

2017  
MAY/JUN

# the Chamber Chatter

THE MEMBER NEWS & INFORMATION RESOURCE



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# From the **PRESIDENT**

Dear Readers,

At The Greater West Chester Chamber of Commerce we are devoted to serving the businesses, entrepreneurs and consumers in our thriving local communities. I could not be more excited for the opportunity to bring the news and matters of the Chamber to the readers of the Daily Local News.

Connecting our members to the community is one of the chief tenets of our non-profit organization. The nearly 700 Chamber members span from retailers to restaurants, artists to lawyers, and just about everything in between. They are at the heart of our robust local economies.

The Greater West Chester Chamber of Commerce recognizes that a thriving business community is an integral part of the outstanding quality of life in the Greater West Chester Region. Due to that GWCC advocates for the following principles - Improved Tax Structure & Local Economic Vitality; Improved Infrastructure, including Transit; Training, Education & Workforce Develop-



ment. In order to support this mission, the Chamber has made it a priority to educate both the full Chamber Membership as well as the Legislative Delegation of issues of importance.

Professional development and networking opportunities provided by the Chamber include panel and roundtable discussions, business card exchanges, open houses and networking luncheons. This September we'll once again bring the world-class training course Disney Institute to Chester County, providing attendees with invaluable techniques and strategies for business development

and optimization.

As community members ourselves, it's our great joy at the Chamber to produce the annual QVC West Chester Christmas Parade and Benchmark Twilight Cycling Classic, hallmark Chester County events for which we draw on the support of scores of local businesses and volunteers, as well as tens of thousands of community spectators.

Other upcoming Chamber events include the Gallery Walk, 10 Grand Club offering a chance to win \$10,000 and Quest for the Chamber Cup Golfing Outing, all scheduled for this May. For more information on our many programs and events, please visit us at GreaterWestChester.com.

We're thrilled to now partner with the Daily Local in sharing with you, our community, the many exciting happenings of the Greater West Chester Chamber of Commerce.

Sincerely,

Mark Yoder  
President  
Greater West Chester  
Chamber of Commerce



## CHAMBER STAFF

Mark Yoder, *President*  
Dave Fairman, *Director of Membership*  
Bethany Kopp, *Event & Program Manager*  
Jeff Zajac, *Marketing & Communications Manager*

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## CONTRIBUTING WRITERS

Leigh Green of Leigh Green Copywriting • Andy Hachadorian of Cutanea Life Sciences

Greater West Chester Chamber of Commerce, 119 North High Street, West Chester, PA 19380  
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# Health Care for the 21st Century: A New Way to Purchase Coverage

UnitedHealthcare and the Chamber's My Benefit Advisor program are working together to bring small business owners a simpler, new way to purchase health coverage

for their employees. Buying health coverage hasn't been easy in the past but this online tool guides you through a simple 3-step process.

Step 1: Choose Multiple Plan Options - Offer Up to 25 Different Health Plans

Step 2: Set Contribution Rates - Control Your Costs as an Employer

Step 3: Employees Choose the Plan that is Right for Them

This online tool was designed to be easy-to-use and allows employers to shop and buy health coverage at their convenience. My Benefit Advisor experts are always available to answer any questions or help guide employers through the process.

You can learn more about this new offering by visiting [gwcc.mybenefit-advisor.com/shop.html](http://gwcc.mybenefit-advisor.com/shop.html) or contact Jim Pitts at (610) 537-1377.

