offers four tips: begin with the basics; look for common ground; be a good listener; and, make an effort outside the office.

When you have little or nothing in common with a colleague, go back to the "basics" — as in simple human kindness. Acknowledge the colleague with a greeting in the morning, or strike up a generic conversation in the break-room or if that's too bold, how about a smile?

Rightly so, the article doesn't give us a free pass for not having common ground. The ultimate common ground is you share the same employer. And, while that's not an open invitation to a bitch-session, it is an opportunity to strike up a conversation.

Next, be a good listener, which they characterize as being "curious and non-judgmental." That would require actually being interested in the other person. One of the most valuable lessons I learned in

my years working with Pulitzer prize-winning playwright, Lynn Nottage, on her Reading, Pa. projects was about her process — she approached the subjects of her theatre-making with "curiosity without judgement." She was very effective at both. I'm good with curiosity, but need some work on the non-judgmental piece (I blame it on my Italian heritage, we judge everything!).

Finally, make efforts to connect outside of work. You don't have to be "besties," or in their business or reveal your deepest, darkest secrets. It just means to take a walk, have a coffee, grab a meal or just talk in the parking lot after work. Finding a non-work way to engage is a really good way to connect.

Don't succumb to the excuses — too shy, don't need another friend, it's too much work. It is work — working with human beings is work. We have feelings, are sensitive and vulnerable. Connecting is not only good for business, but it's the right thing to do in a human community.

NEXT WEEK» Challenge the Prof — How Readers Connect with Colleagues

Santo D. Marabella, The Practical Prof, is professor of management at Moravian College and hosts the podcast "Office Hours with The Practical Prof ... and Friends." His latest book, "The Lessons of Caring" is written to inspire and support caregivers (available in paperback and eBook). Website: ThePracticalProf.com; Twitter: @PracticalProf; Facebook: ThePracticalProf.

IN BRIEF



Robesonia-based Reading Bakery Systems has expanded its Science & Innovation Center's product development and equipment testing capabilities by offering new Virtual Trials and hiring additional food technologists.

Reading Bakery Systems expands Science & Innovation Center Services

Reading Eagle

Reading Bakery Systems has expanded its Science & Innovation Center's product development and equipment testing capabilities by offering new virtual trials and hiring additional food technologists.

"While businesses are still being impacted by pandemic-related restrictions, consumer demand for new and healthier snack foods has accelerated," said Travis Getz, vice president of operations for RBS, in a statement. "In so, we needed an efficient and effective way to serve our customer's ever-changing product innovation and development efforts with the expertise they expect from RBS."

RBS Virtual Trials provide remote access to the Science & Innovation Center's capabilities including product development, equipment testing and

demonstration and production of samples. The Robesonia-based company said expanding its food technologists staff will help guide the virtual trials for customers and provide onsite expertise.

"Full access, multi-media content is shared in real time, just as it would be if the customer were with us onsite, regardless of their physical location around the globe," Getz said. "There are multiple benefits of the virtual offerings, including no travel costs, and reduced coordination and time commitments."

RBS said the virtual trials result in a more efficient product trial, by simplifying communications, operations and approval of the products and process. During the trial, participants communicate with the RBS team by video conference, view the pro-

WOMEN IN BUSINESS



Virginia Frederick Dodge, president of VA Productions in Cumru Township.

COURTESY OF VA PRODUCTIONS

BUSINESS IS PERSONAL

FOR VIDEO PRODUCTION
PRESIDENT, 2021 ATHENA WINNER

By Andrew Kulp
akulp@readingeagle.com
@Kulpwrit on Twitter

Virginia Frederick Dodge, president of VA Productions Inc. in Cumru Township, has always approached business a bit differently than many of her peers. Some would even argue her mindset is incorrect, she concedes.

“Something that I always say, for better or worse, because not everybody agrees,” Dodge began. “In fact, a lot of people think the exact opposite.

“To me, business is personal.”

It’s a viewpoint that has always served Dodge well, though. VA Productions, was built from personal relationships 27 years ago. Quite often, relationships with clients — many of them nonprofit organizations — inspire her to volunteer or donate to their causes.

That personal touch has carried Dodge far in life. In April, her career and service were recognized with the ATHENA Award, an annual honor given by Women2Women, a program operated by Greater Reading Chamber Alliance.

The ATHENA Award is presented to a person who demonstrates professional excellence, community service and actively assists women in achieving their leadership potential.

“All the women that have come before, I know a lot of them and, whether they know it or not, they’ve been a mentor to me in one way or another,” Dodge said of the 36 previous honorees. “When I sat in the audience and heard their speeches, I gleaned things that made a difference to me.

“So to be named the ATHENA myself was just an amazing honor. It meant an awful, awful lot to me and to have been receiving it was very humbling.”

How VA Productions was formed

A graduate of Owen J. Roberts High School in Chester County, Dodge aspired to be a TV broadcaster in the mold of Barbara Walters.

But while attending West Chester University for communication and media, Dodge often found herself on the other side of the camera. She started her own business filming weddings and later did corporate video work as a freelancer before eventually landing at CCI Communications, a video production company in the Philadelphia suburbs.

