OUTLOOK
MAGAZINE

JULY/AUG 2019 ISSUE
LBCCC.ORG

LBCCC top events
NETWORKING
this summer
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meet
PAUL CLOUGH
Our New Chairman of the Board
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Editorial Focus
EMPLOYMENT LAW, FINANCE & BANKING, HUMAN RESOURCES
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Lower Bucks County Chamber of Commerce
The Voice of Business

LOWER BUCKS COUNTY CHAMBER OF COMMERCE

Executive Director
Minesh V. Pathak

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Paul Clough, Fresnel Partners*

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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
*EXECUTIVE COMMITTEE

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COVER DESCRIPTION
Meet Paul Clough of Fresnel Partners, our New Chairman of the Board!

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Chairman's Message

from the Chamber's Chairman of the Board

One of the responsibilities (fun aspects?) of the Board Chair position is to write a letter to our members which appears in each issue of Outlook. As I look forward to the next year, I've been thinking about the best approach for this and have decided to develop a theme for each letter and then write to that theme.

The theme I've settled on for this issue is **Leadership**, which seems fitting for many reasons, among them the fact that we've just "passed the torch of leadership" in June.

There are many definitions of leadership expressed in management literature and also plenty of impactful leadership quotes. This is my favorite:

"Leadership is the art of getting someone else to do something you want done because he wants to do it."

-Dwight D. Eisenhower

Why does this resonate with me? First of all, I believe that leadership is not about forcing anyone to do anything. That may get results in the short term, but it'll ultimately fail to build long term results. It is more effective to inspire others to action, as challenging as that can be. How does one do it? If you study leadership, you'll see different approaches, but common elements include integrity, authenticity, leading by example and building teams with complimentary skills.

How does all of this apply at the Lower Bucks County Chamber of Commerce? Many ways. Let's start with the Chamber's leadership. Our organization's leadership structure consists of a dedicated staff, board and committees that all work tirelessly to develop and implement programs that benefit members.

As members we can be thankful that the LBCCC leadership is truly a team with complimentary skills that shares the orientation to do what is right for the Chamber, which ultimately means developing and executing programs that add value for our members. Of course their differences of opinion exist within any organization, but the Chamber leadership works amazingly well together to use those differences to build a stronger Chamber.

Another aspect of leadership is the role that LBCCC plays in the Bucks County community. Our mission statement is that, "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." It is a safe to say that we deliver on this mission of education, networking and advocacy better than any organization in the region. That's leadership.

Finally, I'd like to touch on **Leadership Bucks County,** one of the Chamber's flagship programs for over 25 years. Each year between 12 and 25 participants benefit from this great program. Designed for business owners as well as leaders in larger organizations, Leadership Bucks County meets monthly from September through May each year at different locations around Bucks County. It offers each participant the opportunity to enhance their leadership skills, acquire knowledge regarding a variety of issues impacting our area and meet business, non-profit and government leaders through the county.

As any graduate will tell you, program participants also will develop a network of associates that will benefit them personally and professionally for years to come. I urge you to consider whether you or someone in your organization would benefit from Leadership Bucks County. Contact Susan Harkins to learn more or to apply.

I welcome your perspective on leadership in general or as relates to LBCCC. Call or write me to share your thoughts.

215-920-2301 • pclough@fresnelpartners.com

Paul

Paul Clough, Chairman of the Board

please join us in welcoming

these new Chamber Members as of 5.20.19

A. K. WELLNESS & SUPPLEMENTS
443 Second Street Pk.
Southampton, PA 18966
951-470-8279
Julie Chu, Manager
Health Alternatives
Sponsor: Chamber Staff

AAA INSURANCE - NICHOLE MEYERS
981 2nd Street Pike
2nd Floor
Richboro, PA 18954
215-485-5491
215-869-4422
Fax: 215-550-0113
MidAtlantic.aaa.com/Agent
NicholeMeyers
Nichole Meyers, Owner
Insurance
Sponsor: Chamber Staff

ALLSTATE INSURANCE COMPANY NORTHEAST REGION
1200 Atwater Dr.
Malvern, PA 19355
267-530-2973
AllState.com
Meghan Henry, Field Sales Assoc/Recruiter
Insurance & Financial Services
Sponsor: Chamber Staff

DARIANNA BRIDAL & TUXEDO
241 Easton Rd.
Warrington, PA 18976
215-491-8500
DariannaBridal.com
Franco Salerno, CEO
Bridal Salon
Sponsor: Chamber Staff

GLASSES GALORE
482 Second Street Pk.
Southampton, PA 18966
215-355-7733
GlassesGalore.com
Andrea Joubert, General Manager
Optometrist
Sponsor: Chamber Website

I FEEL GOOD LLC
101 Spring St.
Penndel, PA 19047
267-688-2078
NewuLife.com/TeamChris
Christopher McAstocker, Owner
Weight Loss and Fitness
Sponsor: Chamber Staff

JERSEY MIKE'S FEASTERVILLE
182 W Street Rd.
Feasterville-Trevose, PA 19053
267-872-1214
Usman Chaudhry, Co-President
Restaurants
Sponsor: Chamber Staff

MACARONI GRILL
640 Commerce Blvd.
Fairless Hills, PA 19030
215-949-9990
MacaroniGrill.com
Emerson Benitez, General Manager
Restaurant & Catering
Sponsor: Chamber Staff

NJBIA-NEW JERSEY BUSINESS & INDUSTRY ASSOCIATION
10 West Lafayette St.
Trenton, NJ 08608
609-393-7707
NJBIA.org
Michele N. Siekerka, President and CEO
Business Associations
Sponsor: Chamber Staff

PARTNERS IN SOUND PRODUCTIONS PHILADELPHIA
43 Steam Whistle Dr.
Ivyland, PA 18974
215-310-0211
partnersinsound.com/locations/philadelphia/
Ross Askselrad, Owner/President
Audio Visual Production Management
Sponsor: Chamber Staff

THE PEACE CENTER
102 W. Maple Ave.
Langhorne, PA 19047-2820
215-750-7220
ThePeaceCenter.org
Danny Thomas, Executive Director
Non-Profit Organizations
Sponsor: Chamber Staff

RESIDENCE INN-LANGHORNE
15 Cabot Blvd. East
Langhorne, PA 19047
267-202-8010
marriott.com/hotels/travel/phllh-residence-inn-philadelphia-langhorne/?scid=bb1a189a-fec
Amanda Bray, Director of Sales
Hotels
Sponsor: Chamber Staff

SMOOTHIE KING FEASTERVILLE
180 A West Street Rd.
Feasterville, PA 19053
SmoothieKing.com
Humza Tanvir, Owner
Restaurants
Sponsor: Chamber Staff

WINSTON GLOBAL
17 Suzanne Ct.
Richboro, PA 18954
215-942-4759
wgdrupes.com
Shaji Simon, President
Exporters
Sponsor: Chamber Staff

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

THE KEYNOTE AT SESAME PLACE

Minesh V. Pathak (LBCCC Executive Director), left, and Bill Koelewyn (225 Lincoln Properties LP/LBCCC 2018-19 Chairman of the Board), right, welcomed new members Rick & Nichole Meyers (AAA Insurance - Nichole Meyers), and Debra Wachspress, Danny Thomas & Kathy Kraeck (The Peace Center) to their first Keynote meeting.

BUSINESS CARD EXCHANGE AT CAPITAL HEALTH

Bryan Hughes (Bryan Hughes Business Connections/Total Technology Resources/BCE Chair), Christopher McAstocker (I Feel Good LLC), Bill Koelewyn (225 Lincoln Properties LP/2018-19 LBCCC Chairman of the Board), Sonali Deshpande (InsiderTrendz Inc.), Kevin Lake, Jr. (New York Life), Sue Begent (The Cocreation Zone), Franco Salerno (Darianna Bridal & Tuxedo), Hillary Sawyer (Potential, Inc.), Minesh V. Pathak (LBCCC Executive Director), and Jeanne McNamara (Fred Beans).