## MY BENEFIT ADVISOR

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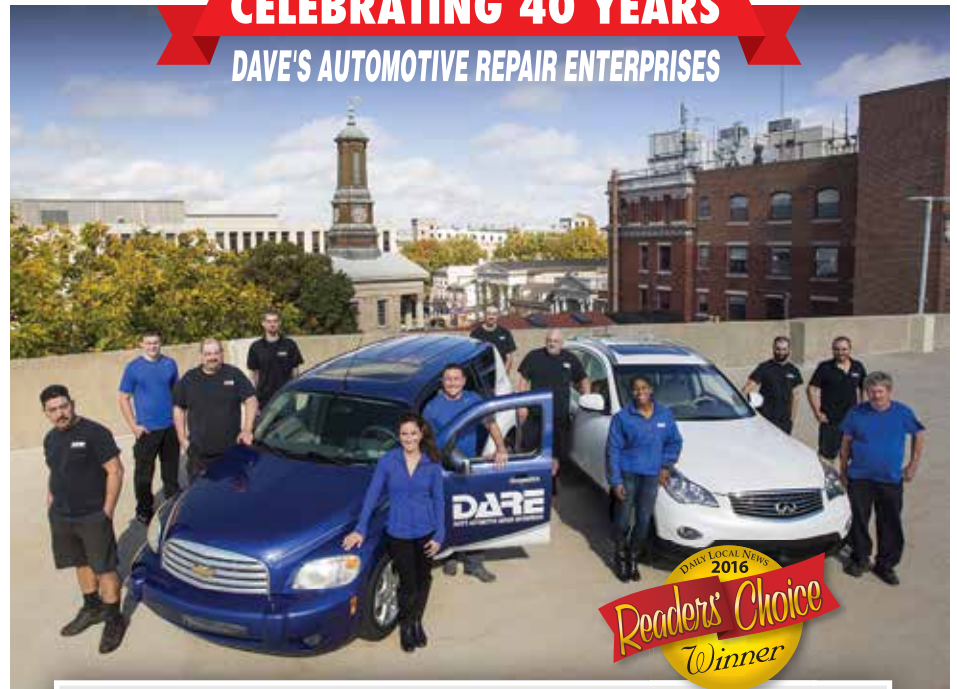
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### ADVERTISING RATES & SPECIFICATIONS



## Advertise in the Membership Directory



Reach over 12,000 homes in the greater West Chester area.

Back Cover - Full Page Color Ad.....	4.75"(w) x 7.5"(h).....	\$1995
Inside Cover - Full Page Color Ad.....	4.75"(w) x 7.5"(h).....	\$1495
Full Page Color Ad.....	4.75"(w) x 7.5"(h).....	\$895
Half Page Color Ad.....	4.75"(w) x 3.75"(h).....	\$495
Quarter Page Horizontal Color Ad.....	4.75"(w) x 1.85"(h).....	\$295
Quarter Page Vertical Color Ad.....	2.312"(w) x 3.75"(h).....	\$295

Make your  
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Highlight your directory listing and  
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Contact the Greater West Chester Chamber of Commerce  
610-696-4046 | [info@gwcc.org](mailto:info@gwcc.org) | [GreaterWestChester.com](http://GreaterWestChester.com)

### Deadline: June 15

Chamber member businesses receives a complimentary listing in the directory plus the opportunity to advertise.

Rates listed above include the Membership Directory print edition (circulation 12,000\*)

West Chester Borough | East Goshen | West Goshen | Birmingham | Thornbury | Westtown | East Bradford

### Keep It Local!

## Chamber **ADVOCACY**



# No Budget Impasse vs New Revenue

Two budget proposals are now under consideration for the Commonwealth's June 30th fiscal year deadline — one from Governor Wolf and one authored and passed by House Republicans that is now in the State Senate awaiting revision. All indications are the Legislative Leadership and Governor are working diligently to avoid another prolonged impasse and these separate budgets proposals will be central to negotiations and discussions on a host of other items such as further liquor privatization, increased education funding, pension reform and expanded gaming.

In fact, the House and Senate Republican majorities have already started to introduce and position legislative vehicles on some of the

above items in advance of budget negotiations. The Senate Republicans are planning a pension reform measure. House Republicans have been moving at least two liquor privatization bills, HB438 and HB991 that would potentially include come revenue. HB 438 allows hotels and restaurants to sell up to 4 bottles of alcohols, and HB 991 expands the amount of retail stores allowed to sell wine and spirits to 2000. There are also several proposals to expand gaming in the Commonwealth; namely legalizing video game terminals, sports wagering and internet gambling. Other revenue streams up for negotiation include the Governor's plan to charge for State Police services and increasing the Minimum Wage. The aforementioned

bills could all be part of final budget negotiations.