“We did live sporting events, commercials and corporate work,” Dodge recalled of her time at CCI, describing it as her training ground. “I had the opportunity to learn every aspect of the business from the ground up.”

After earning her degree and working six years at CCI, Dodge was doing it all — producing, writing, directing, shooting, editing. The company downsized in 1993, however, and suddenly she was out of a job.

She wouldn’t need to look for a new one for very long.

“When clients found out I was let go, they started calling and asking, ‘Where are you at,’” Dodge said. “Basically, my clients started my company for me because I felt I needed to take care of them.”

VA Productions was founded in 1994. Her husband, Craig Dodge, joined the company a short time after and, one year later, they incorporated.

“I wasn’t a business major or business person,” Dodge said. “I had taken entrepreneurship as an elective in college. That’s about as good as I got in terms of a business background.

“It gave me a lot of discipline in the beginning,
BUSINESS IS PERSONAL »



COURTESY OF VA PRODUCTIONS

The VA Productions team.

Business is personal

FROM PAGE 4

learning to do the books as a sole proprietorship and to treat it like that.”

Growing constantly

Naturally, video production has changed dramatically since VA Productions launched. Until recently, the evolution of tape formats was hardest to keep up with, but the company invested wisely, Dodge said, not jumping on every new technology that came along.

With the prevalence of streaming video increasing dramatically over just

the last few years, the business has seen experienced its greatest transition yet.

“I can remember racing like crazy to finish an edit and get to FedEx so the client could get it the next day,” Dodge said. “Now, we send a link where they can not only download a finished video and send it around and have in any format they could possibly want it in, but we can post a video and they can type in comments in the exact time point in the video the changes they might want.”

The business also branched out in other ways. VA Productions does event planning for clients as well, leading Dodge to obtain a certificate in meeting management.

“That wasn’t my expertise, it was my husband’s, but being a producer and detail-oriented person, it led me to being involved in meetings early on,” Dodge said.

“It expanded our skills beyond just the equipment and personnel to run it. We started developing themed events and doing meeting planning as well.”

Some of the meetings VA Productions coordinates exceed 1,000 guests.

Today, VA Productions counts Penske and Teleflex among its largest commercial clients in Berks County. Yet, it’s the nonprofit clients where Dodge finds herself not only doing the work, but quite often getting involved.

More than a business

Among the nonprofits VA Productions counts among its clients are Alvernia University, the Caron Foundation and Safe Berks.

At the time of the interview, Dodge happened to be in the midst of helping the John Paul II Center for Special Learning prepare for its annual fundraising gala.

“These fundraising videos we do are really meaningful because we know they’re making a difference,” Dodge said, remarking that organizers were crying by the end of the piece. “We’re raising funds, but by telling their story visually and

audibly in a way that you just wouldn’t be able to see otherwise.”

Dodge herself wasn’t just in it for the paycheck. She serves on the center’s board and is a volunteer.

“Honestly, a lot of times it ends up being our clients because we became immersed in their story and knew who they were and fell in love with them,” Dodge said. “We want to do more — be on their board, serve in their committees, help with their capital campaign — because we just fell in love with mission.”

Public service is in the DNA of VA Productions and all of the people who work there, Dodge said.

“We’ve done well as a

business and, once we started doing well, we wanted to be able to give back and support those in need and those we saw were doing good work,” Dodge said.

It’s not a leap to connect Dodge’s mission to do good in the community back to her views on how she conducts her business and see a common thread.

“I take relationships I have with clients personal,” Dodge said. “I take the business that we get very personal.

“A lot of people say, ‘Business is business,’ don’t be friends with clients and don’t get emotional if things aren’t going right or you don’t get a job, but it’s very personal to me.”

AUTOMOTIVE

Lordstown Motors' rough road continues; CEO and CFO are out

By Michelle Chapman
The Associated Press

The top two executives at Lordstown Motors have resigned as problems at the Ohio electric truck startup mount.

CEO Steve Burns and Chief Financial Officer Julio Rodriguez stepped down, the company said Monday, sending shares already down 40% this year tumbling more than 17%.

The departures were announced on the same day that Lordstown responded to a scathing March report from the short-selling firm Hindenburg Research which questioned the number of preorders the company claimed to have received for its marquee Endurance vehicle.

Lordstown said that while its independent investigation found that the vast majority of the Hindenburg report was

unsubstantiated, it acknowledged that one potential buyer that made a large number of preorders doesn't appear to have adequate resources to make those purchases. Other preorders appear too vague or weak to be relied on, the company said Monday.

The report spawned four potential class-action lawsuits against Lordstown by investors who claim they were defrauded.

The resignations at Lordstown come less than a year after the founder of another electric vehicle startup, Nikola, resigned amid allegations of fraud. The resignation of Nikola's Trevor Milton also came on the heels of an investigation by Hindenburg, which said Nikola's success was "an intricate fraud" and based on "an ocean of lies" including a video showing a truck rolling downhill

to give the impression it was cruising on a highway, and stenciling the words "hydrogen electric" on the side of a vehicle that was actually powered by natural gas.

Last week, Lordstown cautioned that it may not be in business a year from now as it struggles to secure funding to begin full production. In a quarterly regulatory filing, the company said that the \$587 million it had on hand as of March 31 isn't enough to begin commercial production of its full-sized electric pickup, called the Endurance, at a former General Motors plant in Ohio near Youngstown.

