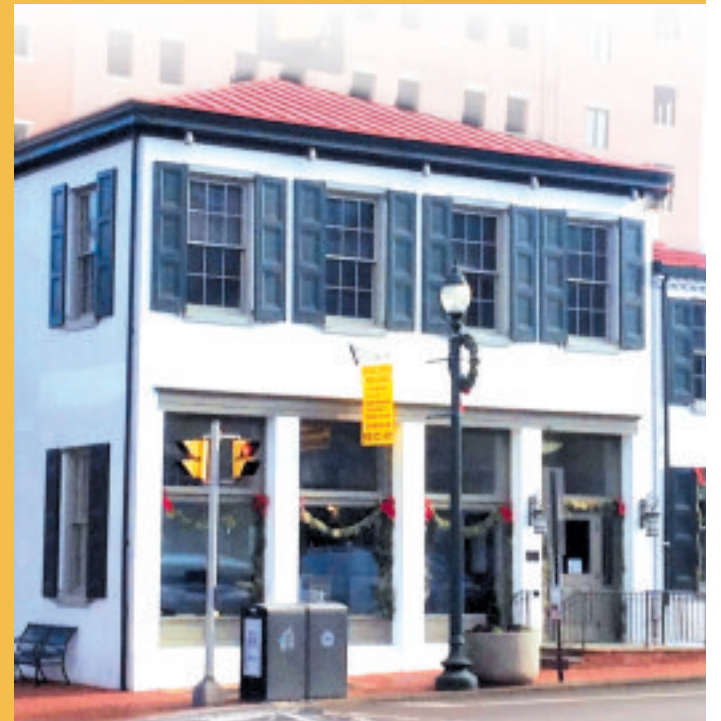


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BUSINESS OF THE YEAR



Still rolling along after 75 years

By Dorothy Kennedy

What do you say about a company that was started in 1942 and is still going, growing, diversifying and providing exemplary service? What do you say about a family-owned company that now includes members of the 3rd and 4th generation? What do you say about a company whose co-founder was the second woman in Pennsylvania to earn a Commercial Driver's License (CDL) and drive a school bus?

The answer is simple: you just say 'Business of the Year'.

For its ongoing, outstanding achievement in the business community, the Greater West Chester and Chester County communities and beyond, Mark Yoder, president of the Greater West Chester Chamber of Commerce (GWCC), proudly announced Krapf Coaches as the Chamber's 2017 Business of the Year. The award will be presented during the GWCCC Annual Banquet on Thurs., Feb. 1, 2018 at The Desmond Hotel, Malvern.

"I'm not sure if it's persistence, dedication, determination, know-how,

daring, or a combination of all those traits," said Yoder. "But whatever it is, members of the Krapf Family have it in their genes. Krapf Coaches is truly a success story. We are fortunate this remarkable enterprise is a member of the Chamber and our community and honored to recognize Krapf Coaches as our Business of the Year for 2017."

According to the company's website (krapfcoaches.com), members of what is now the Downingtown Area School District decided in 1942 they needed someone to drive students to the high school. They approached George Krapf, Jr., owner of the local gas station, a skilled mechanic and a leader of the community. George stripped 'two dump trucks down to their frames and driver's seats. He and a companion drove the "vehicles" to Mitchell, IN, where bus bodies were applied to the frames, and then drove them back to Pennsylvania.' Thus, George and his wife, Eleanor 'Grammie' Krapf, co-founded George Krapf, Jr. & Sons, Inc.

Now headquartered in

West Goshen under the leadership of five members of the third generation, the original enterprise continues to grow and evolve. In an effort to bring a common brand to our many different business units, Gary Krapf, President of Krapf Transportation, explained the new corporate structure as follows:

- The Krapf Group includes Krapf Transportation and Krapf School Bus, the latter entity having multiple divisions many of which operate in different states.

- Krapf Transportation includes Krapf Coaches, Krapf Transit and Rover Community Transportation.

When asked how he felt about the company being named Business of the Year, Gary said he was honored to be in the presence of the other award winners adding that Krapf Coaches 'wouldn't want to be anywhere else'.