THE KEYNOTE AT BRISTOL RIVERSIDE THEATRE

Bill Sheffer (First National Bank & Trust Co. of Newtown/Keynote Chair), bottom left, and Bill Koelewyn (225 Lincoln Properties LP/2018-19 LBCCC Chairman of the Board), bottom right, welcomed new members to their first Keynote. Bottom Row: Sam Sood (AFC Urgent Care), Julie Chu, Than Le, & David Kim (A. K. Wellness & Supplements); Second Row: Felicity Langes (4 Storage of PA, Inc.) and Sonali Deshpande (InsiderTrendz Inc.); Third Row: Shea Cialella (Bristol Borough Business Association) and Nichole Meyers (AAA Insurance - Nichole Meyers); Top Row: Rick Meyers (AAA Insurance - Nichole Meyers).

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
225lp.com

4 Storage of PA, Inc.
4storage4you.com

Antheil Maslow & MacMinn, LLP
AmmLaw.com

Bucks County Community College
Bucks.edu

Cairn University
Cairn.edu

First National Bank & Trust Co. of Newtown
FNBN.com

My Benefit Advisor
LBCCC.MyBenefitAdvisor.com

Newtown Athletic Club (NAC)
NewtownAthletic.com

NJM Insurance Group
NJM.com

Penn Community Bank
PennCommunityBank.com

Stark & Stark, a Professional Organization
Stark-stark.com

Trenton Thunder Baseball Club
TrentonThunder.com

Twining Village Retirement Community
TwiningVillage.org

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BRISTOL RIVERSIDE THEATRE HOSTS THE KEYNOTE IN APRIL

The historic Bristol Riverside Theatre was the host location for the Keynote in April. Guests had breakfast provided by Village Catering and heard from Dana Dobson, Dana Dobson Public Relations who talked about "How to Create a Widely Successful Publicity Campaign." Thank you to Capital Health for being the supporting sponsor as well! *Above: The Keynote in April was attended by many LBCCC members and guests!*

SESAME PLACE WELCOMES LBCCC FOR THE KEYNOTE

Members and guests were welcomed back to Sesame Place, where they have the all-new Sesame Street Neighborhood! Attendees heard from Eugene Sonn of WHYY on "A Guide to Real News in a Fake News Era."

Above: Jeff Hurley (Trenton Thunder Baseball Club/Prime Sponsor), Bill Sheffer (First National Bank & Trust Co. of Newtown/Keynote Chair), Eugene Sonn (WHYY/ Speaker), Dana Ryan (Sesame Place/Host), Minesh V. Pathak (LBCCC Executive Director), and Bill Koelewyn (225 Lincoln Properties LP/2018-19 LBCCC Chairman of the Board).

BUSINESS CARD EXCHANGE AT CAPITAL HEALTH

Capital Health hosted the BCE in May at one of their newest locations in Langhorne.

Above: Thank you to Capital Health for opening up their doors to one of their newest facilities for the BCE in May.

Thank You Lower Bucks County Chamber of Commerce!

You gave me the gift of serving the chamber as your Chairman of the Board for the year ending June 30th 2019. It has been a great honor. Best of all I learned much and stretched personally and professionally. This chamber of commerce is truly special because of who you are. Professional staff, volunteer leadership, active members, partners and those who support the chamber quietly by simply maintaining a membership. My thanks go out to all of you. To be recognized with the Theodore L. Mitchell/Michael B Connor Award took my breath away. My involvement in support of our mission continues. I just want to say thanks!

Bill Koelewyn

Immediate Past Chair

LEADERSHIP BUCKS COUNTY – KNOWLEDGE MANAGEMENT & COMMUNICATIONS

The 7th session of Leadership Bucks County took place at Pennsbury Manor. Team members Michael Gebert (225 Lincoln Properties LP), Deanna M. Giorno (The County of Bucks), Grant Hager (Penn Community Bank), and Kat O'Connor (St. Mary Medical Center) put on a great day for the class. Besides presentations given by the team members, guest speakers included Mary Davis, Co-Director, Princeton Center for NLP (Neuro-Linguistic Programming) and Bill Koelewyn, Managing Partner, 225 Lincoln Properties LP (and 2018-19 LBCCC Chairman of the Board). In addition, the day included Assessments by Paul Clough (Fresnel Partners/2019-20 LBCCC Chairman of the Board) and Ebbe Skovdal (iDIMENSIONS), a tour of Pennsbury Manor, and a TED Talk Series. Thank you to the Leadership Bucks County sponsors, Pennswood Village and Sesame Place, and to Penn Community Bank and 225 Lincoln Properties LP for sponsoring the breakfast and lunch.

Left: The class posed for a photo at Pennsbury Manor in front of the William Penn statue.

LEADERSHIP BUCKS COUNTY SPONSORED BY PENNSWOOD VILLAGE & SESAME PLACE

Leadership Bucks County session 8 focused on Client Orientation, Customer Focus & Service Delivery Innovation and was held at Philly Pretzel Factory and Sesame Place. Put on by team members Timika Powell (Penn Community Bank), Robin McBride (Pennswood Village), David Martin (Remodeling Concepts, LLC & Fluent Design Group, LLC), and Robert Kane (Sesame Place) – who all gave presentations, the day was jam packed with learning and fun! Guest speakers included Tom Monagham, Chief Development Officer at Philly Pretzel Factory and Christine Jefferson, Senior Training Specialist at Penn Community Bank, an Assessment by Paul Clough (Fresnel Partners/2019-20 LBCCC Chairman of the Board) and Ebbe Skovdal (iDIMENSIONS), and tours of both Philly Pretzel Factory and Sesame Place. Thank you to program sponsors Pennswood Village (& breakfast sponsor) and Sesame Place (& lunch sponsor).

Below Left: Leadership Bucks County Mentor Michael Einbinder-Schatz (Jobecca Technology Group), right, making pretzels at the Philly Pretzel Factory!

Below Right: Team Member Michael Kane of Sesame Place speaking to the class on "Career Development and Succession Planning."

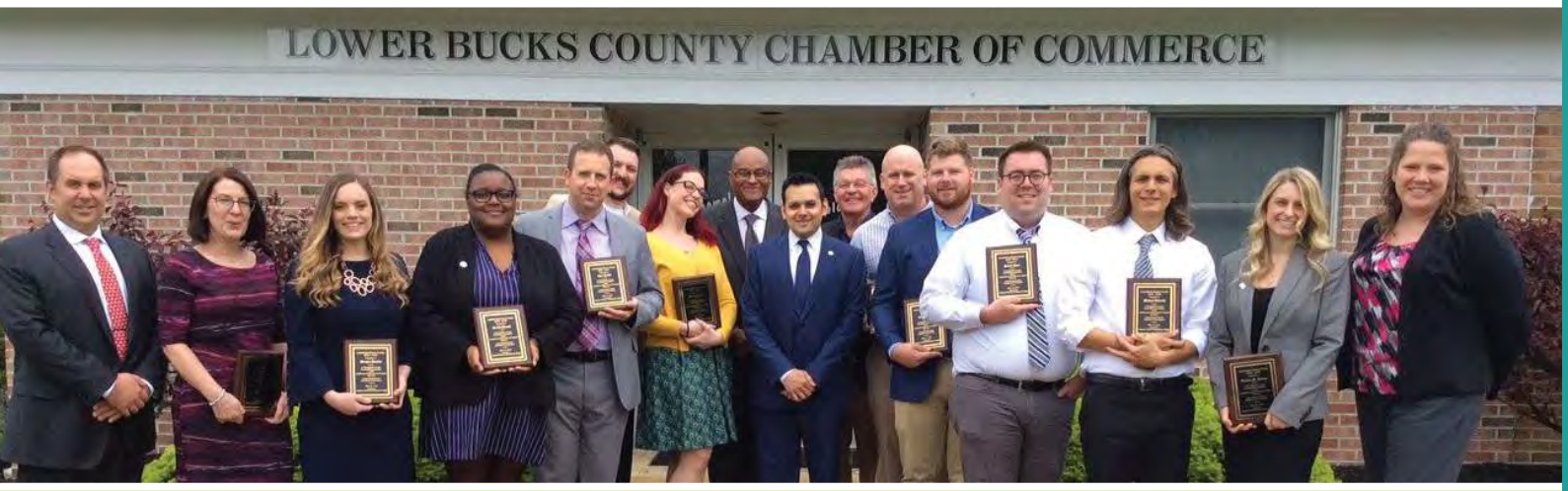
LAST SESSION OF LEADERSHIP BUCKS COUNTY

Session 9, Leadership in Action, took place in May at Bucks County Opportunity Council (BCOC), and the Bristol Township Senior Center. Class members heard from Joseph S. Cuozzo, CFRE, Director of Development, BCOC and took a tour of the center. After an Assessment discussion by Ebbe Skovdal, President, iDIMENSIONS and Paul Clough, Partner, Fresnel Partners, the class had lunch and then traveled to the Bristol Township Senior Center where they heard from Bonnie J. Worth, Director, and participated in a class and alumni service project to spruce up the grounds. Thank you to program sponsors Pennswood Village and Sesame Place.