However, it is unclear if legislative leadership will also agree to a tax increase, nevertheless have the votes in their respective caucuses to fully pass one. If so revenue possibilities include an increase to the Personal Income Tax, an increase and/or expansion to the Sales Tax, a 6.5% severance tax on natural gas extracts, changes to Corporate Net Income (CNI) Tax rate, expansion of the insurance premiums tax to most previously exempt insurance entities, and elimination of exemptions in the sales and use tax for specialty software and computer services, prepared food sold to airlines, aircraft maintenance and repair and business storage.

## Letter Sent to the West Chester Borough Council and the Mayor:

West Chester Borough  
401 East Gay Street  
West Chester, PA 19380

Dear XXXX:

As the main voice of our business community, the Greater West Chester Chamber of Commerce and our members are committed to the economic vitality and quality of life in West Chester and the surrounding region.

Because of this, the Chamber is contacting you in support of the development of high-quality lodging in the West Chester Borough, as well as the sur-

**LETTER » PAGE 14**



## West Chester's Jeweler

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# VOLUNTEERS NEEDED!

The Greater West Chester Chamber of Commerce needs volunteers to help serve beer to Tough Mudders at the 2017 Philly Tough Mudder!

Enjoy a day of riveting spectating and community involvement with colleagues and friends.



**WHEN: May 20 & 21**

**WHERE: Plantation Field, 329 Apple Grove Rd, Coatesville, PA 19320**

**Sign up at: [GreaterWestChester.com/toughmudder](http://GreaterWestChester.com/toughmudder)**

# The Chamber Welcomes **NEW MEMBERS**

## 51 Taps & Spirit

www.51westchester.com  
Restaurant/Cafe

## AlottaJava®

www.AlottaJava.com  
Gifts & Gift Cards

## Avanté Salon & Spa - West Chester

www.avantesalon.com  
Beauty Services

## DetailXPerts

www.DetailXPerts.net/ChesterCountyPA  
Automotive Services

## Great Valley Industries, Inc

www.greatvalleyind.com  
Wholesale Distributors

## Green Construction Company, LLC.

Greenconstructioncompanyllc.com  
General Contractor/Custom Builder

## JDog Junk Removal & Hauling

Jdog.com  
Refuse Removal

## Letterhead Comics

www.letterheadcomics.com  
Books

## Local Yoga Cafe

www.LocalYogaCafe.com  
Restaurant/Cafe

## Mariposa Teams, LLC

mariposateams.com  
Coaching: Business & Personal

## Miles Financial Management, Inc.

www.MilesFinancialMgt.com  
Accountants

## Monkey Fish Toys

www.monkeyfish toys.com  
Retail

## PNC Bank

www.pncbank.com  
Banking/Saving/Loans

## Practical Energy Solutions

www.practicalenergy.net  
Consultant

## Purple Picnic People/Cricket Catering & Special Events

cricketcatering.com  
Caterers

## Resident Theatre Company (RTC)

www.rtcwc.org  
Entertainment

## Semper Payments

www.semperpay.com  
Business Services

## Sunrise of Westtown

sunrisewesttown.com  
Retirement Communities

## Time Machine Tours

letsbuildatimemachine.com  
Marketing/Public Relations

## Union Community Bank

www.unioncommunitybank.com  
Banking/Saving/Loans

## West Chester Rugby Football Club

WestChesterRugby.org  
Not-For-Profit Organization

## Chamber Membership ANNIVERSARIES

Please help us congratulate these businesses celebrating milestone anniversaries who renewed their membership with the Greater West Chester Chamber in February and March 2017.

### 35 Years

Tolsdorf Oil Lube Express  
West Chester Area YMCA

### 30 Years

Whirlaway Travel, Ltd.