Yet Lordstown ran into trouble not long after it became a publicly traded company last year through a merger with a special-purpose acquisition company. Going public through a so-called SPAC is typically quicker

than traditional initial public offerings that are usually handled by major financial institutions.

In January an Endurance pickup truck prototype caught fire 10 minutes into its initial test drive in Michigan. Then the company failed to pay \$570,000 in real estate taxes due in early March.

Company shares have been on a sharp, downward trajectory since February and the stock fell below the initial public offering price of around \$10 on Monday.

That could get worse. Burns, the departing CEO, is the company's largest shareholder with a 26.25% stake, according to FactSet.

Investors that still remain may not want to stick around to find out what happens if and when Burns begins to unload his shares, according to Adam Jonas of Morgan Stanley.

THE BOTTOM LINE

Gains for some tech giants nudge S&P to another record high

From wire reports

Technology companies helped lift stocks higher on Wall Street, nudging the S&P 500 to its third straight all-time high, even as other parts of the market faltered.

A burst of buying in the final 10 minutes of trading sent the benchmark index 0.2% higher. The S&P 500 had been down 0.3% earlier amid another bout of choppy trading as Wall Street awaits the latest take from the Federal Reserve on inflation.

Investors are trying to gauge the strength of the economic recovery and whether emerging signs of inflation will be transitory, as the central bank believes. The Fed delivers its interest rate policy update Wednesday afternoon.

"Most of this is just positioning in front of the Fed later this week," said Willie Delwiche, investment strategist at All Star Charts. Investors are "trying to get a sense of not just what the Fed is going to say in terms of announcements, but what

they expect in terms of the path of monetary policy and the economy going forward."

Small-company stocks fell. The Russell 2000 index lost 9.66 points, or 0.4%, to 2,326.15.

Among the tech sector winners Monday were Apple, which rose 2.5%, and Adobe, which gained 2.9%. Several large communications companies also made gains. Facebook rose 1.7% and Netflix gained 2.3%. Those gains offset a broad decline in financial, industrial and materials stocks, among others. JPMorgan dropped 1.7%.

Wall Street is trying to gauge the strength of the economic recovery, the impact rising inflation is having on its trajectory, and the Fed's next move.

Investors have been worried that the Fed could ease up on bond purchases and other stimulus measures as the economy recovers. No policy changes are expected immediately, but comments on a shift in policy could jostle an already skittish market.

Dow 30

	close	chg	ytd%
AmEx	163.81	-.70	+35.5
Amgen	241.19	-1.58	+4.9
Apple Inc s	130.48	+3.13	-1.7
Boeing	245.14	-2.14	+14.5
Caterpillar	219.01	-1.69	+20.3
Chevron	107.97	+0.06	+27.9
Cisco	54.17	-.60	+21.1
CocaCola	55.55	-.19	+1.3
Disney	178.18	+0.80	-1.7
Dow Inc	66.96	-1.04	+20.6

	close	chg	ytd%
GoldmanS	372.92	-5.13	+41.4
HomeDp	309.32	-1.45	+16.5
Honwillntl	223.17	-2.01	+4.9
Intel	58.19	+0.34	+16.8
IBM	150.03	-1.25	+19.2
JPMorgCh	157.57	-2.72	+24.0
JohnJn	165.37	+0.41	+5.1
McDnlds	236.98	+0.05	+10.4
Merck	75.45	-.17	-7.8
Microsoft	259.89	+2.00	+16.8

	close	chg	ytd%
NikeB	131.36	-.58	-7.1
ProctGam	134.91	+0.05	-3.0
Salesforce	246.26	+5.95	+10.7
3M Co	201.36	-1.45	+15.2
Travelers	153.25	-1.23	+9.2
UtdhlthGp	399.16	+1.27	+13.8
VerizonCm	57.18	-.15	-2.7
Visa	234.08	-.88	+7.0
WalMart	140.56	-.19	-2.5
Walgreens	54.43	-.88	+36.5

Monday, June 14, 2021

Money rates and commodities

10-year T-note	1.50%
30-year T-bond	2.19%
Light Sweet Crude (NY Merc.)	\$70.88/per bbl
Gold (NY spot)	\$1864.00/troy ounce
Silver (NY spot)	\$28.024/troy ounce
Copper (NY spot)	\$4.5320/pound
Aluminum (LME)	\$1.1294 cents/pound
Platinum (NY spot)	\$1165.30/troy ounce
Lead	\$2198.00/metric ton