Above: The class participated in an activity using a Gravity Stick.

SHARPEN YOUR EDGE

In April, the Technology Committee put on a 'SYE' focused on "Digital Transformation: Branding, Marketing & Communication Essentials for Your Business." The workshop focused on addressing three key elements for developing & managing your business in today's evolving "Digital Transformation Age." Ryan Cody, Director of Sales at DirectLync, Kathie Jankauskas, Owner of KJanStudio, and Jonathan Bergman, Director of Sales at Vantage Communications spoke to attendees about Branding your organization & establishing clear messaging; Utilizing a centralized social media channel dashboard to anchor & coordinate your marketing efforts; and capturing more business by communicating more effectively utilizing a hosted (VoIP) solution. Thank you also to Chris Mangano of Mercadien Technologies who Moderated and Sponsored the event! *Below: Those who attended the Sharpen Your Edge Seminar in April came away with a wealth of information!*



CONGRATULATIONS LEADERSHIP BUCKS COUNTY GRADUATES

The Leadership Class of 2018-19 received their completion plaques at a special recognition ceremony in May. Representing a diverse group from all segments of business and professions, the Class of 2018-19 was a great group of individuals. A special thank you to Pennswood Village and Sesame Place for once again, sponsoring this year's Leadership Bucks County program! Leadership Bucks County is designed to develop Lower Bucks County business community members to become more effective leaders through personal and professional development of leadership qualities and skills while collaborating with fellow leaders. *Above: Leadership Bucks County Graduates posed for a picture with Chamber Leadership team members!*

Congratulations to the 2018-19 Leadership Bucks County Class

Morgan Buehler, St. Mary Rehabilitation Hospital
Michael Geberth, 225 Lincoln Properties LP
Deanna M. Giorno, The County of Bucks
Grant Hager, Penn Community Bank
Walt Hansel, Bucks County Technical High School
Robert Kane, Sesame Place
David Martin, Remodeling Concepts, LLC & Fluent Design Group, LLC
Robin McBride, Pennswood Village
Kat O'Connor, St. Mary Medical Center
Timika Powell, Penn Community Bank
Douglas W. Schmidt, Univest Bank and Trust Co.
Kyle Smith, First Bank

Lower Bucks County Chamber of Commerce

BUSINESS EXPO

Held at Oxford Valley Mall, the Chambers Business Expo was a great success! With over 60 booths set up, attendees from both the Chamber and the community had a chance to see what great products and services our exhibitors had to offer. Thank to you the BCE/Expo committee, chaired by Bryan Hughes (Bryan Hughes Business Connections/Total Technology Resources), to our sponsors; NJM Insurance Group (Presenting), Fred Beans, Trenton Thunder Baseball Club, TD Bank & Republic Bank (Supporting), exhibitors and attendees for helping to make this a great event! In addition, we would like to Thank all of our 'Junior' volunteers as it was 'Take Your Child to Work Day' and we had an amazing group of volunteers who helped out and learned all about expos!

Our signature foodie event featured an amazing sampling of delicious savory foods, beverages and excellent desserts from caterers and restaurants in the Bucks County and surrounding areas. It was a great evening of food, fun and networking. Congratulations or our 5-Star Award winner for Savory, Fancy Fig Cafe and Catering and our 5-Star Award winner for Sweets, Nothing bundt Cakes.

Thank you to our 5-Star Presenting Sponsor – First Bank; Host Sponsors – Makefield Highland Golf Club & Open Aire Affairs; and Savory Sponsors – Fred Beans & Partners In Sound Productions Philadelphia.

RIBBON CUTTINGS, GRAND OPENINGS AND MORE!

LBCCC Executive Director Minesh V. Pathak attended the ribbon cutting to celebrate the Credit Counseling Centers 25th Anniversary and office expansion in Richboro.

NON-PROFIT ADVISORY COMMITTEE MEETING

Enid D. Horowitz, Principal, EDH Fundraising & Communication, spoke to the Non-Profit Advisory Committee about 'Seeking Foundation Grants' at their meeting in May.

editorial calendar focus

SEPTEMBER/OCTOBER

- Sports & Leisure
- Technology
- Marketing
- Young Professionals

NOVEMBER/DECEMBER

- Restaurant Guide
- Education, STEM
- Entrepreneurship

JANUARY/FEBRUARY

- Economic Development
- Real Estate
- Women in Business

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contact kim for details:
kbloemker@LBCCC.org
215.943.7400

ECONference 2019

The 6th Annual ECONference took place at Parx Casino, our Lead Sponsor, in May. This half-day conference focused this year on 'Growth Trends and The Future of Bucks" and included a breakfast keynote speaker, three sessions, lunch, and an afternoon keynote speaker. The Lower Bucks County Chamber of Commerce would like to extend a Thank You to those who attended, spoke, and sponsored this wonderful and informative event!

MORNING KEYNOTE

"Regional Plans, Local Impacts"
Presented by Barry Seymour, Executive Director, Delaware Valley Regional Planning Commission

SESSION PRESENTERS

"Emerging Marijuana Issues" - presented by Joshua Horn, Partner, Fox Rothchild LLP
"Economic Impact of Visitors to Bucks County" - presented by Paul Bencivengo, Vice President, Visit Bucks County
"Opening the Door — How to Do Business with Parx" - presented by Allen Strauss, Director of Purchasing, Parx Casino

AFTERNOON KEYNOTE

"The Hot Forecast—The Top Hospitality & Culinary Trends of 2019"
Presented by Ben Fileccia, Director of Operations and Strategy, Pennsylvania Restaurant & Lodging Association

GET ACQUAINTED WITH YOUR CHAMBER

Sponsored by First Bank and Chuck's BBQ, a Get Acquainted with Your Chamber Luncheon was held in May. This event is for new and potential members to the Chamber and provides an overview of how you can use your membership, including sponsorship and networking opportunities!

Right: Guests were treated to a delicious BBQ lunch provided by the Chuck's BBQ food truck!

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One of Women's Animal Center's Bands of Mercy Junior Humane Society.

Women's Animal Center Founder Caroline Earle White.

Women's Animal Center Present Facility in Bensalem, Bucks County.

Women's Animal Center:
Celebrating 150 Years as America's First Animal Shelter™

Women's Animal Center Founder Caroline Earle White Outside its Free Veterinary Clinic on Chadwick Street tending to a horse.

A Horse Watering Station organized by Women's Animal Center for the relief of work horses - early 1900s.

Women's Animal Center Original Shelter Location on Lamb Tavern Road in North Philadelphia circa 1897.

2019 marks the 150th Anniversary of the Animal Sheltering and Adoptions movement in America. It began in Philadelphia in 1869 with a group of thirty women, led by social reformer Caroline Earle White, who formally joined forces to establish Women's Animal Center. Outraged by the cruel manner in which stray cats and dogs were captured and killed, as their initial order of business they successfully petitioned City Council to take over the municipal pound and repurposed it as America's First Animal Shelter™.