"Receiving the award is an honor for us," he said. "Although 75 years ago we didn't start our business in West Chester, many of us call West Chester home since opening a facility in West Gos-

hen in 1990. We enjoy many long lasting relationships in the community including the West Chester Area School District, the West Chester University and the Chester County Hospital. Our

relationship with the Chamber has been an important component of many of these partnerships and continues to help facilitate new opportunities."

Special thanks to First

Priority Bank, sponsor of the Business of the Year award. Join us at the GWCC Annual Banquet to celebrate Krapf Coaches. Visit GreaterWestChester.com to purchase tickets.



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COMMUNITY SERVICE AWARD RECIPIENT

CCFA

'Giving back' earns charter school Community Service Award

By Dorothy Kennedy

A recent call to Susan Flynn, CEO of the Chester County Family Academy (CCFA), found her heading out the door with first and second grade students on their way to the American Helicopter Museum to sing

during the organization's volunteer holiday luncheon. For the caller asking how CCFA serves the community, the timing couldn't have been better.

To CCFA and its students, service comes in many forms. It might be singing for volunteers at a local non-profit. It

could also be doing an intergenerational art project as part of the Grand Friends program at the West Chester Area Senior Center or performing during an event organized by the Greater West Chester Chamber of Commerce (GWCC). While the ways are var-

ious, they all exemplify serving or giving back to the community.

For this outstanding, long-term service to the Greater West Chester and Chester County communities, the GWCC is honored to name CCFA its 2017 Community Service Award winner. The award will be presented during the Chamber's Annual Banquet on Thurs., Feb. 1, 2018 at The Desmond Hotel, Malvern.

"You can't help but smile when you see and hear the CCFA students performing," said GWCC President & CEO Mark Yoder. "What a great way to serve our community. The Chamber is delighted to recognize CCFA, its Board, staff and students, for giving back to Greater West Chester and Chester County in so many uplifting ways."

CCFA, located at 530 W. Union Street, West Chester, was founded in 1997 as one of Pennsylvania's first six charter schools. Serving students from kindergarten through second grade, the school was designed to provide a private school style education for young learners who, along with their

families, are struggling with limited resources. In addition to outreach, CCFA's community-based program includes academics and extracurricular activities such as swimming lessons at the YMCA or physical education classes at West Chester University.

Doing musical performances, art projects or reading activities, or sharing other talents with their community partners are the students' way of thanking them for supporting the school's programs, according to Flynn, who became CEO in December, 2014 after serving for 17 years as CCFA's second grade teacher. Funds from the Chamber's Education Foundation, for example, help support CCFA's Literacy Through Music program. This program, designed to improve learning in academic areas, also teaches vocal music concepts and provides Suzuki violin lessons and African Drumming lessons. Support from the Chamber also gives CCFA students various opportunities to perform during Chamber events.

In thanking the GWCC for naming CCFA its Award recipient, Flynn, of Chester Springs, said the award not only honors the charter school it also demonstrates to its students that "they have a voice in this community, that they can be proud of themselves."

"We have been part of this community for 20 years," she said, adding that the school has served approximately 1,500 students during that time. "I am honored that I am able to be the children's advocate in the community, to give them hope for the future even though they face economic, social and emotional challenges daily. When non-profits with compatible missions collaborate, their goals are successfully met, dollars are spent more efficiently and their stakeholders are more effectively served. It is our shared purpose to serve the children of our community."

To learn more about CCFA go to ccfaschool.org. Purchase tickets for the GWCC Annual Banquet at GreaterWestChester.com.

The Greater West Chester Chamber of Commerce
and its Board of Directors cordially invite you to the

2018 Annual Banquet

Thursday, February 1, 2018

The Desmond Hotel | Cocktails 5:30pm - Dinner 6:45pm

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NEW YEAR EVENTS CALENDAR

See full details of Chamber events at
GreaterWestChester.com

Business Owners Roundtable Series: Part 1

Wednesday, Jan. 24, 2018

11:30 a.m. - 1 p.m.

"Filling Your Pipeline with Qualified Prospects" with Lisa Peskin, Business Development University

In this workshop, we will help you develop a multipronged approach to putting together a game plan and filling your pipeline. We'll also discuss effective strategies for generating appointments, messaging your prospects, and handling objections.