### 25 Years

Model Specialties Co.  
Lorgus Flower Shop

### 20 Years

USI Affinity Insurance  
Kaly  
American Window Treatment, Inc.  
Harley-Davidson of Chester Springs  
Buckley, Brion, McGuire, & Morris LLP

### 15 Years

Diane Matthews School of Dance Arts  
Brandywine Valley Heating & A/C  
Faunbrook Bed & Breakfast

### 10 Years

West Chester Computer Doctors

### 5 Years

Yori's Church Street Bakery

Join us on May 12 with colleagues and friends to enjoy  
**the Chamber's most exciting social event of the year!**



# Grand Club

### WHEN:

Friday, May 12, 2017 | 7:00pm – 10:00pm

### WHERE:

The American Helicopter Museum

### TICKETS:

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

New Venue, New 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!

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- 1 in 3 tickets wins BIG prizes
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For details, call

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**GreaterWestChester.com**



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# MANAGING PESKY MOSQUITOES IN YOUR COMMUNITY TO HELP REDUCE THE SPREAD OF DISEASE

By Gavin Ferris

Mosquitoes pose a significant risk to public health, as they carry and transmit dangerous diseases like Zika and West Nile Virus. Preventing the transmission of mosquito-borne diseases, and the other unpleasant consequences of mosquito infestation, requires a proactive multi-pronged approach. Homeowners can be educated to eliminate other potential mosquito breeding sites on their property. Even if you live in an area with low risk of Zika or West Nile virus, mosquitoes are a royal pain that nobody wants to deal with.

To help limit breeding habitat around homes, items that hold water like tires, flower pots and buckets should be thrown out or emptied regu-



larly. Maintaining a beneficial vegetative buffer around a pond can help provide habitat for dragonflies, which are natural predators of mosquitoes. Additionally, a fountain or aeration system can help reduce the prevalence of mosquito lar-

vae by keeping water circulating. While mosquitoes are an annoyance and a hazard that we are unlikely to remove entirely from our lives, they can be mitigated against by limiting and managing their breeding habitats.

*Aedes aegypti* is a container-breeding species of mosquito known to carry Zika virus.



*Gavin Ferris is an experienced Ecologist with SOLitude Lake Management, an environmental firm providing a full array of superior lake, pond and fisheries management services and solutions. Gavin has a Master's degree in entomology from the University of Delaware and research experience in fisheries biology, entomology, invasive plant ecology and nutrient management. [www.solitudelakemanagement.com](http://www.solitudelakemanagement.com)*

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# Spring **EVENTS CALENDAR** MAY/JUNE

See full details of Chamber events at [GreaterWestChester.com](http://GreaterWestChester.com)

## Friday, May 5th | 5:00pm - 9:00pm 27th Annual Spring Gallery Walk

Visit nearly three dozen galleries and One-Night-Only Art Shows on 'First Friday.' Bring a group of friends and make a night of it in downtown West Chester! FREE to the public

## Friday, May 12th | 7:00pm - 10:00pm Annual 10 Grand Club Event

Only 200 seats available @ \$200 each for a chance to win \$10,000. Great food and drink provided by John Serock Catering and dozens of wonderful prizes donated by Chamber member businesses. Tickets available NOW. Call the Chamber office for more information. *The American Helicopter Museum, 1220 American Boulevard, West Chester*

## Wednesday, May 17th | 11:45am - 1:15pm Membership Luncheon – Education Foundation

The Chamber's annual Education Foundation Scholarship presentation recognizing six of the West Chester Area School District's most entrepreneurial high school seniors. Also, Dr.

Jim Scanlon will give us an update on what is happening throughout the district. *West Chester Golf and Country Club, 111 W. Ashbridge Road, West Chester*  
Reservation required. \$25 for members / \$35 for non-members.

## Thursday, May 18th | 5:30pm - 7:30pm Business Card Exchange – Home Bridge Financial Services/Unruh Turner Burke & Frees

Meet the Home Bridge and UTBF teams in the newly renovated iconic glass building on Gay Street!  
*17 W. Gay Street, West Chester*  
RSVP appreciated, but not required. Free for members, \$10 for non-members.

