OUTLOOK
MAGAZINE

MAY/JUNE 2020 ISSUE
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NJM Insurance Group

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The Plant Lady Bucks County

Editorial Focus
ART & CULTURE, BUSINESS 101
PAGES 24-30

Lower Bucks County Chamber of Commerce
The Voice of Business

LOWER BUCKS COUNTY CHAMBER OF COMMERCE

Executive Director
Minesh V. Pathak

Chairman of the Board
Paul Clough, Fresnel Partners*

Chairman-Elect
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Minesh V. Pathak*

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Anna Bogiatzis, Franklin Payments
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Ted Dorand, PECO
Michael Einbinder-Schatz, Jobecca Technology Group, LLC
Kristen Erway Farry, Woods Services
Shane Fitzgerald, Bucks County Courier Times
Bryan Hughes, Bryan Hughes Business Connections/Total Technology Resources
Rebecca Kelly, Capital Health
Brandon McFadden, BB&T, now Truist
James H. Sell, Bucks County Community College
Kim Solis, Sesame Place*
Jessica Sweeney, Penn Community Bank*
Brian Tierney, Streamline Payroll, LLC
Kevin Wiener, AMG
Jenna Worrell, Visit Bucks County
Brian Zavodnick, Process Plus Legal Services, LLC
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COVER DESCRIPTION
Logos of the Lower Bucks County Chamber of Commerce 2020 Partners!

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Paul Clough

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Chairman's Message

from the Chamber's Chairman of the Board

As I write this from my new home office (the kitchen table) on a quiet Sunday morning, my head continues to spin with too many thoughts. When first elected Board Chair and Kim reached out to me with the schedule for these letters, I wondered what I'd come up with every two months. It turned out to be surprisingly easy…..until now. My letters have been a combination of observations from my work and updates on Chamber events and it was always easy to visualize what would be going on at the Chamber a month ahead, when Outlook would be mailed to our members.

But what does one write about in a COVID-19 world? When the pace of change is so unpredictable and fast? What will the lower Bucks business community look and feel like 3-4 weeks from now? It's just unknowable. So, here goes with apologies in advance if by the time you get this, it seems out of date or irrelevant.

Last June at the LBCCC annual meeting, I spoke about creating member value. It seems that over the past 9 months we've stayed focused on that and been reasonably successful at it. Our events (e.g., the Keynote, Business Card Exchanges, etc.) have been well attended and energetic. We've been true to our mission of providing opportunities for networking, education and advocacy for our members.

For example, on March 5, over 180 people attended a lunch event with the Bucks County Commissioners. It was informative and provided a great opportunity for our diverse membership to connect with each other as well as with others from the community who attended. Then, within a week, we were developing plans for the LBCCC staff to work from home and we had cancelled all events for the foreseeable future.

The question facing Chamber leadership at this point was simple – how can we provide value to members in this environment? Clearly everything had to be re-thought. The focus had to be on education because there's so much relevant information to be aware of regarding restrictions and government assistance available to businesses. Luckily, we were about to launch the new web site which has made it easier to provide up to date content as it becomes available. In addition, LBCCC has offered webinars created and put on by members to share information and we've tried to use email to share critical information as it becomes available.

Will this become the "new norm" for LBCCC? I don't think so. Although it's hard to say when, we will get back to our usual schedule of events for networking and education. Since the lockdown started, the staff has been working together from their homes to revise our event calendar and make alternative plans for what we're missing right now. Their hard work and dedication to adjust plans to create value for members in new ways cannot be underestimated.

What does the future hold for each of our businesses? When do we get back to "normal"? It's difficult to predict. However, I'm confident that each of us will figure it out. Businesspeople are resilient and able to react and change as necessary to survive and thrive in new environments. Each of us has done it before and we'll do it this time as well. Our world, our customers, the local business community and maybe even our means of communication may be different. Therefore, I'd encourage each of us to be willing to change and to open our minds to ideas shared by others we know or are getting to know. LBCCC can and will play a role in that adaptation process. Our staff and volunteer leadership will create the programs to guide our decision making, enable us to be creative and find ways for us to add value for our customers

In closing, it has been a rewarding year for me. I've enjoyed the opportunity to work with dedicated board members, committee chairs and, most importantly, the LBCCC staff. While I knew the staff before, I've gotten to know each of them better and more fully appreciate their unique contributions to the LBCCC mission and their dedication to our members needs.

I wish each of you good luck in meeting today's business challenges and renewed success moving forward.

Paul

Paul Clough, Chairman of the Board
215-920-2301 • pclough@fresnelpartners.com

KEYNOTE AT M.E.I. CATERING, INC.

Minesh V. Pathak (LBCCC Executive Director), center, and Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), right, welcomed new members Divya Kapur (The Max Challenge of Feasterville), Marie Ost (William Penn Bank), and Nakia Townsend (Entity - HR Professional) to their first Keynote meeting!

Please Join Us In Welcoming

these new Chamber Members as of 03.12.20

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Roseann Silver, Owner
Medical
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Fax: 215-493-7998
bainow.com
Neil Flax, President
Burglar & Fire Alarm Systems / Security / Systems
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2138 S. Eagle Rd.
Newtown, PA 18940
215-600-9371
beaudeelashbar.com
David Ngo, Owner
Beauty Salons
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BLO BLOW DRY BAR - NEWTOWN
2 Summit Sq., Unit H
Newtown, PA 19047
215-968-1636
blomedry.com/locations/blo-blow-dry-bar-newtown-langhorne-pennsylvania/
Taylor London, Manager
Beauty Salons
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BUCH ENTERPRISES
200 Ocean Crest Dr., Unit 812
Palm Coast, FL 32137
215-651-7204
Todd Buch, President/CEO
Consultants
Sponsor: Suzy Buehler

BUCKS COUNTY HERALD
P.O. Box 685
5761 Lower York Rd.
Lahaska, PA 18931
215-794-1096
buckscountyherald.com
Joseph Wingert, Publisher
Newspapers
Sponsor: Chamber Staff

BW NICE - BUCKS COUNTY
P.O. Box 725
Lahaska, PA 18931
215-431-2888
bwnice.org/bwnice-chapter/bucks-county-chapter
Molly Krywopusk, Chapter President
Networking Organization / Non-Profit Organizations
Sponsor: Chamber Staff

CHIPOTLE MEXICAN GRILL – NEWTOWN
2900 South Eagle Rd.
Newtown, PA 18940
chipotle.com
Lauryn Willinger, GM
Restaurant & Catering
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CRAB DU JOUR OF LANGHORNE
1201 E. Lincoln Hwy.
Langhorne, PA 19047
267-583-3911
Jacky Chen, Owner
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201-701-1270
www.nakiatownsend.com
Nakia Townsend, MPA- Owner
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Mercerville, NJ 08619
609-587-8030
Scott Harrah
Insurance – Broker
Sponsor: Chamber Staff

IRON HILL BREWERY & RESTAURANT
2920 Eagle Rd.
Newtown, PA 18940
ironhillbrewery.com
Jesse Albertson, General Manager
Restaurants
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JERSEY FLIGHT FOOTBALL
12 Pierce Ave.
Trenton, NJ 08629
609-310-1233
jerseyflightfootball.com
Terry Foster, General Manager/ Head Coach
Sports/Athletics / Entertainment
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NEWTOWN NEIGHBORS YARDLEY LIVING MAGAZINE
Yardley, PA 19067
215-208-3602
enjoyYardley.com
Heather DiPrato, Publisher
Advertising / Publishers
Sponsor: Chamber Staff

NORTHFIELD BANK-PENNINGTON BRANCH
4 Route 31 South
Pennington, NJ 08534
609-466-2900 x 1547
enorthfield.com
Mark Persichilli, Senior Portfolio Manager
Banks
Sponsor: Chamber Staff

QUAKER STEAK & LUBE – BENSALEM
2900 E. Street Rd.
Bensalem, PA 19020
215-520-9961
Thelube.com
Kristy Vetter, Assistant General Manager
Restaurants
Sponsor: Chamber Staff

TRUCKSMART ISUZU
905 Lincoln Hwy.
Morrisville, PA 19067
215-946-7221 x102
888-Nice Truck
Fax: 215-946-1227
trucksmartisuzu.com
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KEYNOTE AT BUCKS COUNTY TECHNICAL HIGH SCHOOL

LBCCC Chairman of the Board Paul Clough (Fresnel Partners), LBCCC Executive Director Minesh V. Pathak, left, and Keynote Committee Chair Bill Sheffer (First National Bank & Trust Co. of Newtown), right, welcomed Kyle & Kirk Kelly (Mid Atlantic Event Group) to their first Keynote meeting.

YOUR COMPANY COULD BE LISTED HERE!

JOIN LBCCC TODAY: VISIT LBCCC.ORG OR CALL 215-943-7400 FOR MORE INFO.

mission statement

the mission of the Lower Bucks County Chamber of Commerce is focused on the advancement of its members through programs to EDUCATE on topics relevant to business, to provide opportunities to NETWORK, and to ADVOCATE on areas impacting business.