Women's Animal Center not only blazed the trail for all shelter institutions that followed through the present day, but it likewise founded numerous auxiliary branches throughout Pennsylvania that would eventually become independent, presently operating shelters, including in Pittsburgh, and in the Counties of Bedford, Chester, Delaware, Montgomery, Wayne and York. The organization is also responsible for the formation of out-of-state animal shelters, including in New York, New Jersey and Maryland; and is credited with influencing the development of shelters at the international level throughout Europe.

Animal sheltering and adoption are not the only historical precedents set by Women's Animal Center, however. Its founders' compassion extended outside the shelter walls to the treatment of work horses, overburdened with heavy loads of cargo and passengers, and they took the lead in commissioning horse watering troughs for the animals' relief. Women's Animal Center believed that the involvement of children was vital to the prevention of animal cruelty and formed the nation's first junior humane societies. Called the Bands of Mercy, they charged youth with identifying and reporting cases of cruelty within their own neighborhoods.

In 1909, the organization also opened America's first free animal clinic, which provided veterinary care for the horses and pets of impoverished owners, and stood as the model for mission-based animal clinics throughout the country. Finally, the founding of America's First Animal Shelter™ directly precipitated the founding of its First Anti-Vivisection Society. The former's refusal to release its shelter dogs to university doctors for the purpose of medical experimentation was formalized with leadership's establishment of the American Anti-Vivisection Society in 1883.

Women's Animal Center moved to Bensalem Township in 1994 when the need to provide underserved families in the area with low-cost veterinary care and shelter services presented itself. In 2016, Women's Animal Center joined just 12% of hospitals across the nation to receive accreditation from the American Animal Hospital Association, confirming that it meets the highest standards of veterinary excellence. All proceeds raised through veterinary services continue to support the shelter of the stray, abandoned and abused animals under the organization's care.

In addition to celebrating 150 years of lifesaving work in 2019, Women's Animal Center also marks the 25th Anniversary of its Bucks County home.

register today at LBCCC.org

Pre-registration is greatly appreciated!

KEYNOTE

Networking & Breakfast Meeting
2nd Thursday of the Month
July 11 @ Twining Village Retirement Community
August 8 @ Cairn University
7:30 – 8:00 a.m. – Networking & Registration
8:00 – 9:15 a.m. – Program

BUSINESS CARD EXCHANGE

Wednesday, July 17 @ Trenton Thunder Baseball Club
Tuesday, August 20 @ Newtown Athletic Club (NAC)
5:00 – 7:00 p.m.

LEAD & SUCCEED, A BUSINESS LEADERSHIP EXPERIENCE

Monday, July 15 – Thursday, July 18
@ BCCC: Epstein Campus at Lower Bucks
Monday, August 5 – Thursday, August 8
@ BCCC: Epstein Campus at Lower Bucks
9:00 a.m. – 3:00 p.m.

GET ACQUAINTED WITH YOUR CHAMBER

Tuesday, July 23 @ LBCCC
12:00 – 1:30 p.m.

GOLF OUTING

Foursomes & Sponsorships Available
Monday, September 16 @ Jericho National Golf Club
11:00 a.m. Lunch, 12:00 p.m. Tee Time

LEADERSHIP BUCKS COUNTY 2019-2020: WELCOME MEETING

Class being formed, Limited seating,
Eight-month program Sept. through May
Tuesday, September 25 @ Lower Bucks County Chamber of Commerce
12:00 – 1:30 p.m.

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

Lower Bucks County Chamber of Commerce

COMMITTEES

AMBASSADORS *(Closed Committee)*
Chair: Jen Kline Clark, Bucks County Coffee News

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

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
Chair: Michael Einbinder-Schatz, Jobecca Technology Group

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.

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 Fred Beans Boardroom or the Robin & Mike Connor/Helen May Glickenstein Contemporary Art Gallery Conference Room, unless otherwise noted in meeting notice.

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Wednesday, July 17, 2019
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

Trenton Thunder

One Thunder Rd. • Trenton, NJ 08611

Supporting Sponsor: MassMutual Greater Philadelphia

about this event

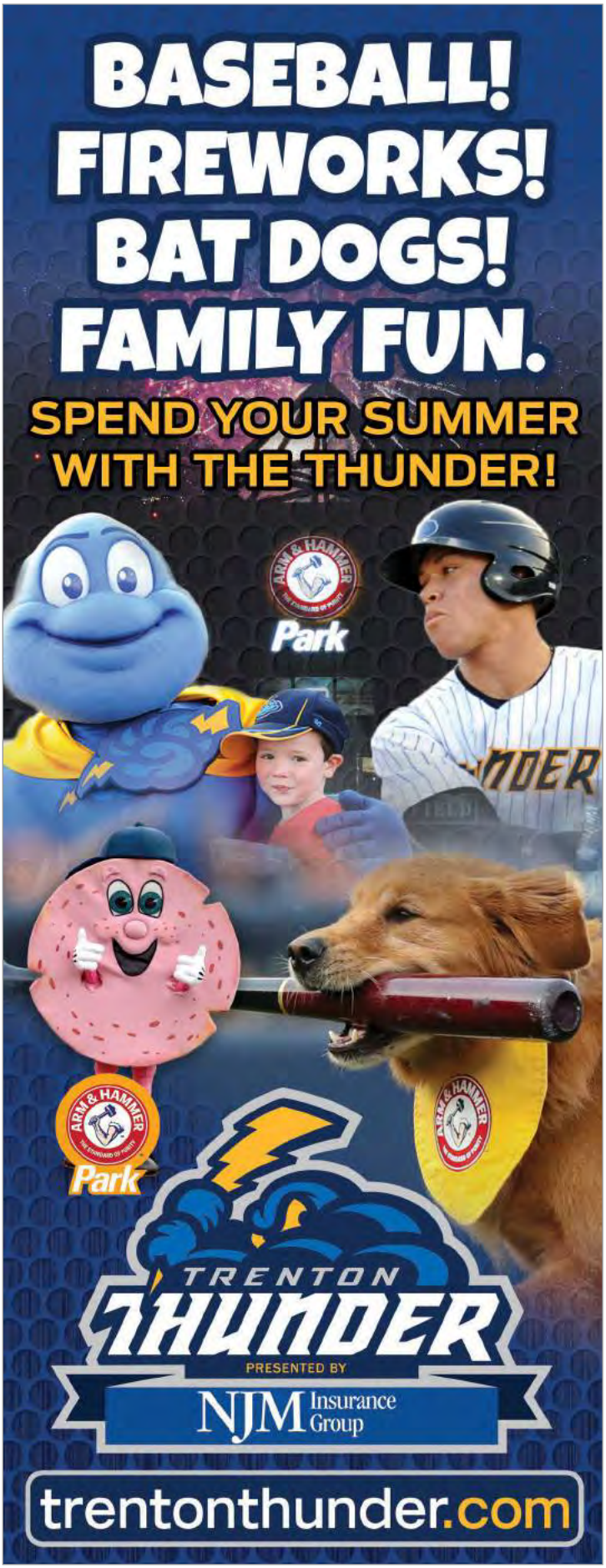
Join us for this exciting and worthwhile networking event! Meet great people, make valuable connections, exchange your business cards and grow your business as you enjoy the complimentary food and dynamic facility thanks to our Host and Prime Sponsor Trenton Thunder Baseball Club and Supporting Sponsor MassMutual Greater Philadelphia.

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...

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Hear from Experts on a Variety of Topics

Network with Over 70 Business Professionals

Build your Brand

Thursday, July 11, 2019

7:30 – 8:00 a.m. **Registration & Networking**

8:00 – 9:15 a.m. **Program**

Host Location:

TWINING VILLAGE
A DIAKON LUTHERAN SENIOR LIVING COMMUNITY

280 Middle Holland Rd.
Holland, PA 18966

Speaker:
Julie Anne Hensler Cullen, MSN, RN, MossRehab

Program:
Disability Etiquette – It's Just Respect!

about our program/speaker

Julie Anne Hensler Cullen, MSN, RN is Director of Education, Quality and Advocacy at MossRehab. Julie and her colleagues have facilitated in-person training to close to 1000 people including health insurance executives, special education teachers, elementary and high school students, healthcare clinicians, and restaurant workers. Recent audiences include managers and servers of Capital Grille, docents at The Barnes Foundation and groups at Philadelphia's Parx Casino.