Market Watch

 Dow Jones	 S&P 500	 Nasdaq
34,393.75 -85.85	4,255.15 +7.71	14,174.14 +104.72

Fueling up

Local average	Last year	U.S. average	Last year
\$3.12	\$2.32	\$3.07	\$2.09

Stocks of local interest

	close	chg	ytd%		close	chg	ytd%		close	chg	ytd%		close	chg	ytd%
AT&T Inc	29.09	-.23	+1.1	CitizFincl	47.10	-.75	+31.7	FultonFncl	16.62	-.29	+30.7	Novartis	93.59	+9.0	-9
AirProd	299.12	-1.33	+9.5	Comcast	57.28	+0.40	+9.3	Gam&Lsr	47.83	-.03	+12.8	Ollies	89.32	+1.90	+9.2
Alron	70.83	+0.38	+7.4	CustomBcp	39.68	-1.01	+118.3	Hershey	174.67	-1.13	+14.7	OrrstownF	24.79	-.21	+49.8
Allstate	130.98	-.75	+19.1	DanaInc	25.72	-.61	+31.8	Hubbell	183.25	-1.22	+16.9	PNC	187.11	-2.09	+25.6
Apple Inc s	130.48	+3.13	-1.7	Darden	137.50	-1.61	+15.4	Keycorp	21.53	-.41	+31.2	PPL Corp	29.26	-.07	+3.8
BP PLC	28.04	+0.50	+36.6	DollarGen	209.55	+0.24	-.4	KontoorB	62.15	-1.86	+53.2	PnnNtGm	80.66	-3.18	-6.6
Cabot	61.49	-1.10	+37.0	EnerSys	94.38	-.52	+13.6	M&T Bk	152.56	-2.58	+19.8	Penske	77.92	-2.22	+31.2
CampSp	45.82	-.29	-5.2	EssentUtil	48.66	-.20	+2.9	Materion	77.37	-.61	+21.4	PrimoWat	17.34	-.35	+10.6
CarpTech	43.94	-.38	+50.9	Exelon	47.11	+0.20	+11.6	MidPenn	28.26	-.52	+29.0	Prudntl	104.42	-1.11	+33.8
				FNBCp PA	12.76	-.27	+34.3	NRG Egy	37.08	-.22	-1.3	RiteAid	22.10	-.19	+39.6
				FirstEngy	38.79	+0.03	+26.7	NorflkSo	271.52	+0.03	+14.3	RivrvwvF	11.33	...	+23.8
												StanBlkDk	202.94	-.43	+13.7
												TJX	65.13	-.63	-4.6
												Target	233.07	+1.13	+32.0
												Teleflex	395.70	+2.16	-3.9
												Tompkins	81.51	-1.21	+15.5
												TruistFn	56.69	-1.30	+18.3
												VF Corp	81.36	-.77	-4.7
												UGI Corp	47.05	-.35	+34.6
												UnivstFinl	27.61	-.40	+34.2
												WeisMk	53.92	+0.28	+12.8
												WellsFargo	45.15	-.53	+49.6

Assessment: "We've seen the national average gas price continue to inch higher as oil prices have reached \$71 per barrel, the highest since 2018, as gasoline demand continues to rebound," said Patrick De Haan, head of petroleum analysis for GasBuddy. "Strong gasoline demand as states and cities reopen will likely continue to be a major factor keeping gas prices elevated even as oil production climbs in the months ahead. With most additional supply being gobbled up very quickly, gas prices will likely stay at elevated levels for the foreseeable future."

Briefs

FROM PAGE 3

duction floor from wide angle cameras, capture discrete video and still images, receive reports capturing process settings, and can have product samples shipped for analysis.

RBS is actively recruiting food technologists and any interested, experienced professionals are invited to apply.

The RBS Science & Innovation Center is currently open and available for in-person product testing as well. RBS complies with all state and local pandemic protocols for personnel safety.

To learn more about the RBS Science & Innovation Center and in-person or virtual production trial programs, visit <https://www.readingbakery.com/bakery-technologyinnovation->

center.html or call 610-693-5816.

Heritage of Green Hills under new management

Lapis Advisers announced that ER Senior Management is the new management firm leading operations at The Heritage of Green Hills, Cumru Township.

In a press release, Lapis said Texas-based ER Senior Management team brings experience from more than 100 communities throughout the country, specializing in management and financial services for entry-fee based retirement communities, as well as assisted living, memory care, skilled nursing and rehabilitation properties.

"We are a veteran team with a passion for senior living," said Chris Coates, president and CEO of ER Senior Management, in a statement. "Successful management starts with funda-

mentals, and our team has the experience to understand the ebbs and flows of changes in the industry, as well as the expertise to ensure successful and profitable senior living community operations."

"This transition comes at an important time, as The Heritage of Green Hills prepares for the opening of its state-of-the-art Health Care Center, which will enhance the community's already comprehensive and popular offerings," added Brian Dowd, chief operating officer of ER Senior Management.

ER Senior Management provides housing and services to residents of active-senior, aging-in-place communities, while maintaining operational efficiencies that ensure a financially sustainable enterprise. The firm's support office provides communities with resources including marketing, clinical, accounting, IT, and recruiting/human resources.

Courtnie Nein

President



For more than a year, many routine checks have been put on the back burner. What about your investments? Do they need a health check? By taking a unique approach to health and wealth, Berks County native Courtnie Nein Good Life Companies, President and Co-Founder, helps her clients live out their own version of the Good Life.

Courtnie understands everyone's financial planning needs are different. She takes time to listen and develop close relationships with her clients assisting them through the financial planning process. Courtnie helps her clients with Financial Planning, Retirement Planning, Investment Management, and Insurance Services building a comprehensive plan for their unique future financial goals. But her job is not complete once the plan is created. She is a partner. She continues routine checks and guides her clients through life's many financial twists and turns providing guidance and adjusting their financial plan for situations a client may face.