PLEASE VISIT OUR ADVERTISERS' WEBSITES

225 Lincoln Properties LP
www.225lp.com

Capital Health
www.capitalhealth.org

First National Bank & Trust Co. of Newtown
www.fnbn.com

Juniper Village at Bucks County
JuniperCommunities.com

NJM Insurance Group
www.njm.com

Trenton Thunder Baseball Club
www.trentonthunder.com

William Penn Bank
www.williampenn.bank

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KEYNOTE AT M.E.I. CATERING, INC.

A fantastic presentation on "Leveraging LinkedIn for Social Selling" was given by Brynne Tillman of LinkedIn Whisper, Social Sales Link at the Keynote in February.

Left: Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), Brynne Tillman (LinkedIn Whisper/Social Sales Link/Speaker), Nick Milillo (M.E.I. Catering, Inc./Host), Minesh V. Pathak (LBCCC Executive Director), and Scott Bachman (First Bank/Sponsor).

AHIA COMMERCIAL REAL ESTATE – SVN WELCOMES LBCCC FOR THE BUSINESS CARD EXCHANGE!

First time BCE host Ahia Commercial Real Estate – SVN held a fantastic event for the Chamber earlier this year!

Left: Gordan Bigelow (A-1 Limousine), Brett Presser (Bruno and Ridgway Research) and Kim Solis (Sesame Place) enjoyed the networking opportunities! Right: Karen Madotto (Inspire Federal Credit Union), Chichi Ahia (Ahia Commercial Real Estate – SVN), Anna Bogiatzis (Franklin Payments), and Paul Clough (Fresnel Partners/LBCCC Chairman of the Board).

KEYNOTE HELD AT BUCKS COUNTY TECHNICAL HIGH SCHOOL

Bucks County Technical High School welcomed LBCCC back to host the Keynote in March. Michael Einbinder-Schatz of Jobecca Technology Group, LLC gave a great and informative presentation on "Embracing the Potholes on the Entrepreneurial Journey."

Right: Colin Dansberry (NJM Insurance Group/Prime Sponsor), Bill Sheffer (First National Bank & Trust Co. of Newtown/ Keynote Chair), Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), Minesh V. Pathak (LBCCC Executive Director), Dr. Leon Poeske (Bucks County Technical High School/Host), Michael Einbinder-Schatz (Jobecca Technology Group, LLC/Speaker), Douglas Maloney (Begley, Carlin & Mandio, LLP/Prime Sponsor).

editorial calendar focus

JULY/AUGUST

- Employment Law
- Finance & Banking
- Human Resources

SEPTEMBER/OCTOBER

- Sports & Leisure
- Technology
- Marketing
- Young Professionals

NOVEMBER/DECEMBER

- Restaurant Guide
- Education
- STEM
- Entrepreneurship

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All applications for insurance are subject to underwriting guidelines and approval. Coverage and discounts are subject to policy terms, exclusions, and effective dates; limits and deductibles apply. Coverage is not available in all states. Insurance underwritten by NJM Insurance Company and its subsidiaries, 301 Sullivan Way, W. Trenton, NJ 08628.

RIBBON CUTTINGS, GRAND OPENINGS AND MORE!

Upper Left: The staff at new Chamber member Beaudee Lash Bar at their ribbon cutting and grand opening!

Lower Left: Franklin Payments, a credit card processing company, had their ribbon cutting in February!

Upper Right: Welcome Chipotle Mexican Grill to Newtown! A ribbon cutting was held in February to celebrate!

Lower Right: A grand opening ceremony was held in March for Solstice Restaurant, a new hyper-seasonal restaurant at The Village at Newtown!

5TH SESSION OF LEADERSHIP BUCKS COUNTY

Session five of Leadership Bucks County, focusing on Financial Management, was held at Woods Services. After a wonderful breakfast and tour of the campus from Cheryl Kauffman, the group had their assessments discussion from Paul Clough (Fresnel Partners/LBCCC Chairman of the Board) and Ebbe Skovadal (iDIMENSIONS) on "What's Your Genius?". Next was lunch, sponsored by Slack's Hoagie Shack of Oxford Valley and then presentations from class members and guests. "S.W.O.T. Analysis" was presented by Alec Webester (Jobecca Technology Group), "Career Development and Succession" was presented by Diana Martinellii (Woods Services), "Preparing for Potential Lawsuits" was a presentation given by Ashley Sulton (TMA Bucks), and "Computer Security" was the final presentation by class member Kelly Thompson (PA CareerLink Bucks County). In addition, John DelRicci (PA Turnpike Commission) talked about "Budget Management" and Adam Green told the class about "A Woods Success Story." Thank you to everyone involved in the day, including program sponsors Pennswood Village and Sesame Place. *Below: The class posed for a picture in front of The Yellow Daffodil, a flower shop open to the public that is located inside of the Woods Services campus!*

2020 LEAD & SUCCEED PROGRAM

Next Generation Leaders

The World Economic Forum recently noted in their future jobs report that the three top skills in 2020 are complex problem solving, critical thinking, and creativity. Join us for a Lead and Succeed week that emphasizes all of these attributes that are needed for learners to thrive in today's environment that is changing at an exponential pace due to technologies, Artificial Intelligence and more! Participants will engage in the content through field trips and activities that all support the needed skills for success.

Date: August 3 – 6, 2020: **Monday – Thursday** from 9:00 a.m. – 3:00 p.m.
RCHYC 6203.C50
Cost: 295.00
Location: Epstein Campus at Lower Bucks (formally the Lower Bucks Campus)

For more information on this program, contact James Sell at 267-685-4801 or james.sell@bucks.edu

6TH SESSION OF LEADERSHIP BUCKS COUNTY

Focusing on People Management/Empowerment, the sixth session of Leadership Bucks County was held at Parx Casino and Visit Bucks County. The day began with a presentation from Ariel Klauss (Peddler's Village) who talked to the class about "Managing vs. Micromanaging." Team building activities were held and then presentations were given by team members Ashley Poller (Inspire Federal Credit Union) on "Leadership vs. Management," Jessica Nugent (Sesame Place) on "Guiding Disagreements or Conflicts into Productive Communication," and Daria Capaldi (Darianna Bridal and Tuxedo) on "Recruiting and Retaining Employees." In addition to an Assessment on "Leadership Discussion" by Paul Clough (Fresnel Partners/LBCCC Chairman of the Board) and Ebbe Skovadal (iDIMENSIONS), a presentation was given by Patricia Rooney (Parx Casino) on "Managing for Excellence" and a tour of Visit Bucks County and presentation by Lisa Paglaiccetti (Visit Bucks County) rounded out the day. Thank you to Parx Casino for sponsoring the breakfast and lunch, and to Pennswood Village and Sesame Place for sponsoring the Leadership Bucks County program. *Above: It was a fun day at Parx Casino and Visit Bucks County during the Leadership Bucks County session.*

OUR NEW WEBSITE IS LIVE!

STATE OF THE COUNTY: UPDATES & INTRODUCTIONS

In March, the Chamber held a State of the County Luncheon where Bucks County Commissioners Diane M. Ellis Marseglia, Gene DiGirolamo and Robert J. Harvie Jr. introduced themselves and discussed their goals and plans for Bucks County! The event, held at Celebrations, was attended by over 160! Thank you to our sponsors, attendees and our Bucks County Commissioners for a fantastic event!

Lower Bucks County Chamber of Commerce
The Voice of Business
PLATINUM PARTNERS

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Lower Bucks County

Lower Bucks County Chamber of Commerce
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PLATINUM PARTNERS
DIAMOND PARTNERS

register today at LBCCC.org

Pre-registration is greatly appreciated!

KEYNOTE

Networking & Breakfast Meeting
2nd Thursday of the Month
June 11 @ NJM Insurance Group
7:30 – 8:00 a.m. Networking & Registration
8:00 – 9:15 a.m. Program

BUSINESS CARD EXCHANGE

Wednesday, May 20 @ Juniper Village at Bucks County
Wednesday, June 17 @ William Penn Bank
5:00 – 7:00 p.m.

GET ACQUAINTED WITH YOUR CHAMBER

Tuesday, May 26 @ LBCCC
12:00 – 1:30 p.m.

2020 LEAD & SUCCEED PROGRAM, NEXT GENERATION LEADERS

Monday, August 3 – Thursday, August 6 @
Bucks County Community College — Epstein Campus at Lower Bucks (formally Lower Bucks Campus)
9:00 a.m. – 3:00 p.m.

TIMES AND DATES ARE SUBJECT TO CHANGE. VISIT WWW.LBCCC.ORG

As of press time, Events and Committee/Roundtable Meetings may change – check your e-mails or call the Chamber at 215-943-7400 for up to date information.

Lower Bucks County Chamber of Commerce

COMMITTEES

AMBASSADORS *(Closed Committee)*
Chair: Bob Shedga, DirectLync

Meets: 4th Thursday, 9:30 a.m.