Hensler Cullen received her undergraduate nursing degree from Gwynedd Mercy College and a master's degree in Nursing Administration from LaSalle University and has 30 years' experience working at MossRehab advocating for persons with physical disabilities. She is the proud recipient of the 2012 Rehabilitation Leadership Award from the Pennsylvania Association of Rehabilitation Facilities.

Is it OK to pet a service dog? Will someone with a disability mind if I touch his or her wheelchair? There is an etiquette to interacting with people with disabilities. MossRehab's It's Just Respect program aims to educate people—whether it be in the workplace, a retail business or out in the community—about disability etiquette. It's about providing a more comfortable experience for people with disabilities. But it also makes good business sense for anyone who deals with customers with disabilities.

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Meet Prospective Customers & Centers of Influence

Network with Business Professionals

Create Top of Mind Awareness

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Tuesday, August 20, 2019
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

NAC Newtown Athletic Club

120 Pheasant Run • Newtown, PA 18940

Supporting Sponsor: Bryan Hughes Business Connections

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 Newtown Athletic Club (NAC) and Supporting Sponsor Bryan Hughes Business Connections.

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

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www.newtownathletic.com

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Hear from Experts on a Variety of Topics

Network with Over 70 Business Professionals

Build your Brand

Thursday, August 8, 2019

7:30 – 8:00 a.m. **Registration & Networking**

8:00 – 9:15 a.m. **Program**

Host Location:

Cairn UNIVERSITY

200 Manor Ave. • Langhorne, PA 19047

The Keynote will be held in the Mason Activity Center

Speaker:
Al Maghazehe, PhD, FACHE,
Capital Health

Program:
Access to Healthcare

about our program/speaker

Al Maghazehe is the CEO and president of Capital Health, a very successful two-hospital health system comprised of the Capital Health Regional Medical Center in Trenton and Capital Health Medical Center – Hopewell and an outpatient facility in Hamilton Township. To complement the healthcare system, he built a comprehensive network of primary care physician offices, part of the Capital Health Medical Group, which is made up of more than 300 physicians and other providers who offer primary and specialty care to patients throughout the region. He has led the transformation of Capital Health from an inner-city health system to a regional healthcare destination, attracting patients from throughout New Jersey and Bucks County, PA and specialists from all over the country. Under Maghazehe's leadership, Capital Health received a $756 million financing arrangement from the U.S. Department of Housing and Urban Development, the largest ever granted by the agency in its history. The financing enabled Capital Health to build a state-of-the-art hospital in Hopewell Township, NJ and to expand Capital Health Regional Medical Center to specialize in advanced medical care. Maghazehe joined Helene Fuld Medical Center in 1979, where he began his professional career as a graduate school intern and progressed to Chief Executive Officer. He was named president and CEO of Capital Health in 1998.

What Employers Need to Know About the Family & Medical Leave Act (FMLA) | Should I Take My Pension as a Lump Sum or as a Series of Payments? | Staff Turnover Is Draining Your Company | 15 Little Things That Impact Your Finances | Strapped for Cash? Three Modern Ways To Take Out A Small Business Loan

WHAT EMPLOYERS NEED TO KNOW ABOUT THE FAMILY & MEDICAL LEAVE ACT (FMLA)

Last month, I had the pleasure of hosting a roundtable event for local manufacturers around the topic of employment law issues they face in their day to day operations. Among a number of employment related concerns discussed, the manufacturers who attended asked great questions regarding medical leave and the Family and Medical Leave Act ("FMLA"), and with good reason, as the rules are often complex and counter-intuitive. In fact, the questions we discussed on this issue have broad application beyond the manufacturing sector, so employers and managers, whether their workforce is large or small, would be wise to familiarize themselves with the FMLA.

The Family and Medical Leave Act ("FMLA") requires employers to provide twelve weeks of unpaid leave to employees who qualify for FMLA leave. A qualifying employee must have worked for the employer for a year, and for 1250 hours. The employee must have a serious medical condition for which leave is necessary, or a member of the employee's family must have a serious medical condition for which leave is needed to care for the family member. The statute only applies to employers who have over 50 employees.

However, the inquiry does not end just because the employer has less than 50 employees. Under the Americans with Disabilities Act ("ADA"), an employer should consider providing medical leave even where the FMLA does not apply. The ADA (and its Pennsylvania law equivalent) requires employers to provide "reasonable accommodations" to employees who have a disability. A disability is defined as a physical or mental impairment that substantially limits one or more major life activity. The ADA requires employers to provide reasonable accommodations to otherwise qualified employees with a disability, as long as the accommodation does not present an undue hardship.

Recent cases have found that medical leave amounts to a reasonable accommodation. This is true even if the employer has no policy, or the FMLA does not apply, or the employee is not otherwise eligible for FMLA or other medical leave. If the requested leave is of specific and short duration, and the employer cannot show undue hardship, employers should provide the unpaid medical leave. An employer can claim undue hardship only after engaging in an interactive process with the employee in order to find a way to accommodate the employee. The process should consider the duration of the leave, whether there is a specified end date, the employee's duties, and impact on operations.

The lesson of these cases is that employers should not automatically deny requests for medical leave when the FMLA does not apply, or the employer does not otherwise have a policy. The ADA requires the employer to review the request carefully and communicate with the employee to find a way to accommodate the request. Failure to do so can be costly, not only financially, but in terms of the disruption, distraction and stress associated with an ADA claim.

Article by: Patricia C. Collins, Esquire,
Atheil Maslow & MacMinn, LLP

AMM Antheil Maslow & MacMinn, LLP

Patricia C. Collins
Employment Law

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SHOULD I TAKE MY PENSION AS A LUMP SUM OR AS A SERIES OF PAYMENTS?

The lump sum-or-annuity decision can be a very difficult decision – it is not a "one size fits all" solution. To come to a decision that makes sense for you, it's important that you seek the guidance and number-crunching of a professional before making that decision. Let's take a look at some of the pros and cons of going with a lifetime stream of monthly payments vs. taking your lump sum.

CERTAINTY

The main advantage of the annuity payments is certainty. You know exactly how much pension income you'll receive each month, and you know you can count on that money to keep flowing in even if you live a long, long time and even if the financial markets go into a prolonged and deep slump.

But that certainty comes with some drawbacks. If in a given month you need more cash for an emergency or to pay a large health-care bill, you have no way of getting more income from your pension. You have the monthly payments, but that's it. So, if you opt for the annuity payments, you'll want to be sure you have other resources you can dip into for extra cash and liquidity, such as non-qualified assets, an IRA, or home equity.

CONTROL AND FLEXIBILITY

As for taking a lump sum, the major advantage is control - you decide how much to spend each year, you decide how to invest, and you decide where your remaining balance goes when you're gone. Opting for the lump sum may be a good choice if you want to spend more in the early years of retirement when your health is better, and you can enjoy yourself more, or if you're confident in your ability to invest your money wisely, or you have the help and guidance of an advisor who you can rely on.

And should you die soon after opting to receive the payments, the balance goes back to your employer's sponsored retirement plan and you will have received much less from your pension than had you just taken the cash up front. So, if you're in poor health or have reason to believe you might have a short lifespan, you may be able to get more income during the time you're around by going with the lump sum.

But that control also has a potential downside. Investing the lump sum on your own opens you up to a variety of risks, especially if you don't have a background in investing – being too conservative and you may not earn the returns to match what the annuity would have paid out; but it is very possible that you may be able to generate even more income than what the annuity would have paid out. This is where you need a calculator and some guidance to do the math.

DOING THE MATH

If you're inclined to go with an annuity, you should first determine whether the monthly payments you'll receive from your pension will be higher than what you could get by taking the lump sum, rolling it into an IRA and then buying an immediate annuity within that IRA that will make lifetime payments. It all depends on what the internal rate of return (IRR) the employer-sponsored annuity is offering. Most companies don't want to be on the hook to continue to fund your retirement each year with that annuity payment and make the lump sum a more attractive option.