## Saturday, May 20th & Sunday, May 21st | 10:00am – 7:00pm

**VOLUNTEER OPPORTUNITY – Tough Mudder**  
Serve up liquid courage and refreshment to thousands of competitors plus their families and friends!  
*Plantation Field, 387 Green Valley Road, Coatesville*  
Multiple shifts available. Visit [GreaterWestChester.com](http://GreaterWestChester.com) to sign up.

## Monday, May 22nd | 10:00am - 6:00pm Quest for the Chamber Cup Golf Outing presented by Bryn Mawr Trust

Individuals and foursomes are encouraged to spend the day with us at one of Chester County's premier courses. Corporate sponsorships available – call the Chamber office for details. Stocked Swag Bag plus Lunch, Dinner & Cocktail Hour included!  
*Radley Run Country Club, 1100 Country Club Road, West Chester*

## Wednesday, May 24th | 5:30PM - 7:30 PM Women's Executive Roundtable – Stop Trying to Boil the Ocean in an Hour with Lauren D'Ambrosio

RSVP is required. \$55 Members; \$65 Non-Members

## Wednesday, June 7th | 7:45am - 9:00am Coffee Connection – Tan & Moore Holistic Day Spa

Not only will you be enjoying company of others, coffee, and light fare, but hear why your experience at Tan & Moore is different from the rest. If you have ever wondered what

holistic means, this is your chance to get educated!  
*704 West Nields Street, West Chester*  
RSVP appreciated, but not required. Free for members, \$10 for non-members.

## Tuesday, June 13th | 11:45am - 1:30pm The Exchange – Co-ed Executive Round Table

"To Empower People To Wake Up Excited... Go To Bed Fulfilled... And Have Business and Personal Growth In Between So They Can Live Their Dreams and Live a Life By Design not Default" by Ed Fordyce.  
*Restaurant 51, 30 N. Church Street, West Chester*  
RSVP is required. \$35 Members; \$45 Non-Members

## Wednesday, June 28th | 5:30PM - 7:30PM Women's Executive Roundtable – Kim Brumbaugh

*Faunbrook Bed & Breakfast, 699 W. Rosedale Avenue, West Chester*  
RSVP is required. \$55 Members; \$65 Non-Members

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# VISION: PROTECTING YOUR WINDOWS TO THE WORLD

By John Gose

Did you know that 80% of what you understand in this world is processed through sight? When our vision begins to fade, we can improve or correct it with glasses, contacts, exercises or laser surgery. But until we correct it, we may strain our eyes trying to get a clear picture of our surrounding environment.

Eye strain can cause you to experience headaches, neck and muscle tension / soreness, upper back pain, and a deteriorating posture. It can even cause pinched nerves due to poor posture, resulting in a feeling of pins and needles or numbness in the arms, hands and fingers.

Lighting in your work area can be a cause of eye strain since the nerves in your eyes require optimal lighting to easily focus. To prevent this, indoor lighting should be set to approximately 500 lumens. Fortunately, most offices

have their lighting set to this standard but it is also important to reduce glare from computer screens and to make sure light does not shine directly into your eyes. Check to make sure your ceiling lights are not shining directly in front of your work space or into your eyes through a reflection.

Computer monitors need to be positioned high enough so that you can hold your head upright. To achieve this, adjust your seat up or down so that the top of your computer is at eye level. The monitor should also be about 28 - 32 inches from your eyes, which is approximately arms-length from your standard sitting position.

If you develop neck and upper back muscle soreness, get in the habit of moving away from your desk for about five minutes for every hour of work. Practicing eye exercises can also help, such as looking left then right and

up and down repeatedly, 10 times each way. Then alternate those exercises by focusing on one near object and one far object. Make sure the object is in focus before shifting to the other item. These exercises can strengthen the muscles of the eyes and have been shown to improve vision clarity. A Physical Therapist with experience in visual training can help. Those therapists often are trained in vestibular and / or Concussion rehabilitation.

*John Gose is the Director of Physical Therapy, Rehabilitation and Sports Medicine at Chester County Hospital, part of Penn Medicine. A complete range of programs for physical, occupational and speech therapy are available at four convenient locations. Visit [ChesterCountyHospital.org/PhysicalTherapy](http://ChesterCountyHospital.org/PhysicalTherapy) | 610.738.2480*



Eye strain can cause you to experience headaches, neck and muscle tension / soreness, upper back pain, and a deteriorating posture.