2395 Lancaster Pike, Reading, PA 19607
610-898-6927 • Courtnie.Nein@GoodLifeCo.com
www.GoodLifeCo.com

Deana Eberly

Customer Experience Manager



Deana Eberly is the Customer Experience Manager for the Specialty Products Group at Brentwood. With 30 years of internal and external customer experience, she is known for collaboration and change management that have produced measurable business and financial outcomes across global brands at Fortune 500 companies.

She believes providing exceptional customer service comes from developing a high-performing team that is diversified, works effectively together, and has confidence in each person's talents and skills.

A favorite quote of Deana's is from Eleanor Roosevelt: "For our own success to be real, it must contribute to the success of others." She was influenced and motivated by a female sales director who gave her the opportunity to rebuild a customer support team and helped Deana mold her career into something she loves.

Outside the office, Deana enjoys spending time with her family and relaxes by practicing yoga.



500 Spring Ridge Drive, Reading, PA 19610
610-374-5109 • www.brentwoodindustries.com

Rebecca Richard, CDS

Environmental and Safety Manager



Rebecca Richard is the Environmental & Safety Manager at Brentwood. She oversees all safety and environmental regulatory compliance for two manufacturing locations.

When Rebecca started at Brentwood, she fell in love with the company's passion for employee safety and the family-like environment. A large part of her job is regulatory compliance, but Rebecca's true mission is to ensure her Brentwood team members go home safely each day.

She has been in the world of safety for over 20 years, many of which were served during a 10-year span in the Navy. Rebecca believes that continued education is the key to success, and in 2020, completed her Bachelor of Science degree, becoming the first in her family to earn a college degree.



Rebecca's mantra that she teaches to everyone she trains is: Safety – Learn It, Live It, Love It. She believes safety isn't just something you do every day at work; it's something you do each day of your life.

500 Spring Ridge Drive, Reading, PA 19610
610-374-5109 • www.brentwoodindustries.com

Theresa C. Wilson

Executive Vice President and CEO of Inperium of New Jersey, Inc.

Theresa C. Wilson, MSW, LCSW, serves as the Executive Vice President and CEO of Inperium of New Jersey, Inc., which currently includes South Jersey Behavioral Health Resources, IRON Recovery & Wellness Center, Advancing Opportunities and Crossroads Programs.

Ms. Wilson brings to Inperium a long history of accomplishments working in the field of behavioral health services both in the private and public sector. From 2002 to 2007, Ms. Wilson served as the Deputy Commissioner of Disability Services for the State of New Jersey Department of Human Services. In this capacity, she was responsible for operations and over 17,000 employees of the Division of Mental Health and Addiction Services, the Division of Developmental Disabilities, the Division of the Deaf and Hard of Hearing, the Commission for the Blind and Visually Impaired, the Division of Disability Services, and the Department's Facilities Support and Emergency Management. Ms. Wilson is also currently the President/CEO of South Jersey Behavioral Health Resources, Inc. (SJBHR), a New Jersey behavioral healthcare provider. Since accepting the leadership of SJBHR in 2007, she applied her extensive experience to building a team of experienced, multidisciplinary and dedicated subject matter

experts who share her vision for the agency, and her belief that mental health consumers deserve community-based support services that will ensure progress toward living their best possible lives.

Ms. Wilson is a member of several boards including the New Jersey Association of Mental Health and Addiction Agencies, the Mental Health Corporation of America and the Camden Coalition of Healthcare Providers. She served as a charter member of the New Jersey Board of Social Work Examiners for over 12 years.



135 North Prospect Street, Reading, PA 19606
888-270-5753 • www.inperium.org

Cindy Bertrando

Chief Administration Officer & Chief Financial Officer of Inperium, Inc.

Ms. Bertrando is a seasoned transformational financial leader with a track record of delivering superior results and brings to Inperium a long history of accomplishments working in life sciences and human services. Ms. Bertrando currently serves as Chief Administration Officer & Chief Financial Officer, where she oversees the finance operations of Inperium, Inc.

Most recently, Ms. Bertrando was the Chief Financial Officer at Elwyn, a national non-profit human services organization, where she served as the Lead Financial Strategist and provided stewardship of the organization's assets. At Elwyn, Ms. Bertrando was instrumental in shaping the capital structure by refinancing existing long and short-term debt with \$19m in public bonds and a \$90m credit facility. This improved cash flow, reduced interest rates and provided financing for a strategic affiliation. Ms. Bertrando also oversaw the selection and implementation of a cloud-based ERP solution for financial reporting and budgeting, resulting in improved controls, accurate and timely financial reporting.

Prior to Elwyn, Ms. Bertrando served in various senior financial roles at AstraZeneca, a global biopharmaceutical organization that discovers and produces innovative medicines used by millions of patients worldwide. While at AstraZeneca, Ms. Bertrando served as Chief Financial Officer of operations in Turkey, based in Istanbul and Chief Audit Executive for the global organization, based in London, England.

Ms. Bertrando began her career at KPMG, a global network of independent member firms offering audit, tax and advisory services. While with KPMG, she spent twenty years in both the audit and consulting practices where she primarily served life sciences companies. Ms. Bertrando established the strategy and operational framework for a startup practice and served as partner in charge of Business Performance Services in the Mid-Atlantic region, overseeing the delivery of finance transformation change projects to clients.