BUSINESS CARD EXCHANGE / EXPO
Chair: Bryan Hughes, Bryan Hughes Business Connections & Total Technology Resources

Meets: 1st Tuesday, 8:30 a.m. — Except September 10th — October, November, January, February, March, April, May

ECONOMIC DEVELOPMENT
Chair: Bill Koelewyn, 225 Lincoln Properties LP

Meets: On an as needed basis
December through May, 8:30 a.m.

GOVERNMENT
Chair: David Steil, Micro Trap Corporation

Meets: 1st Thursday, 8:30 a.m.

KEYNOTE
Chair: Bill Sheffer, First National Bank & Trust Co. of Newtown

Meets: 4th Tuesday, 8:30 a.m.

LEADERSHIP ADVISORY
Co-Chairs: Michael Einbinder-Schatz, Jobecca Technology Group & Jenna Worrell, Visit Bucks County

Meets: 4th Friday, 8:30 a.m. (For LBC Alumni w/invite)

NON-PROFIT ADVISORY
Chair: Kate Sample, The Sunshine Foundation

Meets: 3rd Thursday, 8:30 a.m.

SPORTS & ENTERTAINMENT
Co-Chairs: Kevin Wiener, Advanced Merchant Group & Brian Zavodnick, Process Plus Legal Services, LLC

Meets: 4th Tuesday, 8:30 a.m.

TECHNOLOGY
Chair: Chris Mangano, Mercadien Technologies

Meets: 3rd Tuesday, 8:30 a.m.

YOUNG PROFESSIONALS
Chair: Kim Solis, Sesame Place

Meets: 2nd Friday, 8:30 a.m.

As of press time, Events and Committee/Roundtable Meetings may change – check your e-mails or call the Chamber at 215-943-7400 for up to date information.

SPECIAL ROUNDTABLES

b.o.s.s. (Business Owners: Support & Strategies)
Chair: Bill Davis, Ameriprise Financial Services

Meets: 1st Tuesday, 8:30 a.m.

WOMEN IN BUSINESS
Chair: Rhonda Okamoto, Legal Shield

Meets: 1st Wednesday, 8:30 a.m.

GET INVOLVED & JOIN ONE OF OUR MANY COMMITTEES & ROUNDTABLES

Committee & Roundtable Meetings are held at the Chamber in either the Boardroom or the Robin & Mike Connor/Helen May Glickenstein Contemporary Art Gallery Conference Room, unless otherwise noted in meeting notice.

REGISTER AT WWW.LBCCC.ORG TO ATTEND A COMMITTEE OR ROUNDTABLE MEETING!

SHARE YOUR ENTHUSIASM

Post photos from Chamber events to your social media accounts with #LBCCC and we could highlight them here!

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Wednesday, May 20, 2020
5:00 – 7:00 p.m.

Host Location and Prime Sponsor:

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about this event

Join us for this exciting and worthwhile networking event! Meet great people, make valuable connections, exchange your business cards and grow your business as you enjoy the complimentary food and dynamic facility thanks to our Host and Prime Sponsor Juniper Village at Bucks County.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

Future Chamber Members are welcome to attend one Business Card Exchange and one Keynote as our guest for free.

Subsequent visits will have a $20 fee.
PLEASE REGISTER IN ADVANCE.

You can reserve online at www.LBCCC.org by 12:00 noon the preceding day.

Thank you

FOR YOUR SUPPORT

On behalf of the Lower Bucks County Chamber of Commerce Board of Directors and Staff, we would like to thank you for supporting your local chamber during these difficult times. Our community is filled with love, friendship and caring people and we will get through this together.

Lower Bucks County
Chamber of Commerce

409 HOOD BLVD, FAIRLESS HILLS, PA | 215.943.7400 | LBCCC.ORG

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Meet Prospective Customers & Centers of Influence

Network with Business Professionals

Create Top of Mind Awareness

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Wednesday, June 17, 2020
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

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1870 2020
150 Years

1309 South Woodbourne Rd. • Levittown, PA 19057

about this event

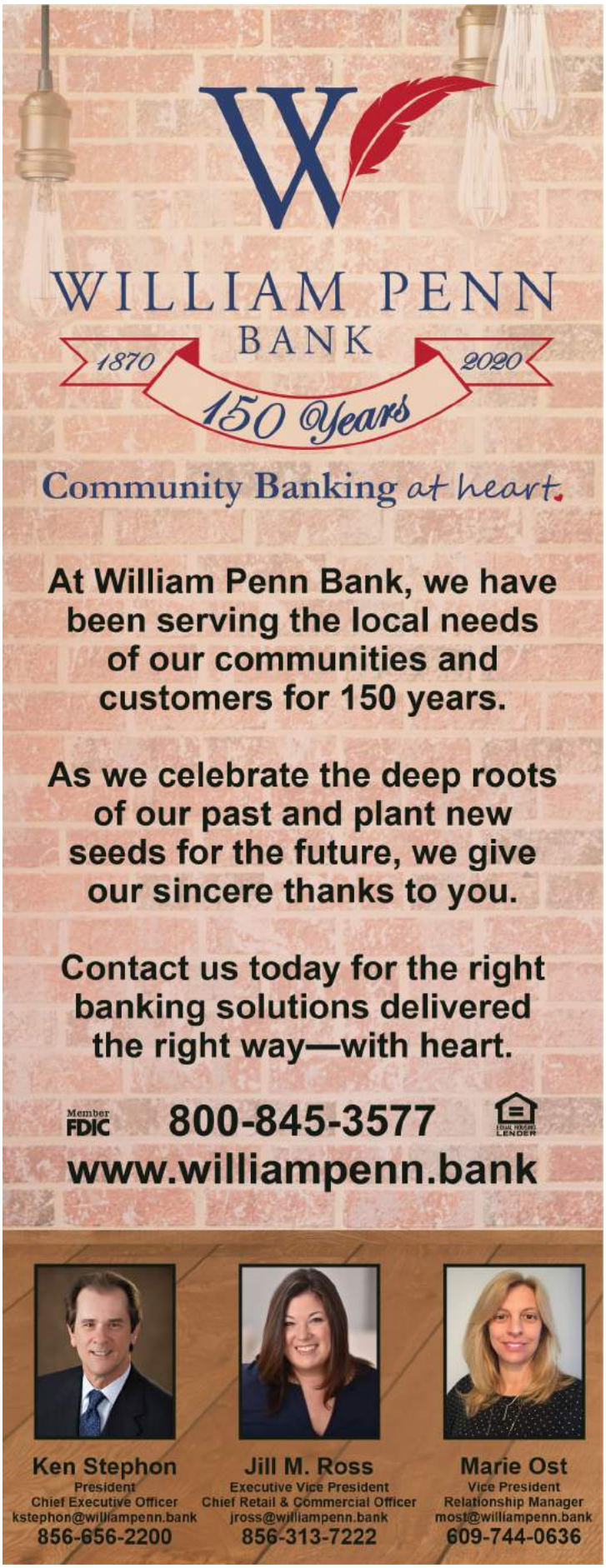
Join us for this exciting and worthwhile networking event! Meet great people, make valuable connections, exchange your business cards and grow your business as you enjoy the complimentary food and dynamic facility thanks to our Host and Prime Sponsor William Penn Bank.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

Future Chamber Members are welcome to attend one Business Card Exchange and one Keynote as our guest for free.

Subsequent visits will have a $20 fee.
PLEASE REGISTER IN ADVANCE.

You can reserve online at www.LBCCC.org by 12:00 noon the preceding day.



YOU'RE INVITED...

to the Monthly Morning Meeting where you can:

Hear from Experts on a Variety of Topics
Network with Over 70 Business Professionals
Build Your Brand

Thursday, June 11, 2020

7:30 – 8:00 a.m. Registration & Networking
8:00 – 9:15 a.m. Program

Host Location:

NJM Insurance Group

301 Sullivan Way • West Trenton, NJ 08628

Prime Sponsors:

William Penn Bank 1870 2020 150 Years

Trenton Thunder

Speaker:
Tom McManimon, StimulusBrand Communications

Program:
Go Above and Beyond. And make an extraordinary difference.

about our program/speaker

"Good" and "better" are often the greatest enemies of "best." Successful people pursue excellence and refuse mediocrity. They stand out from the crowd because they refuse to be average and to simply go with the flow. They do more than expected. Learn how to be "present" to recognize opportunity and seize the moment to be exceptional.

Learn how opportunity comes to those who prepare for it. Tom speaks on the impact of having a Service mindset. He cites examples from the ranks of professional corporations, sports, and personal life lessons where going above and beyond leads not to good, better or best — but instead, to the extraordinary.

Tom McManimon (TMac) is a nationally recognized branding expert, art director, writer, positioning strategist, veteran creative director and musician. Tom's current gig splits time between running StimulusBrand Communications, the branding and advertising firm he founded in 2002 and speaking appearances. He recently published two books: one on personal branding called (The Stuff That Sticks) and one on Brand Positioning called, (The Position Player) which he will make available in the back at the end of our meeting. Having grown up in a family of 9 children, you might say Tom is a seasoned competitor. He has 3 (out of college and out-of-the-home…yay!) children and currently lives with his wife in Ewing, NJ.