## THINKING OF SELLING? NOW IS THE TIME TO ACT!

By Brad Moore

If you have thought about selling your property, now is the time to take advantage of the current market. Housing inventory continues to be at an all-time low, and buyer demand is outpacing the supply in certain areas and price ranges. As we all know, the best time to sell is when supply is low and demand is high.

The real estate market is fast paced and becoming more competitive. One of the biggest challenges buyers are facing today is finding the right home in

this limited inventory market, and (sometimes in multiple-offer situations) successfully securing a sale. Because buyer demand is so high, there are significant advantages for sellers not only price, but also the terms of a sale, such as, inspections, appraisal, and financing contingencies.

Knowledge is needed to navigate the buying and selling process. Structuring the best deal, negotiating terms and handling multiple-offer situations, and much more need to be addressed. An experienced

real estate professional can assist in making sure you are in position to WIN the deal!

*Brad Moore, owner of the Moore Maguire Real Estate Group | Keller Williams Real Estate. Moore Maguire Real Estate Group offers its clients the confidence of working with top-performing real estate agents who offer the highest level in client care. [www.mooremaguiregroup.com](http://www.mooremaguiregroup.com) | 484-266-7450 | [Brad@MooreMaguireGroup.com](mailto:Brad@MooreMaguireGroup.com).*

## Stroll through West Chester for an evening of art, dining and shopping

The Greater West Chester Chamber of Commerce will host its Spring Gallery Walk on Friday, May 5, 2017 from 5:00pm until 9:00pm (rain or shine). The Spring Gallery Walk provides the perfect opportunity to experience downtown West Chester's intriguing blend of urban sophistication and small town ambiance. The historic borough is home to an eclectic and exciting mix of galleries.

Five prominent galleries will combine with more than twenty additional "one-night-only" show hosts throughout the downtown business area. Brochures with walking maps will direct visitors to show locations (or download map from [GreaterWestChester.com](http://GreaterWestChester.com)). Look for signs that designate



official Gallery Walk.

Generous support is provided by Signature Sponsors, The West Chester Business Improvement District (BID), Sunset Hill Jewelers & Fine Arts Gallery – the original creator and longest running participant of Gallery Walk, Otto's Mini-Exton, ShopRite West Chester, Market Street Print & Copy, and M&T Bank. Featured Sponsors include The Master's

Baker, Sleep Number Glen Mills, and Daniel Robins RE/MAX DIRECT along with Supporting Sponsors, The Accounting Office, Inc. and Swarthmore Financial Services.

"Make an evening of it" and bring together a group of friends to experience Gallery Walk! Dine, shop and explore everything downtown West Chester and the Chamber has to offer.

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# ON THE ROOF



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## BEAUTIFICATION OF DOWNTOWN WEST CHESTER

- Chestnut Street Garage
- Saturday, June 3, 2017 | 7-11pm

**\$100 per person; \$120 at the door**

Live Music, Buffet, Beer and Wine, and Rooftop Martini

HONORARY CHAIRPERSONS: **Mark and Joanne Yoder**

MUSICAL ENTERTAINMENT BY **The Donny Syracuse Band**

DINNER COMPLIMENTS OF **Limoncello**

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FOR MORE INFORMATION: [www.WCDF.org](http://www.WCDF.org).

For questions or tickets contact the Chester County Community Foundation  
at 610-696-0501.



The West Chester Downtown Foundation and Up on the Roof are charitable funds of the Chester County Community Foundation. A copy of the official registration and financial information for the Chester County Community Foundation may be obtained by calling the PA Dept of State at 1-800-732-0999 (toll-free in PA.) Registration does not imply endorsement. EIN 23-2773822.