135 North Prospect Street, Reading, PA 19606
888-270-5753 • www.inperium.org

Christine Castellano

LE, NCEA, CPCP, ABAHP, CPE, CPPC

The skincare/wellness industry is constantly evolving in new directions. Ongoing research has shown that general health determines how skin ages. As a fellowship graduate of A4M (Academy of Anti-Aging Medicine) and a 7 time Reading Eagle's Reader's Choice Winner, Christine has the knowledge and skill set to assist clients with achieving their skin care goals. Christine has been a Licensed Esthetician for over 20 years, holding certificates in over 30 different treatments and procedures from Acne Management to Rosacea. She has been servicing Reading and the surrounding areas for more than 17 years in all aspects of skincare and wellness. Christine is a licensed Medical Esthetician in PA and FL, and a licensed, board-certified Permanent Make-Up Artist in CA and VA. She specializes in eyebrow design, eyeliner, lip pigmentation and 3D areola reconstruction. Christine is also an Internationally Board-Certified Electrologist as well as an Oncologically Certified Skin Care Provider. She understands the value of continued education and international training to remain abreast of global trends in skincare. Over the last two years, Beautiful You

By Christine's primary location in Reading has been remodeled to accommodate Christine's Permanent Make-Up training classes. As an educator, her training program reflects her continued education. Christine believes "In order to become HIGHLY successful, you need to find your passion and become HIGHLY educated in all areas. As a Certified Performance Coach, I believe in educating my clients in proper skin care, and my students in the best practices."



3625 Kutztown Road, Reading, PA 19605
610-921-3717 • www.beautifulyoubychristine.com

Jennifer Gassen

Chief of Staff of Inperium, Inc.

In her current role as Chief of Staff and Board Secretary of Inperium, Inc., Ms. Gassen collaborates with the C-Suite Executives related to the Constellation's daily operations to provide support related to the affiliation process, due diligence, company climate, and Board governance. Jennifer also serves as the Board Secretary for the Inperium Board of Directors, as well as, the Secretary for several Affiliate Boards.

Ms. Gassen began her career in the for-profit automotive franchise industry before joining Inperium's first affiliate, Supportive Concepts for Families, Inc., in 2013 as an Executive Planner supporting its President and Board of Directors. Upon Inperium's creation in 2016 she was promoted to Director of Administrative Management where in addition to supporting the President/CEO she oversees the administrative team. In 2018 Jennifer was appointed Sr. Vice President of Administrative Management, Marketing & Development.



135 North Prospect Street, Reading, PA 19606
888-270-5753 • www.inperium.org

Bianca C. Rodriguez

Funeral Director



Bianca C. Rodriguez is a cemeterian-turned-funeral director. She's passionate about helping bereaved families meticulously plan events that are as individual as the person they commemorate. Bianca was born in Brooklyn, NY and was raised in Ponce, PR but has called Reading home for over 16 years now. With her proud Latin heritage and bilingual abilities, she welcomes the opportunity to serve families from every walk of life. Bianca has quickly realized how contagious serving families in their time of need has made her heart full. She's honored, grateful



and ecstatic to be part of such an amazing company and an all-star team!

247 Penn Street, Reading, PA 19601
610-374-4505 • www.TheoCAuman.com

Rochelle Hess

Funeral Director



Having been born and raised in Berks County, it is my honor to be associated with one of the oldest and most dignified funeral homes. I graduated from Gov. Mifflin High school in 1983. A few years later in 1991, I started working at the funeral home as a funeral assistant, and that's where I found my passion to help families in their time of need. I continued on to Northampton Community College, receiving my mortuary degree in 2001 and becoming licensed in 2002. Now that I'm the supervisor of the downtown location, it is my goal to lead our client families in an uplifting way to celebrate the lives of their loved ones. In May 2016, I reached a milestone of working at the funeral home for 25 years. Having been inspired by the professionalism and integrity of the



Auman family, I was honored to become a part of the professional team at Auman's. I knew I found my true calling in life, helping people at such a critical time in their life.

247 Penn Street, Reading, PA 19601
610-374-4505 • www.TheoCAuman.com

You know that mammogram you've been putting off?