Delaware County Community College, Exton Campus

Chamber members - \$25 / Non-members - \$35 - RSVP required

Women's Executive Roundtable sponsored by Krombolz Sheets Insurance

Wednesday, Jan. 24, 2018

5:30 - 7:30 p.m.

Featured Speaker: Lesley Katz, Leveraging Financial Knowledge

"Discover your Financial Self"

The discussion covers economic trends that impact the individual, characteristics of a wealthy person, and turning dreams into achievable goals, all leading to taking control of Your Financial Life.

Location: TBD, wine and dinner pairing

\$55 Chamber members / \$75 non-members - RSVP is required

GWCC Annual Banquet

Thursday, Feb. 1, 2018

5:30 - 8 p.m.

The Greater West Chester Chamber of Commerce and its Board of Directors cordially invite you to the 2018 Annual Banquet sponsored by Arthur Hall Insurance, honoring 2017 Outstanding Citizen of the Year - Dr. Jim Scanlon; 2017 Outstanding Business of the Year (sponsored by First Priority Bank) - Krapf Coaches; 2017 Community Service Award Recipient - Chester County Family Academy. Sponsorship opportunities available.

The Desmond Hotel, Malvern

Visit GreaterWestChester.com for tickets

Business Owners Roundtable Series: Part 2

Wednesday, Feb. 14, 2018

11:30 a.m. - 1 p.m.

"Demystifying Digital Marketing" with Chris Carr, Farotech, Inc.

Delaware County Community College, Exton Campus

Chamber members - \$25 / Non-members \$35 - RSVP required

Women's Executive Roundtable sponsored by Krombolz Sheets Insurance

Wednesday, Feb. 28, 2018

5:30 - 7:30 p.m.

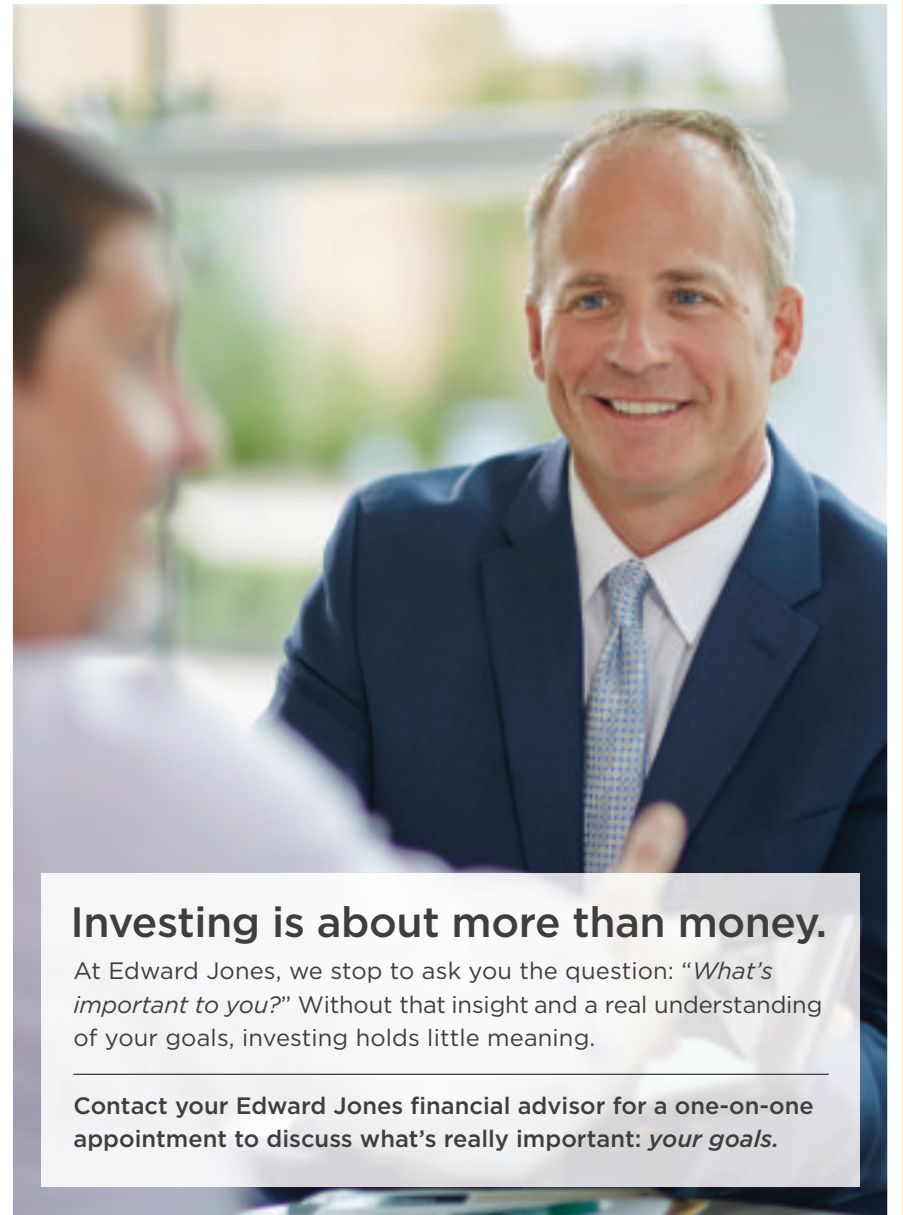
Featured Speaker: Judy Reid, The Peacemaker Center