Kristen Farry, Vice President of Policy and Government Relations, Woods Services

This photo is from when Kristen was the Moderator for the Panel at the 2019 Young Professionals Summit.

Q: Who is the most influential person in your personal life and why?

A: Don't tell him I said this, but I'd say my husband (Frank Farry). He works nonstop in his roles as State Representative and Fire Chief and he is completely motivated by a desire to help people and give back to the community. It's easy to criticize politicians, and there are plenty in politics who get involved for selfish reasons, but he really is one of the good ones who would do anything to help anyone.

Q: Who is the most influential person in your business life and why?

A: Governor Tom Ridge. I had the incredible honor of working for the Governor at his Government Affairs Firm, Ridge Policy Group. He is the real deal. He set an example of doing the right thing through civility and bipartisanship – themes that are becoming too scarce in politics these days. He is also down to earth and a genuinely caring man.

Q: Who do you admire the most in the business world and why?

A: I just love Mike Lindell, the MyPillow Guy. He was able to completely turn his life around after struggling with addiction and built a successful American company from the ground up. He and his company prioritize philanthropy and make a great product.

Q: Looking back, what is the best piece of advice you would give to your 25 year old self?

A: I can't overstate the importance of networking and staying in touch with people you meet throughout your career. Don't burn bridges. It's a small world and you never know what opportunities or connections can be made through knowing the right people in the right places for you.

Q: Favorite quote?

A: "We are caught in a vortex of political hell with no way out." – Mayor Nutter's 2014 description of trying to get the Philadelphia cigarette tax passed in the General Assembly is definitely relatable to anyone trying to get something done in the current political climate.

Q: Favorite place to vacation?

A: Cape May

Q: Favorite place in your house and why?

A: We actually just moved and while the Cornavirus has had many folks working from home, myself included, the demands it has brought to my job have prevented us from getting settled and finding that favorite place. So far though it is our great room where our family, including pets can gather.

Q: Favorite sports team?

A: While studying in London during college I got bit by the soccer bug and have become a huge fan of Arsenal FC. I even co-founded the Central Pennsylvania branch of Arsenal America in 2011 when I was living in Harrisburg.

Q: What is your favorite food or beverage?

A: I love sushi!

Q: Favorite TV show, Movie and/or Song?

A: Friends, Casablanca and no way I could ever pick just one song!

Q: What is something most people don't know about you?

A: Britney Spears karaoke is my hidden talent.

Q: What was your first job?

A: I was a cleanup kid in a bowling alley. I did everything from staffing the birthday parties to spraying the shoes!

Q: What do you like best and/or least about your current job?

A: At Woods, we support people of all ages with special needs. The best part is being able to advocate for better services for our clients and getting to know them personally. The worst part is having the challenge of dealing with people from other organizations who claim to be advocates for people with special needs, but who push one-size-fits-all agendas that would hurt the people served at Woods.

Q: If you could invite anyone (living or dead) to a dinner party, who would you invite (and why)?

A: John Adams – I've always found him to be the most interesting founding father.

Q: Favorite thing to do in your spare time?

A: Going to the gym, it's my therapy

Q: Greatest accomplishment?

A: When I was Legislative Director at the Pennsylvania Insurance Department I got a bill passed in the General Assembly that changed the way the Department was funded. I've worked on many other bills that became law, many of which covered much less boring topics; however, this bill was a particularly heavy lift and I was largely going it alone. I'm really proud I overcame all the obstacles in the way and got it done.

Q: What would be your first choice for a new career?

A: Something in theatre. Politics is mostly theatrics anyway.

Q: Why did you choose the career you are in?

A: In High School I always planned to be a music major until I really enjoyed (to my surprise) a senior year Government course. Each position in my career so far, from private sector to state and federal employment, have been the result of networking and being approached by people who thought I would be a good fit.

My current position was a combination of good timing and fitting my experience in government affairs specializing in human services, healthcare and insurance. I am very happy to have the chance to advocate to make a difference for those in need.

Q: What is the most rewarding thing in your life?

A: My son Jacob and baby daughter due July 2020.

Anna Bogiatzis, COO, Principal Partner, Franklin Payments

Anna Bogiatzis, a Bucks County native, is the Chief Operating Officer of Franklin Payments. Previously, Anna held leadership positions in various industries driving growth through business development, sales operations, and marketing campaigns. Anna was elected to the LBCCC Chamber's Board of Directors effective March 2020. Anna is heavily involved with the LBCCC and served as the Co-Chair of the Business Card Exchange committee for many years. She also holds Board of Director positions with The Financial Managers Society of Philadelphia and Insured Financial Institutions of Delaware Valley.

Q: Looking back, what is the best piece of advice you would give to your 25 year old self?

A: Surround yourself with people that push you to do better and achieve greatness. No negativity, higher goals and motivation. No jealousy or hate, bringing out the best with each relationship. Secondly, buy real estate!

Q: What is your essential business philosophy?

A: Encourage change and innovation, thinking beyond frontiers, and do my best to accomplish aspirations.

Q: What is your life time motto?

A: Don't be afraid to fail. Be afraid not to try and not to learn from the mistakes.

Q: What is something people do not know about you?

A: Moral value and ethical practice are the main reasons for my success.

Q: Why did you choose the career you choose?

A: Over the years, I have been blessed to be surrounded by so many incredible and passionate colleagues that have been part of this wonderful journey called life. My career organically manifested, being at the right place at the right time and my reputation fostered ongoing success. Personally and professionally, gratitude and humbleness created the path. With that said, the atmosphere choose me.

Q: What business advice did you give your children?

A: My children, Alexander and Francesca, are very different but extremely similar. I was not the parent that said "Do what makes you happy!" I taught them to think about their future, health, education, a career that interests them, supporting themselves as well as a family. Money isn't everything, but it puts food on the table and a roof over your head. Invest in real estate!

Q: How do you keep a competitive Edge?

A: Helping others achieve their dreams, so I can fulfill my dream of inspiring people to find a path to success.

Q: Who is the most influential person in your personal and business life, why?

A: For me, an influential person is simply someone who creates a great environment and culture, whether personally and/or professionally. Individuals that appreciate everything they have been given and the desire to inspire others. Basically, leaders that focus on others rather than their personal success. Too many people to mention!

Q: Most influential or favorite book?

A: The book that has changed my perspective of positive thinking is "The Secret" by Rhonda Byrne. It was a game-changer for me. The book reshaped my thought process before it materialized, personally and professionally. It inspires me when I need it most. Yes, I read it again and again. The primary technique is to believe and the atmosphere will deliver.

Q: What is your definition of success?

A: My definition of success is to encourage & mentor individuals and companies to accomplish their goals. Lifting others, as I rise!

Q: What don't you like about the business world, why?

A: Micromanagement! It is a complete waste of time and resources. If you hired someone to do a job, trust them to do so. If you do not trust anyone, work alone.

Q: What goal have you achieved?

A: One of my loftiest goals was to be a principal partner in an organization. Franklin Payments provided the opportunity to lead and inspire the payment processing industry.

Q: What do you like best or least at your current job?

A: I am thrilled to be surrounded by partners who share the same visions, values, ethics and passion for clients.

Q: What is your favorite food?

A: Everything! That's the problem, but I will pass on the anchovies.

Q: Favorite place to vacation?

A: Anywhere there is a beach, sun, sunglasses, suntan lotion and clean water.

LOWER BUCKS COUNTY CHAMBER OF COMMERCE VALUE STATEMENTS

Leadership: The Chamber serves as the business authority for the Lower Bucks County community.

Fiscal Responsibility: The Chamber makes strategic financial decisions to ensure accountability and future growth.

Excellence: The Chamber strives to deliver programs and services of the highest quality to meet the needs of our members.

Innovation: The Chamber fosters visionary and creative thinking.

Integrity: The Chamber conducts business with honesty and transparency.

Diversity: The Chamber embraces and encourages diversity in its membership, leadership, programs and services.

Fred Beans Celebrates 45 Years in Business

IT'S BETTER AT Fred Beans FAMILY OF DEALERSHIPS

In high school, Fred Beans wrote himself a note declaring he would have an auto dealership in 15 years that would focus on the customer experience. In 1959, at the age of 21, he purchased a service station using a $5,500 loan cosigned by his mother. He began renting and leasing vehicles out of the service station – his introduction into auto sales.

THE BEGINNINGS OF THE FRED BEANS AUTOMOTIVE GROUP

That service station was the precursor to the family business known today as the Fred Beans Automotive Group. In 1975, Fred acquired the outstanding stock of Mel Harris Ford, Inc., and began operating out of the existing facilities in Doylestown. In September of that year, he changed the name to Fred Beans Ford, Inc. That makes 2020 a milestone year for Fred Beans, which has become a trusted name in business over the past 45 years!