The lump sum payout is more attractive in a rising interest rate environment – higher interest rates offer more options to generate higher returns on the lump-sum payout vs. the annuity option. However, the size of the lump-sum payout offer will decline as interest rates continue to rise. And that lump-sum offer is based on the long-term liability of monthly pension payments, among other factors including life expectancy. And while the size of the lump-sum offer might adjust as interest rates rise, that is still just one of the factors to be considered. What is the financial stability of the organization offering the annuity payout, the health of the pension plan and the need for a survivor benefit?

INFLATION

Unless the annuity payment carries a cost-of-living adjustment, you'll lose purchasing power over time. A lump sum could be invested to include a prudent allocation of equities and TIPS (Treasury Inflation-Protected Securities) to help your lump sum keep up with inflation. Of course, doing so would involve taking on some market risk.

WHAT ABOUT BOTH?

Of course, the ideal solution for many people may be to split their pension -- that is, take a portion as a lump sum and the rest in annuity payments. By doing that, you're better able to fine-tune your overall mix of guaranteed income and investable assets and avoid ending up with too little, or too much, of either one. Unfortunately, many, if not most, companies that have a lump sum option offer only an either-or choice.

WHAT TO DO?

How to make the decision that is best for you? Start by asking yourself these two questions:

Would your retirement prospects be better if you had guaranteed income or if you had more in accessible savings than you already have in personal savings and retirement accounts?

How important is it to leave assets to your beneficiaries?

Obviously, this choice can have major financial implications. Therefore, you should make a careful decision, in consultation with a professional financial advisor and certified financial planner who can do the math, review your options and help you come to an educated decision that considers all these factors

Ultimately, the number-crunching should be a major factor, but there is also an emotional side that has to be considered. And part of that emotional side of the evaluation involves weighing the potential to leave an inheritance, which is more likely through a lump-sum payout option. It boils down to whether you want a guarantee or not, and if you are willing to sacrifice that guarantee for control and flexibility.

Article by: William F. Davis, CFP®,
Ameriprise Financial Services

STAFF TURNOVER IS DRAINING YOUR COMPANY

Your employees are your customers and the lifeblood of your business. Invest in their development so they'll keep putting their talent and training to work for you.

Reducing staff turnover keeps more money within your business and gives you fewer headaches. Running a company is easy when you have a full roster of excellent employees. Lose a few of your most experienced, rock-star workers, though, and you'll wonder why you ever wanted to own a business.

In my early years of entrepreneurship, I owned one pizza restaurant. My staff turnover was roughly the industry average, and I was sick of the time, energy and money this cycle cost me. It wasn't just the bottom line that suffered. Even more unacceptable than the lower profit numbers were the canceled family vacations.

I started turning things around by implementing a few key guidelines. In the 10 years since, I can't recall having an employment crisis, and I'm proud to claim a nucleus of employees who continue to deliver at a high level.

If you're struggling with turnover at your company, odds are you need to invest in one or more of these five areas.

1. CREATE A POSITIVE CULTURE.

Culture self-audits. It weeds out those who don't fit the culture you've created and attracts those who do. Your culture is the baseline for your company because it cultivates an environment for success. Make sure you're actively working to create the environment you say you want to develop.

2. CARE FOR YOUR TEAM MEMBERS.

Your employees have hopes and dreams for their lives as well as day-to-day disappointments and struggles. It's easy to get so focused on your company that you forget about the people who really make your business happen. Not all employees will want you involved in every facet of their personal lives, but I guarantee they all want a caring boss. Find ways to care for your team members better than any boss has in the past, and they will care for you and your business.

3. TOE THE LINE.

As an entrepreneur, you have a vision for what you want to create and actively pursue what you see in your mind. Allowing actions that exist beyond this vision is every bit as deadly to your business as falling short in your active pursuits. Your company and the employees who help run it become a mix of what you create and what you allow -- and what you allow can be stronger than what you create. As your company grows and adds more employees, you will experience more conflicts with others' vision for your business.

4. SUPPORT YOUR EMPLOYEES.

Are you giving your employees what they need to succeed? Proper equipment, training and a detailed job description are the minimum. Provide your staff the tools and the target. After all, success breeds even greater success. You shouldn't be afraid to obsess over what your employees need from you. Meet those needs. If you can't, at least give them the courtesy of letting them know why those resources aren't available at this very moment. This takes the frustration and guesswork off your employees' minds. If you want your staff members to stay for years, serve and support them.

5. PAY YOUR WORKERS.

Money matters to your employees. They have responsibilities at home and their own aspirations and goals. When they perform, pay them well -- and increase their salaries as your business succeeds. You know you'll need to pay more than the industry standard to keep top talent. It's an investment in your company's most valuable asset, and it's still less expensive than the cost of turnover. You're better off paying higher wages than losing trained individuals who already understand your company.

Do these five things, and your staff will not only work hard for you, they'll fight for your company. Remember: Your employees are your customers and the lifeblood of your business. Reducing turnover is a sure way to help everyone reach the next level together.

Newman, Zechariah. "Staff Turnover Is Draining Your Company." https://www.entrepreneur.com. Entrepreneur, 20, April 2017. Web 1 May 2019

15 LITTLE THINGS THAT IMPACT YOUR FINANCES

MANAGE YOUR MONEY MORE EFFECTIVELY.

Your house, your car and your career all affect your finances. But smaller decisions, such as the bank accounts you open, the meals you buy and the apps you use can also have a significant impact on your financial well-being. If you want to keep your financial house in order and achieve your long-term money goals, don't overlook small decisions that can have a big impact on your life.

MAKE SAVING AN AUTOMATIC PROCESS.

The easiest way to fatten a bank account is to take decision-making out of the equation and automate your savings. Thanks to direct deposit and automatic transfers, you can easily funnel money into a retirement fund or savings account each month. Many employers allow workers to split their paycheck between multiple accounts, making it simple to send some money to a savings account and the rest to checking. Meanwhile, contributions to a company-sponsored 401(k) plan may be eligible for matching funds to help your balance grow even faster. If neither of those are options, banks such as PNC and Citizens Bank allow customers to set up automatic recurring transfers from one account to another.

BANK EXTRA MONEY.

If it's not possible to put part of your paycheck into savings right now, wait until your next raise. When that comes, divert all the additional income into savings. Since you haven't been living off that money, it should be relatively easy to stash it into an account for future expenses like home maintenance or travel. The same applies to bonuses, gifts, tax refunds and other unexpected cash windfalls. Rather than spend the extra earnings on a whim, set the money aside for more meaningful purposes like home maintenance, retirement savings or debt repayment.

OPEN A SINKING FUND ACCOUNT.

A sinking fund is an account with money set aside for a future need. If you plan to go on vacation, you might have a sinking fund specifically for travel. Or if you need to buy propane in the winter to

heat your house, you may have a sinking fund account in place for that. You can save a small amount each month toward an expected big-ticket item or service. "The key is that it's a completely separate account," says Zev Fried, managing director at investment management firm JSF Financial in Los Angeles. That way, you aren't tempted to dip into the account for other purposes.

INVEST YOUR MONEY.

Savings accounts are ideal for storing money that needs to be easily accessible in case of an emergency. However, the national interest rate for savings accounts with less than $100,000 is 0.07 percent, according to the Federal Reserve Bank of St. Louis. Invest your money in mutual funds for bigger gains. "People always think they have to get involved in a big brokerage firm or have an expensive financial planner," says Neil St. Clair, president and COO of the Karma Network, which creates original programming for investors. However, online brokerages such as Betterment and Wealthfront make it easy to invest even small amounts of money. Wealthfront requires a $500 minimum balance; Betterment has no minimum deposit requirement for its basic accounts.

RETHINK SMALL PURCHASES.

Cary Guffey, a certified financial planner with PNC Investments, says people often succumb to the "it's only" mentality. They will make purchases because "it's only $5" or some other small amount. Those seemingly inconsequential expenses can quickly add up. For example, say a drink at a casual restaurant costs $2.50. If a family of four buys drinks once a week while dining out, that could amount to $520 per year spent on beverages. Guffey says people should ask themselves: "Would you rather have something [worth] $1 a day or $365?"