"Sandwich Generation is a Balancing Act"

We are taking care of aging parents, raising teens and young adults and dealing with our own relationship issues as we evaluate what we want to do with the rest of our lives.

Location: TBD, wine and dinner pairing

\$55 for Chamber members / \$75 for non-members - RSVP is required



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OUTSTANDING CITIZEN OF THE YEAR

Outstanding citizen connects schools, community

By Leigh Green

As Superintendent of the West Chester Area School District, Jim Scanlon takes a microscope to the big picture. His scrupulous attention to programs and policies continually better the education of the nearly 12,000 students under his watch. In his pursuit of excellence, Scanlon joins hands with the community around him, where he draws on support, opportunities and invaluable input.

For the phenomenal success of the students and staff under his direction, the rich local partnerships he's established, and the broad social impact of his many initiatives, the Greater West Chester Chamber of Commerce has selected Dr. James Scanlon as the 2017 Outstanding Citizen of the Year.

This award, now in its 70th year, honors an individual with a record of outstanding civic service and engagement. It will be presented at the Chamber's Annual Banquet on Feb. 1, 2018 at the Desmond Hotel, Malvern.

"Jim epitomizes the values we look for in this recognition," says Mark Yoder, President & CEO of the Chamber. "His leadership and service to the thousands of families in the West Chester Area School District, as well as his commitment to the businesses and organizations in and around West Chester is nothing short of exemplary. We are thrilled to honor him as an outstanding citizen in our community."

Scanlon's career in education spans 35 years. At first an economics major at the University of Pittsburgh, he changed course his junior year after volunteering as a Life Skills instructor. Noticing flaws in programs for students with disabilities, he felt a compulsion to improve educational policy himself. Switching his major to education, Scanlon set to work.

"My principles are simple," he says. "Do the right thing, be an active listener, make decisions in the best interest of students, and constantly look for ways to improve the system."

Scanlon's father served as Secretary of Education in Pennsylvania under Governor Dick Thornburgh. "He spent years working as a teacher and administrator, and later in his career, he worked at educational consulting firms. I guess it was in my blood," Scanlon says.

Scanlon spent the first part of his own career in

the Neshaminy and Central Bucks School Districts. He then became Superintendent of the Quakertown Area School District, followed by three years as Superintendent of the Brandywine School District before moving back to Pennsylvania.

Under his direction since 2009, the WCASD has flourished. Recognized by Newsweek, US News & World Report and the US Department of Education, WCASD sees 93% of graduates go on to college. ACT scores are at all-time high, more students are enrolling in AP courses, and the district's SAT scores are consistently above the national average.

Scanlon's standout initiatives include the implementation of a full-day kindergarten program and blended learning classes and the establishment of Equity Teams with the intent of embracing diverse cultures and closing achievement gaps. He also created a Community Budget Task Force, which uncovered \$8 million in savings and \$1 million in revenue. He's led the district in establishing an online educational program and professional learning communities for teachers.