In 1976, Fred Beans Ford formed the subsidiary Frederick Lincoln Mercury and acquired the franchise rights for Lincoln Mercury lines of vehicles. Through time, the business acquired the franchise rights to additional lines of vehicles and began trading under the Fred Beans name from new facilities in Doylestown. Success here spurred success elsewhere, and Fred began opening additional Fred Beans dealerships throughout the state, moving into Flemington, N.J. in 2012. In 2018, the company brought three dealerships branded as McCafferty Auto Group under the Fred Beans name. Although Fred's business had purchased these dealerships in 2014, after 15 years as a minority owner, the name change was a significant step in bolstering the Fred Beans brand.

Today, Fred Beans Automotive Group is one of the largest, privately owned automotive groups in Pennsylvania with nearly 2,000 employees. The company, still headquartered in Doylestown, encompasses 20 dealerships, 18 brands, 6 franchised CARSTAR collision centers, 2 AutoExpress locations, 4 AutoRent locations, commercial truck sales, and the largest dealer-owned parts operation in the country.

NEVER STAGNATE

Never one to stand still, Fred diversified his business over the years, adding collision, quick-service and rental operations. He led the formation of Fred Beans Parts, Inc. as a subsidiary in 2000, and began conducting this business from a leased facility in Doylestown. The purchase of additional warehouse space in 2016 enabled growth into engine and transmission sales. Such strategic decisions have helped parts sales increase by more than 10 times.

Fred has involved his three daughters – Beth, Barbara and Jennifer – in the business, with Beth Beans Gilbert working most closely with her father as vice president. Her husband, Chris Gilbert, has a senior role as director of operations. Barbara Beans is fleet manager, and Jennifer Beans Keiser oversees the AutoRent daily rental section of the business.

PEOPLE-FIRST: CUSTOMERS, EMPLOYEES, COMMUNITY

Fred has taken a people-first approach to ensure his business thrives, and he encourages employees to think of ways to better serve customers, such as the AutoRewards Program that results in cost-savings at Fred Beans dealerships and collision centers, as well as discounts with area merchants.

The Fred Beans Charitable Trust, established in 2000, supports organizations whose focus is on youth and education, human services, arts and culture, and community development. Recent contributions included $1 million to the YMCA of Bucks County to kick-off its "For a Better Us" campaign, and $1 million for the Cardiovascular and Critical Care Pavilion at Doylestown Hospital.

Fred has said that despite the growth of his business over the years, "core values as a family business remain the same. We become the dealership of choice because of how we treat our customers, our overall reputation, and our involvement in the community."

The Philadelphia Eagles have announced a new sustainability partnership with technology provider PDC Machines. As part of the deal, PDC Machines will look to equip Lincoln Financial Field with green hydrogen energy through a SimpleFuel hydrogen refueling unit. "Our partnership with PDC Machines is a tremendous opportunity to strengthen our sustainable management practices," said Don Smolenski, Philadelphia Eagles President. "Fueling our vehicles and operational equipment with clean hydrogen energy is an exciting new component of our comprehensive efforts to reduce our carbon footprint." "Today, the Philadelphia Eagles take the next step in their sustainability endeavor by implementing a cutting-edge energy storage medium," said Kareem Afzal, Vice President of PDC Machines. "By pioneering practical and novel approaches to reducing their footprint, the Philadelphia Eagles again lead the athletic community – and broader business world – in sustainability, preserving their local community and setting an example for the world to follow. PDC is thrilled to enter into this partnership to show the world on a grand stage the opportunities that are present with hydrogen as a green energy carrier."

Left to right: Team President Don Smolenski, Senior Vice President of Revenue and Strategy Catherine Carlson, PDC Machines Vice President Kareem Afzal, PDC Machines Director of Hydrogen Jim Petrecky. Photo courtesy of the Philadelphia Eagles.

Mid Penn Bank is pleased to announce that Ray Mincarelli has been promoted to the position of President of Commercial Real Estate for Mid Penn Bank. In his role, Mincarelli will develop the bank's commercial real estate portfolio in the bank's southeastern Pennsylvania market. Additionally, Mincarelli will provide credit and pricing guidance to all commercial real estate lenders, and to any lenders doing non-owner occupied commercial real estate loans, throughout the bank's statewide footprint.

Ray Mincarelli

Solstice, the new seasonally-driven restaurant concept by Captivate Hospitality Group, recently opened in Newtown. The new-build 9,245 square-foot restaurant at the Village at Newtown Shopping Center, will offer thoughtfully prepared, hyper-seasonal menus using ingredients when they're at their peak from the best available locations. With more than 18 years of experience in food and beverage management in some of the northeast's most exclusive dining establishments and hotels, Executive Chef Jason Audette will helm the kitchen at Solstice. Audette's knowledge of producers and growers from around the country will assist him in continually developing inventive, exciting dishes that will inform diners about the cycle of seasonal ingredients.

HOW TO USE LINKEDIN EFFECTIVELY | TIPS FOR MORE EFFECTIVE BUSINESS COMMUNICATION | ART IS GOOD FOR BUSINESS
7 WAYS TO BECOME A BETTER BUSINESS LEADER | COPING WITH STRESS: WORKPLACE TIPS
STAY CONNECTED & ENGAGED WITH YOUR FELLOW CHAMBER MEMBERS!

HOW TO USE LINKEDIN EFFECTIVELY

LinkedIn is the top online site for professional, social and career networking. The site functions as an online directory of individual professionals and organizations, and facilitates the process of professional networking without having to leave your office.

As of 2020, LinkedIn had more 660 million members in more than 200 countries, including executives from all of the Fortune 500 companies.[1]

While individuals use LinkedIn for professional networking, connecting, and job searching, companies use it for recruiting and for sharing company information with prospective employees.

It's a terrific site for job searching, as well. You can learn to use LinkedIn effectively and understand the best way to use LinkedIn's resources for job hunting and building your career.

Below you will find some quick tips on how to use LinkedIn effectively, along with links to more in-depth articles on each topic to help you make the most of all the resources and tools LinkedIn has to offer.

GETTING STARTED

You'll find it quick and easy to get started using LinkedIn. Start by signing up for an account, create your online profile and add a profile photo. The site offers two main tiers of membership: Basic and Premium. The Premium tier has four subcategories: Premium Career, Sales Navigator, Recruiter Lite, Premium Business, LinkedIn Learning, each with its own cost.

The Basic account offers features such as messaging, profile creation, and ways to apply to job postings, while the Premium accounts have added features and resources to expand your online presence and let you get more out of the service.

As soon as you log in, you can start using LinkedIn to connect, network, and search for jobs.

WHY USE LINKEDIN?

LinkedIn offers useful resources for job seekers, providing information, acting as a billboard to highlight your unique value proposition, and making your information public for recruiters who may be looking for what you have to offer.

SIGN UP FOR LINKEDIN

Ready to get started? It's simple. Navigate to LinkedIn.com, enter your first and last name and email address in the indicated area, and create a password.

CHOOSE A PROFESSIONAL PHOTO

You'll want to make a good first impression on anyone who views your profile, and a big part of that is the picture you choose. You should opt for a professional-looking photo rather than a casual shot. You don't necessarily have to shell out big bucks for a head shot, but care should be taken when choosing the right clothes, background, lighting, etc., for your LinkedIn profile picture.

WRITE A GOOD PROFILE SUMMARY

Your LinkedIn profile summary is a chance to put your best foot forward, especially if you are interested in new job opportunities. LinkedIn has a character limit for this section, and you want to make the most of it. The company recommends writing three to five short paragraphs and leaving plenty of white space so readers' eyes don't glaze over when they land on your page.[2]

The company also suggests using short, tight sentences, avoiding jargon, writing in the first person, and using keywords.

Don't be afraid to inject some of your personality into your profile summary to make it memorable, but steer clear of anything that seems too unprofessional or could be controversial. Finally, make sure you proofread this section carefully, as you would a cover letter for a job application. Typos and sloppy writing will send the wrong signal.

IMPROVE AND TWEAK YOUR PROFILE

In addition to a summary, your LinkedIn profile can contain your work experience, education, skills, and endorsements and recommendations from others in your network. Your profile helps you get found on LinkedIn because it contains searchable keywords in the information you post about yourself.

Your profile benefits from including relevant keywords that search engines and hiring managers look for. Including these buzzwords in your summary, interests, former job titles, and skills can help you stand out.

REQUEST LINKEDIN RECOMMENDATIONS

Recommendations are another great way to make your LinkedIn profile stand out. Positive recommendations written by previous employers, clients or colleagues can show a hiring manager what kind of employee you are and what your strengths are. You have the ability to request recommendations from your LinkedIn connections.

USE LINKEDIN ENDORSEMENTS

Endorsements are a quick and easy way for your professional contacts to help show other users where your expertise lies.

INCLUDE YOUR LINKEDIN PROFILE ADDRESS ON YOUR RESUME

Including your LinkedIn URL on your resume makes it easy for prospective employers to visit LinkedIn to learn more about you and your skills and qualifications. LinkedIn will assign you a URL unless you create a custom one. To create a custom URL, click the "Me" icon at the top of your LinkedIn homepage and select "View profile" from the drop-down menu. On the right-hand side of the page, click "Edit public profile & URL." Try using your first and last name. If that is taken, try a middle initial or your full middle name. Just make sure that your profile is up to date before including a link to it on your resume.