CALCULATE THE USAGE RATE.

Rather than eliminate categories of spending from your budget, consider how often you expect to use purchases in those categories. "I have no problem with the gym membership if you use it," Guffey says. According to Guffey, everything is a math problem. He encourages people to calculate the expected usage rate of the things they buy. For instance, a $20 piece of clothing might seem like a bargain. However, if you only wear it once because it doesn't fit well or is poorly made, its usage rate is $20. If you buy a similar item for $100 and wear it 10 times, the usage rate is only $10. In this case, the more expensive item is the better value.

TAP INTO DIGITAL BANKING APPS DAILY.

As online banking apps have become ubiquitous, customers can quickly check recent transactions and current account balances. Make logging into your accounts a part of your daily routine, just like checking email and social media. "It's hard to make [the] right decisions when you have blinders on," Fried says. Checking your balance every day can help you stick to spending priorities. It also allows you to catch any fraudulent or unexpected transactions quickly.

TRACK YOUR SPENDING PATTERNS.

While checking your account daily is helpful, it's even better to transfer those transactions into a reliable tracking system. While paper

checkbook registers seem to be largely a thing of the past, software and apps like Mint, YNAB and Quicken are replacing them. Some options, like Mint, are free, while others require an ongoing subscription. These programs can import transactions and allow you to add upcoming bills so you can quickly see how much money you have available to spend. Plus, they have an added bonus of allowing users to total spending into categories. "Very few people know how much of their discretionary income is spent on dining out," St. Clair says. Monitoring your spending can help provide this information so you can evaluate if certain spending habits need to change.

SHOP WITH A LIST. Impulse purchases can quickly torpedo even the best-laid-out budgets. Instead of mindlessly shopping, take a list of exactly what you need, so you're not tempted to splurge on items that aren't essential. If you find something you'd like to buy as an unplanned purchase, wait a day. If you still want the item after sleeping on it, add it to a wish list. For online shopping, delete stored payment information on favorite sites to eliminate the ease of one-click purchases and make it more difficult to spend impulsively.

TURN SAVING INTO A GAME. St. Clair and his wife sometimes challenge one another to see who can spend the least amount of money during a night on the town. Making a game of saving money is one way to make it feel less restrictive. The internet is full of blog posts and articles about spending and savings challenges. Some people may see how long they can go without spending a dime on discretionary purchases. Other people save their $1 bills or incrementally increase their weekly savings to see how much they can put aside before it puts a crimp on their budget. The trick is to find a challenge that appeals to you and keeps you motivated.

DOWNSIZE PURCHASES. A small change that can make a big difference in your finances is reducing the number or amount of something you're buying. "Rather than a venti [coffee] at Starbucks, get a [smaller] tall," St. Clair says. Another way to downsize is getting "one less margarita at the bar during happy hour," he adds. In this way, you can still enjoy small splurges, but minimize the amount you're spending on them.

NEGOTIATE ONGOING BILLS. While some bills such as utilities and rent aren't easily negotiable, others have rates that are highly flexible. Phone, internet and cable services are three expenses where you can secure discounts if you're willing to ask for them. "Call up the company [and say], 'Dish is reaching out to me Mr. Time Warner,'" Fried says. Companies are often willing to extend special offers or promotional pricing to those who aren't bound by a contract and are being courted by other providers. "They want to keep their customers," Fried adds.

TRANSFER YOUR CREDIT CARD BALANCES. Ideally, you wouldn't carry a balance on your credit card. However, in the real world, American households hold $834 billion worth of credit card debt, according to 2017 findings from the Federal Reserve Bank of New York's Center for Microeconomic Data. If you are carrying debt on high-interest cards, it's time to look for balance transfer offers that will give you low or no interest. Depending on the interest rate and your balance, the savings can be significant. "If you can save $75 a month, that's $900 a year you've just saved," Fried says. Be wary of balance transfer fees that can cut into that amount though.

CANCEL SUBSCRIPTION SERVICES. From the auto club you never use to Netflix, which you never watch, your budget might be nickel-and-dimed by small recurring expenses. Scour your bank account and credit card statements and cancel any services you see that aren't used on a regular basis. The only exception might be retainers for professional services such as legal work. These aren't used often but might be valuable to maintain.

BUY INSURANCE FOR YOUR EARNINGS. Earning and saving money is only one aspect of financial security. You also have to protect that earning power. "People spend a lot of time thinking about accumulating assets," says Craig Simms, senior vice president of Vantis Life Insurance Company. "What they don't think about is if one or more breadwinners weren't here to finance [their lifestyles]." Buying insurance – such as life and disability coverage – may sound like a big decision and a complex process. However, if you have benefits through a job, buying coverage is simply a question of checking the right boxes during open enrollment.

Rapacon, Stacy. "15 Little Things That Impact Your Finances." Money.usnews.com. U.S. News & World Report, 7 May 2018. Web. 1 May 2019

STRAPPED FOR CASH? THREE MODERN WAYS TO TAKE OUT A SMALL BUSINESS LOAN.

Small businesses can often find themselves strapped for cash. When payroll is due, and accounts receivables are still high, cash is king. Even the most successful small business is susceptible to this type of crunch.

As a four time venture-backed entrepreneur from the Silicon Valley, who has raised a total of $18 million for my tech startups, I'd like to offer some advice to early-stage entrepreneurs in hopes to shed light on alternative avenues to raising money.

Consider diversifying your fundraising strategy by adding non-conventional fundraising options. These days, there are several options for entrepreneurs. Technology and finance are combining to provide creative solutions to help business owners push through monthly bills without the normal headaches.

The reality is new innovative options exist beyond banks for entrepreneurs looking to leverage their strengths while reflecting their modern know-how. Also, the more entrepreneurs diversify financing independence early on, the more power they gain to shape the dynamics with their board later on.

In addition to a friends and family round, pitching venture capitalists and angel investors, there are other non-conventional approaches to raising capital that you may want to consider for your business

TWIST ON THE CROWD Crowdfunding — the process of gathering funds through philanthropic small time supporters — is not new to the small business arena. Many small businesses use this process to garner needed funds.

But a new twist on crowdfunding is making inroads into the small business loan department. Some sites like KivaZip and Accion have begun offering a way for the crowd to choose to invest in various vetted companies.

Rather than simply a crowdfund, this new style of microlender matches small investors with small businesses. This provides a sort of symbiotic relationship that brings benefits on both sides. While not for businesses with substantial needs, these micro-lenders offer lower rates than traditional loans, and smaller price tags than legacy venture capital (VC).

CRYPTOCURRENCY COLLATERAL Perhaps your company has funds available in the form of a cryptocurrency like Bitcoin, ETH, or EOS, which is currently experiencing a bullish cycle. When the investor sent your Bitcoin it was at $10,000 US Dollars and now it's down. So you don't want to take the hit at the expense of financing your payroll, right?

A new platform has come along that allows clients to create their own stablecoins -- a cryptocurrency that is pegged to a legacy asset like the dollar. Stablecoins are a new trend in cryptocurrency and are sweeping the industry, as they offer the flexibility of crypto with the financial stability of other assets. Equilibrium is a platform that lets entrepreneurs generate their stablecoin, the EOSDT, without actually spending their collateralized cryptocurrency. In simple terms, users can leverage their crypto holdings for a small business loan without liquidating their underlying collateral.

This can provide needed working capital while preserving the financial stability of the company. Further, since the EOSDT stablecoin is collateralized 170 percent at a minimum, the coin will be pegged to the value of $1 US Dollar. This means safety and stability in the loan, while underlying assets are allowed to fluctuate with the market -- a win-win for small businesses.

I recently sat down with Alex Melikhov, the CEO of Equilibrium who told me that the company "currently operates on the EOS blockchain, but aims to become the basis for asset-backed stablecoins across multiple blockchains. Though initially Equilibrium will only accept EOS as collateral, over time we will evolve into a cross-chain solution with support of multiple collaterals."