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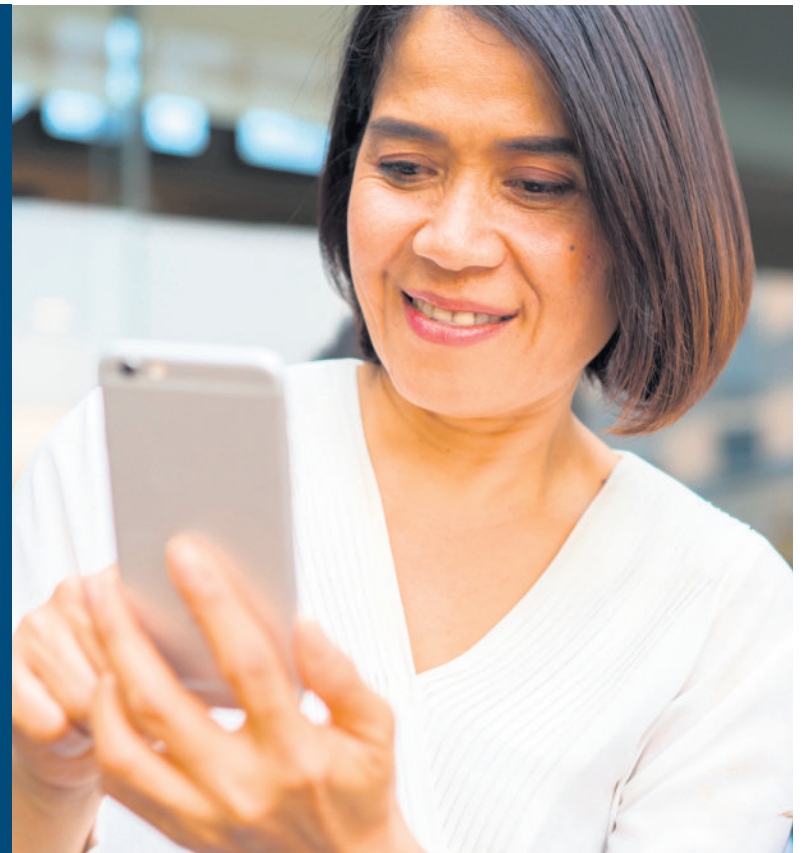
Penn State Health Medical Group — Exeter Ridge
3970 Perkiomen Ave., Suite 100
Exeter Township, PA 19606



PennState Health



BC-18366-21-153027-0321



Dr. Tammy Balatgek

DDS, MS



Dr. Tammy Balatgek provides diagnosis and treatments for TMJ disorders, headaches, snoring and sleep apnea. She received her doctor of dental surgery (D.D.S.) degree from Ohio State University in Columbus, Ohio, and a master of science degree in craniofacial pain through Tufts University in Boston. She has earned diplomate status with the American Board of Dental Sleep Medicine and fellowship status with the American Academy of Craniofacial Pain. Additionally, Dr. Balatgek is a forensic dentist for Berks County and Philadelphia County. She aids authorities in identifying deceased persons through dental records. She also helps law enforcement with criminal cases where bite marks are involved.



In 2006, Dr. Tammy founded her practice, The Center for TMJ and Sleep Disorders, LLC, and continues to inspire her all-female staff as well as her daughters, Kate and Leigh, every day.

2433 Morgantown Road, Suite 200, Reading, PA 19607
610-796-2835 • www.tmjsleepcenter.com

Susan McFadden

Operating Principal/Owner & Realtor



Give me a S – S! Give me a O – O! Give me a L – L!
Give me a D – D! What's it spell SOLD! Louder SOLD!

In the super competitive housing market, you need a Realtor who is as competitive as the market with a fierce winning mentality! As a basketball coach and sports fanatic, Susan McFadden uses her competitive spirit and sports driven mentality to give her buyers the WIN and her sellers the best WINNING outcome!

Susan achieves the WIN by working tirelessly on her clients behalf always providing exceptional, personalized service to make their home buying or selling experience as rewarding and effortless as possible. Her play book is simple:



clients come first. Her clients can count on her any time of day. She takes great pride in the relationships she builds and always works relentlessly on her client's behalf to help them achieve their real estate WIN.

60 Commerce Drive Wyomissing, PA 19610
Call/Text: 484-364-1106 • Office: 610-898-1441
Susan@TeamMcFadden.com • www.findallhouses.com

LaKisha Peter

Scheduling Coordinator



Raised in Berks County and a graduate of Governor Mifflin High School, LaKisha went down the path of office management. After a number of years in that profession and building a family of 5 children with her husband, she went into the PA Army National Guard where she was in Signal Support and Flight Operations. During this time she attended Liberty University to pursue her Bachelor's in Criminal Justice: Business Admin & Management. After her retirement in 2020 from the National Guard she found her way to BSGI as a scheduling coordinator. Her daily activity includes scheduling fire alarm inspections, working with project managers to set up inspections for new client jobs and working with the operations department on day-to-day activities. She enjoys working with customers throughout PA to make sure their buildings are up to date on inspections to help keep those who occupy them safe.



50 S. Museum Road, Reading, PA 19607
610-775-1200 • www.bsgi.com

Tabitha Hoppman

Technical Trainer



Tabitha is a Berks County native and graduate of Ithaca College with a B.S. in Business. She joined the BSGI team in 2001 to develop the role of Technical Trainer, one she continues to refine today. As a life safety systems integrator, she knows that no two customer solutions are the same. This is just one reason why Tabitha's role continues to challenge her thinking as a trainer.

Using her instructional design and creative facilitation experience, each training session is customized to meet the specific needs of the team and environment. Tabitha delivers training on-location so each customer has hands-on practice with their unique system.



An important lesson for Tabitha has been that to evolve and grow both professionally and personally requires an always-learning mindset. She has appreciated the opportunity to work in a fun, caring environment that values the individual, thinking outside the box, and giving back to the community.

50 S. Museum Road, Reading, PA 19607
610-775-1200 • www.bsgi.com

Kelly Spayd

Realtor



Ready to buy or sell? In today's fast paced real estate market it is of the utmost importance you choose the right Realtor. You need a Realtor that is committed to their clients, has experience in the local market, knows the importance of being accessible to their clients, and is beside their clients every step of the way helping them through the real estate process. That is why you need to choose Kelly Spayd as your Realtor.