SENDING MESSAGES AND INVITATIONS

Once you sign up for LinkedIn and create a profile, you can start to build a network of contacts, including people with whom you connect on a professional basis, an educational basis, or based on another common interest. Send contact invitations to people who meet one or more of these objectives. When you message people within or outside of your network, keep it professional. You'll increase your response rate if you keep your messages on point.

HOW BIG SHOULD YOUR NETWORK BE?

How many people do you need in your LinkedIn network to make it an effective tool for job searching and career networking? The short answer is, it depends. The right connections are more important than the actual number of connections you have. Ideally, you want connections that are relevant to your line of work, that can potentially lead you to a job opportunity, or can provide valuable advice.

APPLYING FOR JOBS ON LINKEDIN

Job seekers can search and apply for jobs directly on LinkedIn. In addition, you can view and contact your LinkedIn connections who may be able to refer you for a job.

Targeted searches such as the advanced people or company finders can sharpen your scope and help you find exactly what you are looking for. You can filter the advanced search by location, industry, alumni status, or number of employees to get more concise, specific search results.

Holy Family University offers a variety of spaces for events of all sizes at our campuses in Northeast Philadelphia and Newtown.

Our dedicated staff will help you hold your next successful meeting, conference, retreat, lecture, workshop, or reception.

We offer:

- Easy access from all parts of the Greater Philadelphia Region
- Free parking
- Multiple spaces with built-in projectors and screens
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to schedule a site visit,
or to reserve a space, please visit:
holyfamily.edu/rentals

Holy Family
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For new clients, mention this ad for 10% off your first rental held by December 18, 2020.

Philadelphia • Newtown

SEARCHING COMPANY PROFILES

LinkedIn company profiles are a good way to find more information on companies in which you have an interest. You'll be able to see if you have any connections at the company, new hires, promotions, jobs posted, related companies, and company statistics.

MORE TIPS FOR USING LINKEDIN

After reading this article and the related links, hopefully you have a solid grasp on how to use LinkedIn effectively. Below are a few more tips for using the site.

KEEP YOUR LINKEDIN PROFILE UP TO DATE

The more complete your LinkedIn profile is, the better your chances to be found and contacted. Use your LinkedIn profile like a resume and provide prospective employers with detailed information on your skills and experience. And be sure to customize your profile's unique URL to make it easier to find and increase its visibility.

HOW TO UPDATE YOUR LINKEDIN PROFILE WHEN YOU'RE UNEMPLOYED

Updating your LinkedIn profile to reflect that you're unemployed can create an issue. Even though you might be unemployed, you must still present yourself in a positive light to prospective employers and to networking contacts.

USING THE LINKEDIN MOBILE APP

The LinkedIn Mobile App features include searching and viewing profiles, inviting new connections, accessing LinkedIn answers, and actionable network updates. You can send and receive messages, look up user or company profiles, and even upload your resume to job openings all in the palm of your hand. Use the app to keep your job search moving forward when you're on the road.

AVOID BEING SCAMMED

LinkedIn has the same challenges as other sites, so watch out for scammers.

Article Sources

1. LinkedIn. "About LinkedIn." Accessed Feb. 29, 2020.

2. LinkedIn. "How Do I Create a Good LinkedIn Profile?" Accessed Feb. 29, 2020

Source: Doyle, Alison. "How to Use LinkedIn Effectively." Thebalancecareers.com. the balance careers, 5, March, 2020. Web. April 2020.

TIPS FOR MORE EFFECTIVE BUSINESS COMMUNICATION

Digital communications have changed the way we interact with clients, prospects and each other here at Imbue. Technology has improved the way we do business, but as with anything else, there's a time and a place for everything. So when should you have an in-person conversation versus a video chat? When is it best to send a text rather than dial a number? There are no hard and fast rules, but below are some things we consider in our day-to-day business communications.

FACE-TO-FACE COMMUNICATIONS

Regardless of how advanced technology has become, there's something about in-person communications that can never be replaced. Whether it's a one-on-one conversation, a group meeting or a presentation to fifty people, being able to be in the same room with your audience has many advantages:

- **Non-Verbal Cues** – When you can see who you're speaking with, you're able to read their body language and facial expressions, and even adjust your messaging based on their reaction.
- **Personal Touch** – Meeting with someone face-to-face shows you value them and the project enough to take time out of your day.
- **Confidentiality** – Not all business matters should be shared via digital communications. Some documents or discussions are private and better suited for an in-person meeting.
- **Focused Attention** – While many people check texts or emails in meetings (we don't here at Imbue), most are less likely to interact with their phones when sitting right in front of someone.
- **Real-Time Response** – Sure, some meetings may end with the old "We'll share this with the team and get back to you." But, for the most part, there is an immediate reaction or response with in-person meetings you just don't get with other forms of communication.

PHONE COMMUNICATIONS

There's something strangely ironic about the fact that today more than five billion people have access to a phone at all times, yet the number of phone calls being made are at an all-time low. In fact, many people will miss a call, see it on their phone, then return it with a text rather than calling that person back. It seems as if the more we rely on digital technology, the less desire or ability there is to have a real conversation. Here are a few reasons when picking up the phone can be helpful:

- **Tone and Inflection** – Many times we can tell more about a situation by how someone says something rather than what they say. And especially when an email or text could possibly be misconstrued, pick up the phone.
- **Personal Touch** – Calling someone on the phone is a much more personal way to have a conversation than text or email—leverage it when you need to build the relationship or ensure the person can hear and feel the emotion behind your message.
- **Real-Time Response** – Calling is a great way to reach someone immediately, and get a quick answer.

EMAIL COMMUNICATIONS

It's fair to say that since its inception, email has drastically changed the way we do business. Documents or files that once had to be hand-delivered or (snail) mailed, are easily received within seconds, signed and sent back. Pitches and proposals with tight deadlines can be worked on up until the last minute, then sent for immediate delivery. Documenting and accessing conversations is a breeze.

Email provides us with:

- **Time to Think** – Unlike face-to-face or phone conversations, email allows us time to think about and carefully craft our message or response before sending.
- **Documentation** – Once an email conversation is over, you can still access it. It's easy to save and file emails and refer to them whenever needed.

- **Convenience** – Not only does email allow you more time to craft your message, it also lets your recipient read and respond at their convenience.
- **24/7 Access** – Email is a safe way to send your message anytime, without fear of the phone ringing or text sound alerts going off at inappropriate times.

TEXT COMMUNICATIONS

At any given moment, on any given day, you can look around and see someone texting—regardless of who they are or where they are. The train, the boardroom, the bathroom. People are constantly looking at their phones. So what better way to reach them, right? Well, only if it's short and sweet.

Text communications give us:

- **Immediacy** – Most people are attached to their phone at all times, but don't always have their ringers on or want to answer calls. Text is a great way to ensure they see your message right away. It's also a great way to relay timely news: you're running late or the flight is delayed.
- **Awareness** – Many businesses have customers opt-in to receive ongoing text messages about events, sales and promos.
- **Documentation** – Like emails, texts are another form of written communication you can refer back to.

We use Microsoft Teams for internal text-based chat at the office, and it's very efficient for quick notes, fun chatter, and team updates. A tool like Teams or Slack provides a great way to collaborate outside of email and text messaging — putting it all in one searchable place. We've got some guidelines that we follow for using Teams versus using email or the telephone (or a face to face meeting). This way we all remember to choose the tool that is best for the specific interaction.

Microsoft Teams and Slack also work great for video conferences and virtual meetings. Which leads me to…

VIDEO CHAT/CONFERENCE

It used to be very expensive and time consuming for businesses in different locations to have real-time meetings. It's tough enough to get people who work in the same building to meet, but setting up meetings with people from different cities, states and countries was nearly impossible. Video conferencing tools like Zoom, Join.me, WebEXTM, and GoToMeetingTM have changed the paradigm.

Some advantages of video conferencing and video chatting include:

- **Cost and Time Savings** – With no need to pay for flights, hotel rooms and dinners or waste valuable hours traveling, businesses can save their two greatest assets (next to the employees): time and money.
- **Larger Talent Pool** – Video conferencing capabilities have allowed businesses to strengthen and expand their talent pool by allowing them to recruit the best talent, regardless of where they live.
- **Convenience** – What used to take weeks to find a date and space for everyone to meet now takes no time thanks to video conferencing technologies.
- **Immediacy** – Having real-time discussions allows for immediate reaction/feedback to what is being said or presented.
- **Non-Verbal Cues** – Like face-to-face meetings, never underestimate the value of seeing the body language and facial expressions of others.

So what is the best mix of communication methods for your business? The answer is a non-answer. It depends and can be a blend of all of the above.

Article by: Michael Piperno, Imbue Creative

ART IS GOOD FOR BUSINESS

Supporting the arts can help companies address many modern concerns.

When companies are awash in cash, as many U.S. companies are following the US$1.5 trillion tax cut in December 2017, their tendency is to stick with the comfortable and reliable shareholder dividends and share buybacks, with perhaps some M&A thrown in. And although these conventions keep investors happy, they do little to address the barrage of other pressing issues companies currently face.