## MEMBER SPOTLIGHT

# Brandywine Water Systems

Brandywine Water Systems is a family owned and operated company that has been serving Chester County's water filtration needs for over three decades. The origins of the company trace back to William McIlvaine Sr., who became a farmer after returning from the Navy where he served in the South Pacific until 1945. He and his wife Louise raised cows at their farm on the corner of South Whitford Road and Lancaster Avenue until 1962 when a fire consumed the barn. All of the animals got out safely but he was forced to find a new line of work. Taking advantage of the burgeoning housing market in Chester County, McIlvaine chose well pumps and continued in that field until his

retirement in the 80's.

Barb McIlvaine (future State Representative for district 156) was the daughter of "Bill" and Louise. In 1972 she married Robert Whitney Smith, an entrepreneur with a small but successful fiberglass business in Paoli. Several years and two kids later, Smith's shop was also ravaged by a fire and he lost everything. Bob (as he was went by) began working for his father in law, who had by this point expanded into water testing and filtration. For several years Bob learned everything he could about the water filtration industry and in 1980, he incorporated his own business as Brandywine Water Systems.

Bob worked hard as a father and business owner. During the first ten

years he expanded his business to have three trucks out on the road and a larger client base that included parts of Delaware and Montgomery Counties. During the early 90's the recession hit hard and he was forced to scale back, but through his honest business practice and solid reputation with the community he managed to stay afloat and emerge as one of the leaders in the field.

In the late 90's Bob's only son Matthew came on board to help out while he recovered from a work-related hernia. From there, the two worked together for four years while Matthew attended West Chester University. Matthew, an artist and musician, did not intend on getting

**WATER » PAGE 14**



Robert (Bob) Whitney Smith (right) and son Matthew Smith are the second and third generation owners of Brandywine Water Systems.



## Quest for the Chamber Cup

Presented by **BMT**  
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### Golf Outing | Monday, May 22, 2017

at Radley Run Country Club

**Golfing Opportunities:**

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**All Players Receive:**

- ◆ Stocked Swag Bag
- ◆ Golf Umbrella
- ◆ Lunch, Dinner, & Cocktail Hour
- ◆ Chance to Win Awards/Prizes!

For more information and registration, contact the Chamber at 610-696-4046 or visit [GreaterWestChester.com](http://GreaterWestChester.com)

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## The 2017 Philly Tough Mudder is coming to Chester County on May 20th and 21st!

Get ready to test your stamina, strength, and mental toughness as the 2017 Philly Tough Mudder is returning to Chester County on the weekend of May 20th and 21st. Set in the heart of the Brandywine Valley, the 10-12 mile mud and obstacle course will feature over 20 different tasks to overcome, including new and familiar challenges. The two day event will take place on Plantation Field at 329 Apple Grove Road in Coatesville.

Enjoy a day of riveting spectating and community involvement. The Greater West Chester Chamber and friends are volun-



teering again at this year's event, which gives the chance to work the beer tent for a few hours (certain restrictions apply) and receive a free all access pass to watch the competitors battle it out in the mud.

## Letter

FROM PAGE 6

rounding region. This type of development in our region will help create jobs and strengthen the retail and hometown environment.

A study by the Business Improvement District notes that Hotel development will have a direct impact on our member businesses that depend on clientele not only being drawn to the Greater West Chester Area, but also having the ability to stay here.

As you know, local legislation often has a far greater impact than federal or state legislation. This is especially true when pertaining to the economic vitality of a region. A thriving economy in Greater West Chester is of benefit to your constituents by providing increases to your tax base, the employment rate and the overall outstanding atmosphere of the borough.

Thus, given the numerous benefits the project offers to the 700 members of the Greater West Chester Chamber of Commerce, and the Greater West Ches-

ter community as a whole, the chamber encourages the borough and the Zukins to expeditiously resolve any outstanding issues that are a barrier to moving the project forward and to revitalizing the corner of Walnut and Gay Streets. If you would like to meet to discuss this further, I am more than willing to schedule myself and members of the Chambers Business Advocacy Committee.

Sincerely,

Mark Yoder  
President, Greater West  
Chester Chamber of  
Commerce

## Water

FROM PAGE 6

into the water business, and moved to New York City after school to pursue his dream of playing music while Bob continued as a one-man show.