Kelly is a full-time Realtor and has dedicated herself to helping her clients achieve their real estate goals such as: owning their dream home or selling the family's childhood home. Her clients' goals are her goals.

With more than 15 years of experience, Kelly and her team work diligently together and stop at nothing to guarantee every client is truly satisfied with their transaction and ensure their real estate needs are met.



60 Commerce Dr., Wyomissing, PA 19610 • email: kellyspaydrealtor@gmail.com
office: (610) 898-1441 • cell: (484) 256-8818
#makingdreamscometrue

Jennifer Goldsmith Cerra

Communications Manager



As Herbein's Communications Manager, Jennifer Goldsmith Cerra is responsible for shaping the internal and external profile of one of Berks County's most respected CPA firms. "I enjoy working with our firm's talented team members, who exemplify our culture of kindness. That's something I learned from my mother – how important it is to be kind." At Herbein, she spearheads the firm's diversity, equity, and inclusion program, which includes HWomen Rise, its women's initiative. "Mentoring, sponsoring, and supporting diverse talent is essential to preparing women for leadership roles, and that's something Herbein is deeply committed to doing." Goldsmith Cerra says young women should look "for a team of people who share the same "why" for being in business – that clarifies priorities and informs what



you do." A native of Toronto, Goldsmith Cerra has a bachelor's degree in journalism from Ryerson University. She lives in Exeter Township with her husband and teenage son.

Herbein + Company, Inc.
2763 Century Boulevard I Reading, PA 19610

Dr. Andrea Smith



Dr. Andrea Smith is one of only 350 Maxillofacial Prosthodontists worldwide. She specializes in dental implant restorations, crowns, bridges, dentures, cosmetic dentistry, and full-arch implant prosthetics such as Teeth-in-a-Day or All-On-4.

At Berks Prosthodontics she sees patients with a wide variety of dental concerns, such as broken or missing teeth, uncomfortable dentures, extensive tooth wear, or dissatisfaction with the appearance of their smile.

More than 100 area dentists, oral surgeons and other dental specialists trust her to handle their patients' complex or cosmetic dental needs, from a single perfect tooth to state-of-the-art full mouth reconstruction.



BERKS PROSTHODONTICS, Wyomissing
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Brenna Barkasi

Realtor



Brenna Barkasi received two awards this month after having a very successful year at her new brokerage United Real Estate Strive 212 Group located in Wyomissing. Brenna received a Rising Star Award along with the Silver Club Award for her certificate of achievement for making 2 million in sales. Brenna Barkasi is a licensed Realtor born in Reading Pennsylvania, and her career started as an assistant when she was just fifteen years old. Finding her calling, Brenna was licensed as a real estate salesperson in 2015 at the age of eighteen. Hard work and dedication helped her secure the "TOP PRODUCER" title in February and September of 2020.

Brenna credits much of her success to making good use of social media, and with over 3,000 followers on Instagram, Twitter and Facebook. "I post new listings and inquiries on those platforms and the results are phenomenal. Customers also like my videos on Facebook and they are fun to do. I know 2021 will end up being another great year helping buyers and sellers achieve their dreams of home ownership."



Office - 610-372-0212 • Mobile - 610-914-7945
BrennaB33@gmail.com • BrennaBarkasi.com



CELEBRATE >

Our local female leaders who make a big impact.

In the decades since its founding, RKL has evolved from a traditional CPA practice to a leading advisory firm. What's behind this growth? Certainly the firm's lineup of innovative services and growing team of talented professionals propel us forward, but there's something deeper and more vital at work. Throughout the years, RKL's sustained success is fueled by our focus on building durable and trusted relationships with our clients, our colleagues and our communities.

RKL remains a familiar and reliable Berks presence thanks in large part to the engagement and commitment of its local leadership team, which includes partners Paula Barrett (pictured above left), Laurie Peer (who also serves as President of RKL Wealth Management) and Ruthann Woll and Financial Management Solutions Practice Leader Gretchen Naso (pictured above right).

These firm leaders constantly seek more ways to enrich our clients, team and community. Each is a highly regarded expert in their respective fields and has a strong track record of delivering real results for their clients. They are also visible and trusted mentors to younger team members, helping them recognize their potential and grow their careers. And this mentorship doesn't stop at the doors of RKL. Through participation in the Reading Collegiate

Scholars program at Alvernia University and longtime financial support and engagement with the Greater Reading Chamber's Women2Women initiative, RKL's local female leaders pay their experience and insights forward to inspire the next generation of leaders.

As Berks County residents, Paula, Laurie, Ruthann and Gretchen play an active role in making their communities healthier, stronger and safer. On any given day, you'll find these firm leaders at the board table of local nonprofits like the United Way of Berks County or the Berks T1D Foundation, organizing community service events for colleagues or directly serving neighbors in need at New Journey Community Outreach or Opportunity House.

For all the ways they lead by example and push our firm and our team forward, we salute these leaders and those following in their footsteps. Thank you for making a positive impact on the Berks community.

rkl ADVISORS for
WHAT'S NEXT