Corporate leaders must now navigate a landscape in which consumers, shareholders, and activist investors are putting good corporate citizenship on par with providing excellent products and services. Skilled talent is increasingly hard to recruit and retain. Amid the clutter on social media, it's getting harder to control brand image. And firms are looking for new ways to stimulate innovative thinking and attract a diverse workforce.

What if, to help address these issues, companies put some of that newfound cash toward something less conventional, yet effective? What if they invested in the arts?

Whether displaying a corporate art collection in the workplace, providing free museum access to employees and their families, or sponsoring a gallery event in the community, investments in the arts can work to assuage some of the concerns keeping CEOs up at night.

There is some evidence that business is prepared to step up their arts-related philanthropy. Total spending on arts sponsorship in North America was $993 million in 2017 and is expected to increase 3.7 percent to $1.03 billion in 2018 — the first year the amount would break the $1 billion mark. That's according to ESP, a consultancy that collects and analyzes sponsorship information. Yet ESP expects sports sponsorships to account for 70 percent of the global corporate sponsorship budget, with 4 percent going to the arts.

It's true that putting money into the arts may not provide the direct and measurable return on investment for a company that, say, sponsoring a football game might. But evidence shows that arts investment provides solid advantages for both the business itself and the community in which the company and its employees live and work.

DRAW TALENT

Company leaders are worried about being able to attract the workers they need in an age in which both technical and soft skills are required to succeed. According to PwC's 21st CEO Survey, when asked to consider threats to their organizations' growth prospects, 79 percent of the more than 1,200 global CEOs surveyed reported being somewhat or extremely concerned about having access to needed skills. Further, 42 percent of CEOs said they would consider

relocating their operations closer to available pools of digital talent in order to have a better shot at attracting tech-savvy workers.

But what if the community in which a company was already based was a draw for that talent? Investing in local art programs and artists contributes to the well-being and culture of the community overall, making it a more attractive place for talent to live and work.

A 2017 study from the Conference Board and Americans for the Arts, "Business Contributions to the Arts (PDF)," found that 54 percent of the corporate leaders responding said the arts improve the quality of life in a community. Almost half, 49 percent, said the arts create a vibrant community and society. Furthermore, according to the Americans for the Arts 2016 survey "Americans Speak Out about the Arts (PDF)," 87 percent of respondents said that "arts institutions add value to our communities," regardless of whether people engage with art or not.

With the competition for skilled talent so intense, it is important for employers to create unique experiences for workers. Providing free museum access to employees and their families is one perk that can help companies differentiate themselves. And there is evidence that exposing kids to the arts is indeed of value: In the "Business Contributions to the Arts" survey, 47 percent of respondents said the arts improve academic performance for students (a plus for employees' families). Along the same lines, investing in a corporate art collection — one that is displayed throughout the office and not just in the C-suite — also helps a company stand out.

As people increasingly seek employment with firms that act as good corporate citizens, being known as a company that supports the arts financially, has an art collection it shares with employees, or is a part of bringing arts to children can set a firm apart from its competitors.

ELEVATE BRAND

Such engagement with the arts, of course, also adds to the corporate brand and is a useful marketing tool to both potential employees and customers, says Vadim Grigorian, a marketer specializing in corporate art projects. Grigorian lectures on brands and art at his MBA alma mater, INSEAD, in addition to helping businesses with cultural engagements. He is perhaps best known for his project in which artists were asked to present their interpretation of the Absolut Vodka bottle when he was marketing director of luxury and creativity at spirits company Pernod Ricard.

But beyond the cachet of being associated with the art world, today's investors want the companies they support to have a conscience. And that means acting philanthropically throughout the community, including the art community.

"Increasingly, companies are noted by rating agencies or investment analysts on elements beyond P&L: social responsibility, ethics, sustainability," says Grigorian. "This puts pressure on even the most cynical managers. But for visionary business leaders, deep corporate cultural engagement is an opportunity to stand out in the eyes of investors and other stakeholders."

SPARK CREATIVITY

Creativity is among the top skills sought by businesses, according to the Conference Board's "CEO Challenge 2017" survey, with 72 percent of business leader respondents saying creativity is of high importance when hiring. And although there hasn't been much work done on the psychological process responsible for the connection, studies have shown that being exposed to art allows a person to feel more creative and open to innovation.

"To understand the force of art, try imagining for a moment a business world devoid of any visual creative stimulus," says Kai Kuklinski, CEO of AXA Art, the world's largest specialist art insurer. AXA has its own art collection of some 12,180 works, many of which are on display globally in its offices.

Recent studies show that when companies buy art and give employees access to the works throughout the office, that exposure can help spur creativity and innovation. Similarly, giving employees free museum access also allows them to enjoy the creative benefits of taking in art.

"Most modern offices in today's global commercial districts appear entirely interchangeable," says Kuklinski. "This is where a company has the chance to impress its personality onto its clients, and stimulate its own employees into a mind-set of heightened creativity and productivity."

He adds, "This is what art does — sometimes to brilliant and startling effect…Giving access to art so that paintings, sculptures, and photography are not hidden behind closed doors means culture and creativity are part of the employees' and clients' work life."

PROMOTE DIVERSITY

A diverse workforce is also proving to be an increasingly important factor for leaders as employees, customers, and shareholders begin to emphasize inclusion. More good news for CEOs on diversity: It has also been shown to be an important factor in fostering innovation and creativity.

When asked to what extent their organization was building trust with its workforce by creating transparency in diversity and inclusion policies, 89 percent of those responding to the PwC CEO survey said they were doing so at least to some extent, and 88 percent said they were using diversity and inclusion to build trust with customers.

According to the "Americans Speak Out about the Arts" survey, 67 percent of Americans believe "the arts unify our communities regardless of age, race, and ethnicity" and 62 percent agree that the arts "helps me understand other cultures better."

"Corporate art collections have increasingly become a global culture currency, helping to realize and overcome differences and to relate to cultural background, symbolic language, and philosophies," AXA's Kuklinski says.

Art invites us to see things from other points of view. When companies display art or give employees access to museums, it can prove eye-opening, bringing employees of different backgrounds to work together more closely. And while art can help us understand other cultures better, there is also evidence that it attracts diversity, according to the Martin Prosperity Institute at the University of Toronto's Rotman School of Management. The group publishes the "Bohemian Index," which tracks the correlation between a vibrant arts scene and an influx of cultural diversity.

Artists and their work can help give meaning to the complex period in which we live, and propose new ways of thinking. And corporate leaders can use that to their advantage. Supporting art and artists adds a dimension to public and employee life, and that philanthropy,

in turn, can enhance a company's image — and bottom line.

Source: Karabell, Shellie. "Art is Good for Business." strategy-business.com. strategy+business, 24, May 2018. Web. March 2020

7 WAYS TO BECOME A BETTER BUSINESS LEADER

Are you the best boss you can be?

We're often accountable for a wide range of responsibilities, from marketing and business development to accounting and inventory control. As a business grows and begins to see some cash flow, however, I encourage entrepreneurs to get help with the tasks that they either can't do well or that don't utilize their core strengths. At that point, having well-developed leadership skills is critical to success.

In each business that my brother Matthew and I have built, we've eventually had help from people who were either better at certain tasks than we were or who were passionate about an area of the business where we were not. For example, we're not developers, so if a project requires software development, we hire for that. Neither of us likes dealing with accounting tasks, so we have people to do that for us as well.

Once you begin hiring, whether you're working with freelancers or employees, you need to understand the importance of being a good leader. If you nail that, you'll save tons of time and money rehiring and retraining for the same positions, and you'll create a culture where people always want to do their best. Here are my tips for becoming a well-rounded leader:

1. WORK WITH YOUR TEAM, NOT JUST OVER THEM.

The best leaders work alongside those they lead -- if not always, then periodically. In an entrepreneurial context, this means getting your hands dirty by taking over the social media now and then, helping to produce content for your business's blog, answering some customer service requests yourself, or speaking with customers about what they love (or don't love) about your product or service. To fully understand the people you lead and how you should lead them, you need to do the work they do.

2. BE HUMBLE.

No one wants to work for somebody who's stuck up and full of themselves. Instead, it's beneficial for all parties if a leader can acknowledge when they make a mistake, then allow their team to learn from the mistake instead of sweeping it under the rug. Great leaders aren't afraid to admit they aren't perfect. When you're humble enough to share your obstacles -- and the ways in which you've overcome those obstacles -- with your team, you'll strengthen the business and build a more cohesive culture.

3. UNDERSTAND THAT NO ONE IS PERFECT.

An effective leader pushes their team to strive for greatness, but isn't quick to judge or berate if that greatness isn't immediately achieved. Instead, the leader helps their team build upon existing skills and create new ones. When someone makes a mistake, help that person learn from said mistake instead of scolding them for messing up. Progress takes patience, and a good leader understands that.