In late 2006 Bob was diagnosed with cancer. Matt immediately relocated from New York City to help keep the family business going while his father underwent aggressive chemotherapy and radiation treatment. For the next six months Bob taught

his son everything he knew about the business – from his hospital bed. Matt officially took over as president of the company in January 2007 with the hope that his father could continue on as a consultant after his recovery. Unfortunately Bob lost his battle in May of 2007.

Matt worked very hard over the next few years to build the business and establish the trust his father had earned with his customer base. A decade later Matt married the love of his life Carin Beam, a Malvern native, and the two of them settled down in West

Chester. In 2015 the couple had their first daughter Eloise Whitney Smith (Whitney after Bob's middle name.)

Matt continues to serve the greater Chester County area as a one-man business. He personally installs the equipment he sells and performs the year-to-year service himself. Like his father and grandfather, Matt sees the importance of building a personal relationship with his customers and learning each home's unique water quality issues by being hands-on. Sometimes the simplest approaches are the best approaches.



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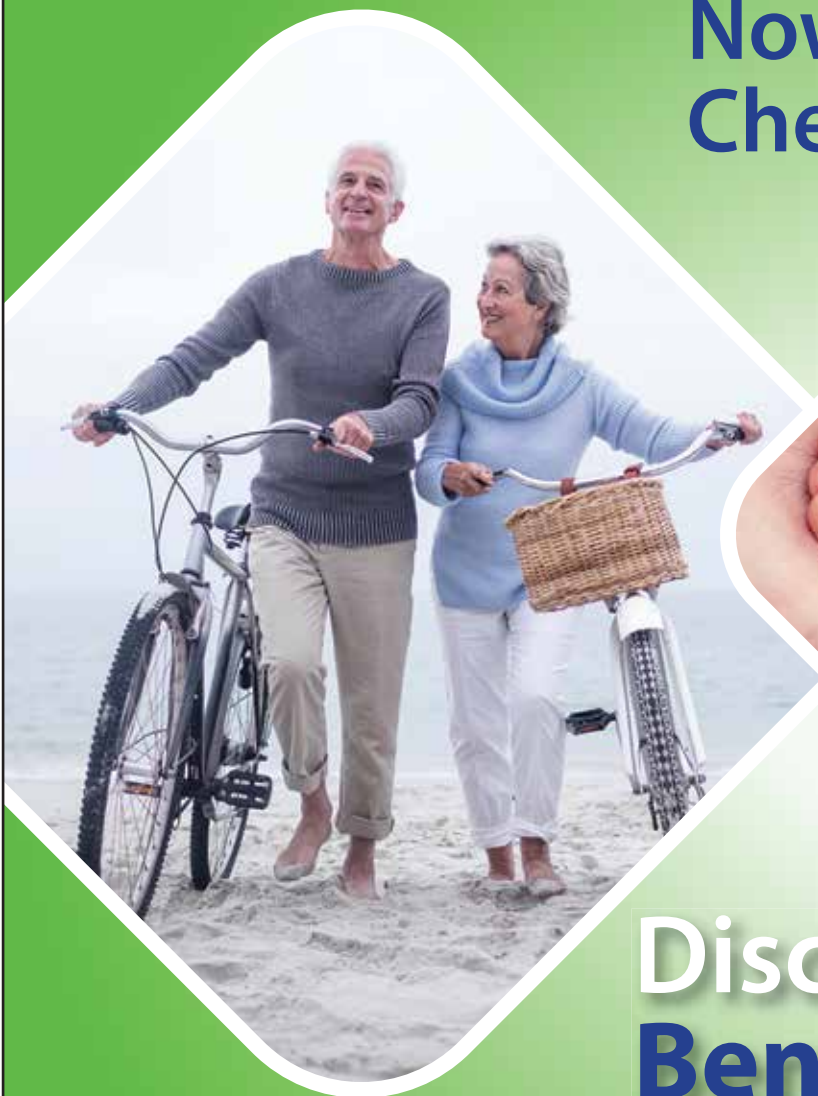
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