Scanlon also recently made headlines for leading the charge against excessive state-mandated standardized testing, which was causing undue stress for students and stifling teacher pedagogy.

Scanlon lives in West Chester with his wife Beth and their two young sons. He's deeply grateful to live and work in a community he cherishes. "I am very proud to be part of a caring community. It's a wonderful place to raise my own children, and the people in this community serve as a great model for them," he says. He's also a proud member of the West Chester Rotary Club, which he says does "so much good work in the community."



Part of Scanlon's focus as an educator has been strengthening the ties between students and their community. He says, "Ultimately, everything I do must be in the best interest of teaching children how to be caring, creative citizens."

To that end, Scanlon worked to establish the West Chester Area Education Foundation, a non-profit organization that funds programs that allow real-world experiences for students, like internships and job-shadowing. Scanlon says donations to the foundation, which total tens of thousands of dollars every year, come primarily from local companies and organizations. "Our

Outstanding Citizen

FROM PAGE 6

business community is very collaborative with the school district, and we are so fortunate to have wonderful support from so many of our local businesses,” he says.

Scanlon is quick to credit his many achievements to the assistance of those close to him. He says his wife Beth, whom he calls his “best friend and partner,” lends her expertise in communications and “serves as a great sounding board” for the district’s communication strategies. He also praises her work as a mother raising “polite, caring young people.”

Additionally, Scanlon says he relies upon the support of the “incredible” WCASD staff in doing his job. “Our teachers really are so caring, dedicated, and dynamic,” he says. “I love visiting classrooms and seeing the daily work they do with our students. They pour their hearts and souls into our kids.”

Upon hearing he’d been chosen as the Chamber’s Citizen of the Year, Scanlon says, “I was very humbled and honored. There are so many people living and working in the West Chester community who are deserving of recognition. I could not do my job without the support and compassion of our community.”

Join us for an evening of community support as we celebrate Jim Scanlon, Citizen of the Year. Purchase tickets for the Annual Banquet at GreaterWestChester.com.

Cyber liability



By John Beardsley

The number of cyber liability incidents and data security breaches continues to rise, making it more important that business owners have the appropriate insurance protection in place.

A data breach could have serious financial consequences for your business. You could face unexpected legal, IT forensic, and notification expenses. You may run the risk of losing the faith and trust of your customers and clients. There is the ever-present risk of cyber extortion and the possibility of federal and state fines. Make it a point to begin the new year with a review of your cyber liability coverage.

John Beardsley is an insurance professional in West Chester and the owner of the Beardsley Agency, a part of Farmers Insurance. 484-200-7511 | jbeardsley@farmersagent.com

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Many empty nesters, retirees are learning to play piano

By Tom Buglio

America is in the middle of a great demographic shift, with 10,000 members of the Baby Boom generation retiring per day. As with most retirees, finding ways to fill the many new hours of free time with rewarding activities is key to a happy retirement. A Gallup Poll listed 'Learning to Play the Piano' as #3 on people's wish bucket list.

Playing the piano is one of the most rewarding new hobbies one can pursue. Many took lessons and quit when young, while many others had the desire but never had the opportunity to play. In addition, playing the piano stimulates the neurons in both sides of the brain, and can be an effective tool in fighting diminished mental capacity as we get older. And, it is just plain FUN to learn to play a song that you enjoy!

There are many ways to try the piano in our modern age. Youtube is full of video lessons. Buy an Adult Piano Lesson book and play along with a recording of the song on

CD, USB jump drive, or on Youtube. There are computer programs that can combine with a modern digital piano in an interactive approach to learning to play.