4. INSPIRE PEOPLE.

Why should anyone follow what you do or say? If your answer is just "Because I said so," you're a manager (and not a very good one), not a leader. People should follow you because they believe in your mission. To be a well-rounded leader, you need to share that mission clearly, concisely and in a way that inspires people to work toward similar goals.

5. KEEP LEARNING.

For the sake of your team and your entire business, don't become the outdated type of leader whose knowledge no longer has a practical application. Instead, strive to learn more about your industry, your team, and the world every day. Your overall perspective should expand to make room for new people and innovation. Those you lead will be more confident in someone who acknowledges that they don't know everything but continues to learn.

6. ASSESS HOW PEOPLE PERCEIVE YOU.

Your leadership style and reputation should suit your business and your goals. Do you run a website that helps local babysitters find families who need childcare? A compassionate, people-first attitude will make your team and the public more comfortable with your business. If you locate affordable insurance quotes without hidden costs for middle-class individuals, you may want to be known as the quick, reliable, no-nonsense type.

Your reputation in your community and at your own place of work can affect the way your team operates, so check in every now and then to make sure your perception matches your goals. Be yourself, but be aware of how your team's and the public's perceptions of you affect your business.

7. DON'T WASTE PEOPLE'S TIME.

Long, drawn-out meetings are a thing of the past. Today's workforce appreciates leaders who respect their time. Holding an hour-long huddle at the beginning of every work day will probably prove the opposite. Find ways to communicate with your team that are fast and effortless. Allow your employees to work the ways they find most efficient, whether that means alone, in teams or even at home. The more you show that you respect others' time, the more your team will strive to meet your common goals -- and the faster you'll all get there.

Opinions expressed by Entrepreneur contributors are their own.

Source: Toren, Adam. "7 Ways to Become a Better Business Leader." entrepreneur.com. Entrepreneur, 4, July 2017. Web. March 2020

COPING WITH STRESS: WORKPLACE TIPS

Job stress can be all-consuming — but it doesn't have to be. Address your triggers, keep perspective and know when to seek help.

The workplace is a likely source of stress, but you're not powerless to the effects of stress at work. Effectively coping with job stress can benefit both your professional and personal life. Here's help taking charge.

IDENTIFY YOUR STRESS TRIGGERS

Your personality, experiences and other unique characteristics all influence the way you respond to and cope with stress. Situations and events that are distressing for your colleagues might not bother you in the least. Or you might be particularly sensitive to certain stressors that don't seem to bother other people.

To begin coping with stress at work, identify your stress triggers.

For a week or two, record the situations, events and people who cause you to have a negative physical, mental or emotional response. Include a brief description of each situation, answering questions such as:

- Where were you?
- Who was involved?
- What was your reaction?
- How did you feel?

Then evaluate your stress inventory. You might find obvious causes of stress, such as the threat of losing your job or obstacles with a particular project. You might also notice subtle but persistent causes of stress, such as a long commute or an uncomfortable workspace.

TACKLE YOUR STRESS TRIGGERS

Once you've identified your stress triggers, consider each situation or event and look for ways to resolve it.

Suppose, for instance, that you're behind at work because you leave early to pick up your son from school. You might check with other parents or neighbors about an after-school carpool. Or you might begin work earlier, shorten your lunch hour or take work home to catch up in the evening.

Often, the best way to cope with stress is to find a way to change the circumstances that are causing it.

SHARPEN YOUR TIME MANAGEMENT SKILLS

In addition to addressing specific stress triggers, it's often helpful to improve time management skills — especially if you tend to feel overwhelmed or under pressure at work. For example:

- Set realistic goals. Work with colleagues and leaders to set realistic expectations and deadlines. Set regular progress reviews and adjust your goals as needed.
- Make a priority list. Prepare a list of tasks and rank them in order of priority. Throughout the day, scan your master list and work on tasks in priority order.
- Protect your time. For an especially important or difficult project, block time to work on it without interruption. Also, break large projects into smaller steps.

KEEP PERSPECTIVE

When your job is stressful, it can feel as if it's taking over your life. To maintain perspective:

- Get other points of view. Talk with trusted colleagues or friends about the issues you're facing at work. They might be able to provide insights or offer suggestions for coping. Sometimes simply talking about a stressor can be a relief.
- Take a break. Make the most of workday breaks. Even a few minutes of personal time during a busy workday can be refreshing. Similarly, take time off when you can, whether it's a two-week vacation or an occasional long weekend. Also try to take breaks from thinking about work, such as not checking your email at home in the evening or choosing times to turn off your cellphone at home.
- Have an outlet. To prevent burnout, set aside time for activities you enjoy — such as reading, socializing or pursuing a hobby.
- Take care of yourself. Be vigilant about taking care of your health. Include physical activity in your daily routine, get plenty of sleep and eat a healthy diet.

KNOW WHEN TO SEEK HELP

If none of these steps relieves your feelings of job stress or burnout, consult a mental health provider — either on your own or through an employee assistance program offered by your employer. Through counseling, you can learn effective ways to handle job stress.

Source: "Coping with stress: Workplace tips." mayoclinic.org. Mayo Clinic, 20, February 2020. Web. March 2020

STAY CONNECTED & ENGAGED WITH YOUR FELLOW CHAMBER MEMBERS!

LIKE & FOLLOW THE CHAMBER on Facebook, LinkedIn, Twitter & Instagram. Be sure to tag the Chamber in your own social media posts to connect & share with other Chamber Members.

VISIT THE ONLINE MEMBER DIRECTORY. See who is new & make connections with those you haven't met yet.

TAKE ADVANTAGE OF MEMBER-TO-MEMBER DISCOUNTS. Are you running a special on a product or service?

SUBMIT YOUR BUSINESS NEWS TO THE CHAMBER'S WEBSITE. Also, read about what's going on with your fellow Chamber Members' businesses.

LOOKING TO BUILD YOUR TEAM? Post the details in our job listings section.

SEND A MESSAGE TO OVER 6,000 BUSINESS PROFESSIONALS with our Message from a Member e-blast.

Members of the Non-Profit Advisory Committee posed for a photo after one of their meetings!

Partner Program

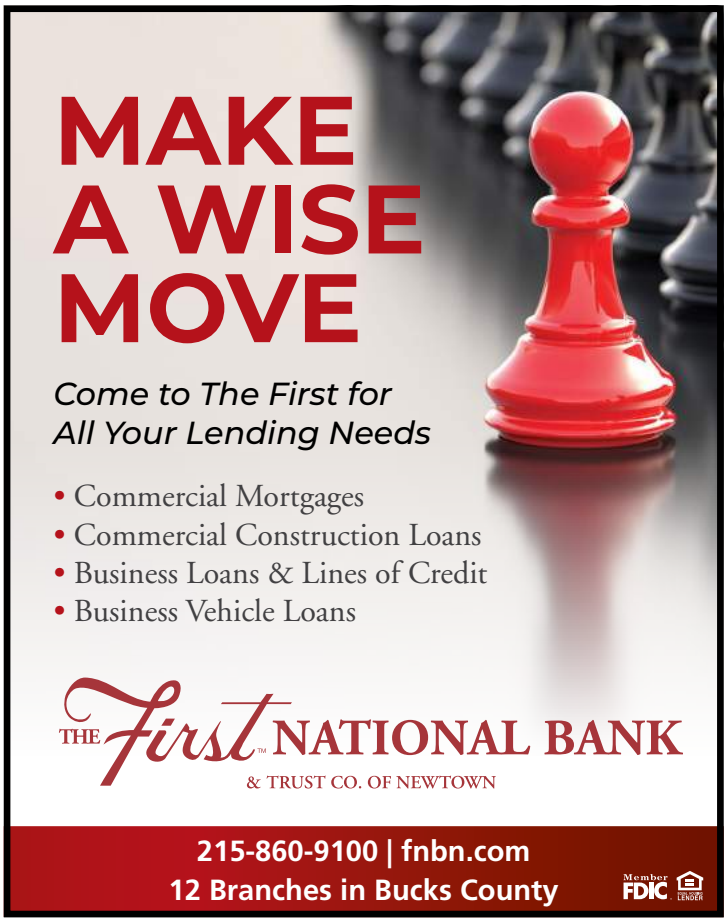
Designed to offer our members the most marketing, branding and networking visibility throughout the year through an annual Strategic Marketing Plan and co-branding opportunity with the LBCCC. Your investment in the Partner Program helps strengthen the Chamber's ability to offer great programming and events, be a resource for our members, utilize our relationships with our elected officials to advocate on behalf of our members, provide networking opportunities to build centers of influence and create top of mind awareness to our members and the business community.

PARTNER LEVELS

There are five levels of Partnership for your company to receive additional visibility and benefits:

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
$15,000	$10,000	$7,500	$5,000	$2,500
TOTAL INVESTMENT $12,500 + base partner investment	**TOTAL INVESTMENT** $7,500 + base partner investment	**TOTAL INVESTMENT** $5,000 + base partner investment	**TOTAL INVESTMENT** $2,500 + base partner investment	**BASE PARTNER INVESTMENT**

For more information on the Partner Program, contact the Chamber at 215-943-7400.



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