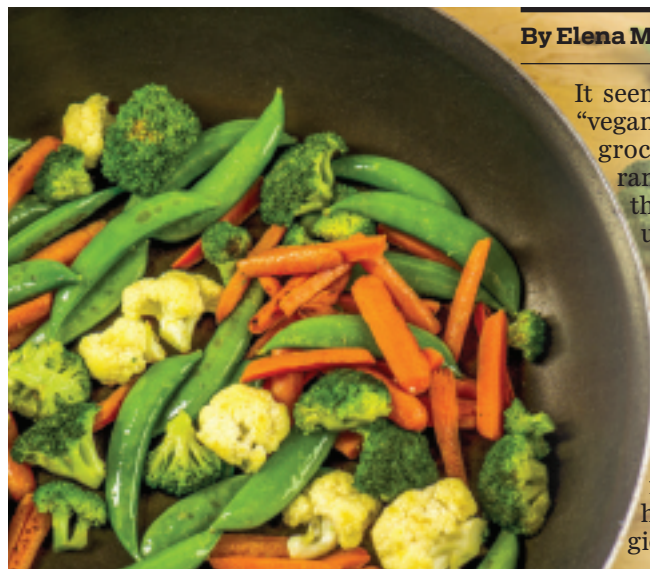
However, the best approach is still with a good piano instructor. Group lessons are a fun way to get started. Recreational Music Making (RMM) is a trend that recognizes most older adults would love to play the piano, but not have the patience for the traditional approach. RMM stresses learning to play recognizable music as quickly as possible, utilizing the chord/ lead sheet approach. Whatever way you choose, there are good experienced teachers ready and available to help you every step of the way. Why not get started... TODAY?

Tom Buglio is the Piano Department Manager of Taylor's Music Store in West Chester and a piano, organ and keyboard instructor for over 40 years. 610-696-1812 x 115 | tom@taylorsmusic.com | taylorsmusic.com



What's all the fuss about plant-based diets?

By Elena Mascherino



It seems like everywhere we turn, we see the terms "vegan" and "Plant-Based" popping up in restaurants, grocery stores and in conversation. Most restaurants are adding vegan options to their menus and there have been many new vegan business startups that are seeing huge success. Like it or not, "Plant-Based" is now on the map of relevant food choices and this is a trend that is here to stay.

Not everyone who is choosing these new delicious and satisfying food options are necessarily cutting animal-based products out entirely. The point is that these places and menu options are now a choice for anyone. I recently read a quote that said "Go Vegan! (even for a moment)". I like it because it's a reminder that you're not making huge life decision or sacrifice if you order a veggie burger for dinner. Whether it is a decision to go

100% vegan or a once a week meal choice, people are trying new Plant-Based foods and loving them!

Consumers want "cleaner" and less processed foods. As we witness the consequences of decades of increasing sodium, fat, sugar and calories on our weight, health and environment, we have taken a step back and realized that we can in fact have control over these factors.

Climate change and natural disasters in recent years have also raised an awareness and concern with how we choose to live our day to day life. Reusing and recycling are great, but we now know that how our food is produced has a huge impact on our environment as well. We can take steps to improve our health, our quality of life and help reduce the "footprint" we leave on our beautiful planet. So, "go vegan! (even for a moment)".

Elena Mascherino is the owner of Love Again Local, West Chester's first and only 100% Plant-Based spot offering sandwiches, snacks, cookies and love! 484-266-7381 | elena@loveagainlocal.com | www.LoveAgainLocal.com

ADVOCACY

House approves budgetary spending control measures

The state House approved a package of bills designed to put limits on the executive branch's management of budgetary issues. House Bills 1940-1945 require transparency through an estimate of how much money the state will have in the forthcoming budget year, along with more information about balances in special funds that are used to provide grants and subsidies, and the creation of monetary reserves during revenue shortfalls. In addition, the House also approved H.B. 110, a constitutional amendment to cap state spending based on increases in the Consumer Price Index and state

population growth. A constitutional amendment needs to be approved by both the House and Senate in two consecutive legislative sessions before being put before the voters in a ballot referendum.

"Over the past three years, the budget and its funding have been a major concern for the Commonwealth and main topic of debate in the General Assembly," House Majority Leader Dave Reed, R-Indiana, said in a press release announcing the House passage of the budget reform bills. "The governor has been using loopholes in the constitutional provision for a balanced budget

and we're closing them."

This package of reforms accompanies Act 48 of 2017, which was signed earlier in 2017 and requires the state's Independent Fiscal Office and an independent review board to enhance and improve budget development and decision-making associated with the annual budget process. The reviews will look at state agencies and determine performance-based solutions to make operations and programs more transparent, effective and efficient.

Are you really team building?

By Marcia Jacquette

Team-building has become a popular trend. To work together better, teams need to practice skills, and research says having fun releases good brain chemicals that help us learn better. So, if you pick a fun team activity,

out knowing the subject.

In house building, you don't put up walls and a roof if you haven't poured your foundation. Team-building is about skills that must build on each other to be effective, so it's important to know what stage of construction your team is in be-

fore you schedule an activity. Trust, communications, commitment, accountability – your team needs them all, but they develop in a specific order. For example, accountability activities don't work in a team struggling with trust because the foundation is missing. However, selecting the right activity can help your team successfully build on what they do have. So what is the right activity?

Golfing is great for a new team that needs to get to know each other; but to get an existing team to the next level, you need something challenging that mimics the skills to develop. Escape rooms have become a popular choice.

Reasonably priced and completed in an hour or two, the escape room uncovers team skills in a high-pressure setting (like a project during crunch time). Watching the team in action, a trained observer can tell you:

- Who are the leaders?
- What are the leadership styles in play (and do they work)?
- Do team members trust and communicate with each other?
- Does the team demonstrate commitment

and accountability?

And don't forget the debrief afterward! The way the team reacts to the feedback tells you a lot about their openness to learning, which tells you whether you've got a strong foundation to

build on or not.

Marcia Jacquette is a team and executive coach with more than 20 years in business and leadership. She specializes in helping small-businesses leaders

build high-performing teams. Through her partnership with Bates Escape Rooms, Marcia is able to affordably assess and advise teams to grow stronger and get better results faster. Find her at mariposateams.com



won't that make a better team? Maybe. The truth is: doing an activity without understanding how your team needs to build is like taking a test with-

fore you schedule an activity. Trust, communications, commitment, accountability – your team needs them all, but they develop in a spe-

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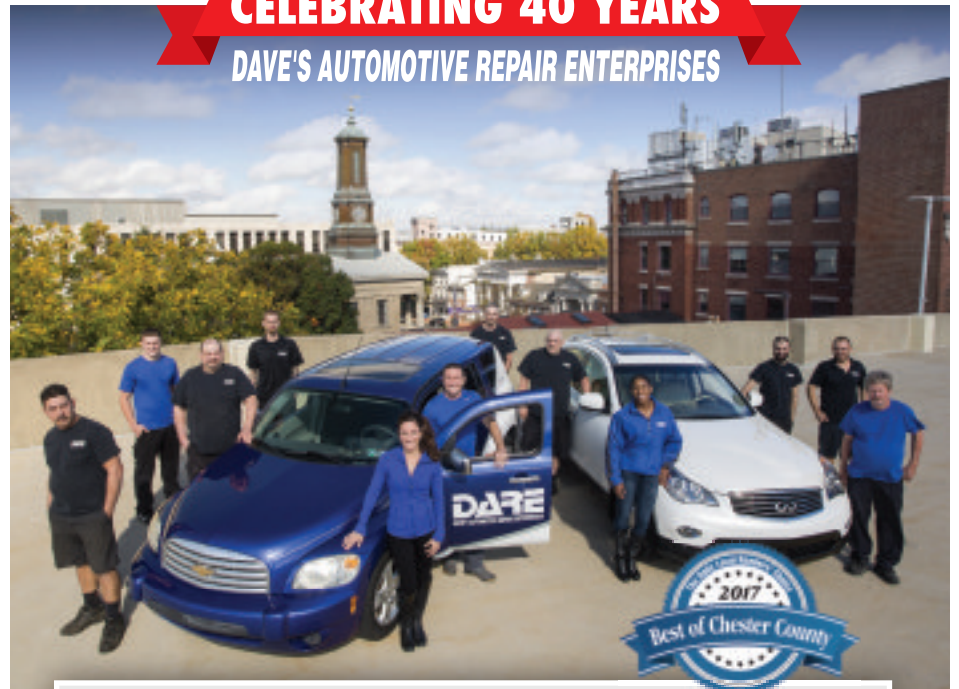
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