EQUIPMENT FINANCING Perhaps you've tried to get a business loan through your bank. This can be a daunting process, and can often result in rejection. When this happens, many businesses look for alternative avenues to fundraising.

The truth of the matter is that financing doesn't have to be unsecured debt. Banks will offer equipment financing with dramatically less proof, since the equipment acts as security for the debt. If your business requires expensive equipment then you should consider equipment financing.

In this scenario, a small business would pursue and receive loans for all new equipment needed. This approach would free up resources out of large-scale equipment purchases, so that businesses can pay monthly costs while still maintaining equipment needs.

Additionally, venture capitalists aren't necessarily going to want their money to be spent on equipment. VCs often prefer a debt structure in which an equipment loan carries the burden of sunk costs. VCs are going to want their money to be primarily spent on growth marketing and sales enablement. They want to see your company go from SMB to Enterprise level or ideation to millions of users. And if you are raising funds for a high tech software company, for example, then the VCs will want to understand the plan to ROI typically in the short time period of three years.

The small business lending world is changing at the speed of technology and innovation. For companies that are seeking loans to provide needed cash, new options are becoming available. While no one option may suit your needs, these three should provide a wide enough range to allow your business to find some new ways to thrive.

Austin, Sarah. "Strapped for Cash? Three Modern Ways To Take Out A Small Business Loan." entrepreneur.com. Entrepreneur, Web. 1 May 2019

Expect More from Your Employee Benefits

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MY BENEFIT ADVISOR

Ted Morales, Co-Owner/ CEO of Corporate Source Catering, has been selected as Inquirer's 2019 Veteran & Family Owned Business Award Winner. This awards program spotlights companies who embody the backbone of Philadelphia's economy, but still manage to stay true to their roots of honoring past tradition. As a winner, Morales was evaluated by an expert panel of judges based on accomplishment in generational business success and acumen in addition to overall change, innovation, and impact in the industry.

United States House of Representatives

the Honorable Brian Fitzpatrick
Member of Congress
Proudly Recognizes

PDC Machines, Inc.

Upon their Receipt of this Award

for

their continued support and dedication to the expansion of U.S. exports

May 23, 2019
Date

Brian Fitzpatrick
Member of Congress

PDC Machines Inc, a global high purity compression technology manufacturer based in Warminster, PA, received the President's E Award for Exports at the United States Department of Commerce from the honorable Secretary Wilbur Ross. The President's "E" Award was created in 1961 by Executive Order of the President and is the highest recognition a U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

A citation from the honorable Brian Fitzpatrick (United States Congressman, 8th District).

The Bucks County Intermediate Unit (Bucks IU) was proud to host the Pennsylvania Department of Education (PDE) for a roundtable discussion regarding their award to the Bucks IU of a PAsmart Advancing Grant. This grant, for $412,656, is for the creation of a Mobile Fab (Fabrication) Lab and its related educational programs. Facilitated by Mr. Judd Pittman, Special Advisor to the PA Secretary of Education and PDE Special Consultant on STEM, the grant was made available through Pennsylvania Governor Tom Wolf's PAsmart program.

The full panel that participated in the roundtable discussion.

Habitat for Humanity of Bucks County congratulates and thanks NJM Insurance Group (NJM) employees for the generous donation of funds they gave through their recent "Jeans for Generosity" campaign. During the Jeans for Generosity campaign, NJM employees can wear jeans on Fridays in return for a charitable donation. Employees raised over $5,300 and designated the funds to go toward the mission of Habitat Bucks to build homes and make home repairs that are affordable for low-income families. NJM encourages their employees to get involved in the places where they live, work and play. They volunteer their time and resources to support the areas they serve.

Mark Applegate, Corporate Giving Associate at NJM Insurance Group presents a check to Habitat for Humanity of Bucks County Executive Director, Florence Kawoczka.

Karen Benedetti

Penn Community Bank announced that Karen Benedetti has joined the organization as its Chief Marketing Officer. "We are pleased to welcome Karen to the Penn Community Bank executive team," said President and CEO Jeane M. Vidoni. "She brings focused energy and a wealth of experience in strategic planning, integrated marketing, data-driven financial marketing, and community engagement to our team. Perhaps most importantly, Karen understands what it means to be a mutual bank that puts its team members and customers first." "I am excited to take on this new role in such a vibrant community," said Benedetti. "I look forward to working with the Penn Community Bank management team, marketing professionals, and board of directors to help area residents and businesses meet their financial goals through our suite of services in banking, lending, insurance and investments."

St. Mary Rehabilitation Hospital has announced that for the second consecutive year it ranked in the top 10% of 868 impatient rehabilitation facilities (IRFs) in the IRF database of Uniform Data System for Medical Rehabilitation (UDSmr) in 2018.

Elizabeth J. Fineman

Elizabeth J. Fineman, a Partner with the law firm of Antheil Maslow & MacMinn, LLP in Doylestown, has been named co-editor-in-chief of the Pennsylvania Bar Association Pennsylvania Family Lawyer magazine. Ms. Fineman shares editor duties with Judy McIntire Springer of Astor Weiss Kaplan & Mandel, LLP in Philadelphia. Fineman practices exclusively in family law and handles a variety of issues, including divorce, child support, alimony/spousal support, marital taxation, equitable distribution and child custody matters. She has handled many high-income support cases involving an intricate knowledge of both family law and complex financial issues."

American Heritage Credit Union held its 24th Annual Employee Appreciation Day last April by transforming its campus into a "Disney's Epcot" theme. From lederhosen to French berets, the Management Team greeted each employee individually as they arrived for work, while donning traditional attire of each employee's background and heritage. Throughout the day, employees enjoyed fun and games while competing for the title of "Employee Appreciation Day Champions." The Credit Union's Management Team cooked and served lunch to all 345 employees on the main campus. The day before, the Management Team personally delivered lunch to all other 34 branch locations. "We want all of our team members to feel the appreciation for a job well done, throughout the year," stated Flora Caranci, American Heritage's Senior Vice President of Human Resources.

The management team from American Heritage Credit Union celebrates their "Disney's Epcot" themed Employee Appreciation Day last April.

meet PAUL CLOUGH

our new chairman of the board

Q. WHO IS THE MOST INFLUENTIAL PERSON IN YOUR BUSINESS LIFE AND WHY?

A. I can't pick a single person. Rather, I have been influenced by every person I've worked for, including direct bosses as well as the CEOs and other senior people who ran the companies where I worked. Sometimes I learned how to manage or make decisions better and, at other times, I learned behaviors or management approaches to avoid, but I can safely say that I learned something from everyone.

Q. ESSENTIAL BUSINESS PHILOSOPHY

A. Treat your customers and staff with respect and add value in whatever you do. Profitability and income will follow.

Q. LOOKING BACK, WHAT IS THE BEST PIECE OF ADVICE YOU WOULD GIVE TO YOUR 25 YEAR OLD SELF?

A. I'd tell myself that, "It's all about the people". I was always strong technically and analytically, and when I was younger, I felt that being right was the most important element in business. Now I understand that it is the people who work on your team as well as your clients / customers that can make all the difference in the world and I value long term relationships more than ever. With the right people on your team and the right clients / customers, you get better results, have more satisfied clients and more fun on a day-to-day basis.

Q. MOST INFLUENTIAL OR FAVORITE BOOK? AND/OR LAST BOOK YOU READ?

A. Last book read – The Big Short. It's more than a decade away, but it is still a relevant tale of greed and a willingness for so many smart people to be blind to risk.

Q. FAVORITE PLACE TO VACATION?

A. We've vacationed in many different places – cities, beaches, Europe, Hawaii, often times with or visiting family. However, we've been to Utah about 10 times for skiing, so that must be my favorite. We keep going back for the amazing snow and great weather. You didn't ask, but I'll include that Alta is my favorite ski resort. Fantastic snow, challenging hill and beautiful scenery.

Q. FAVORITE TIME OF THE DAY?

A. Morning. I like to get up early and exercise (ideally on a bike ride when warm enough or at the gym the rest of the year) and then get to work. I'm much more effective early in the day compared to any other time.

Q. FAVORITE SPORTS TEAM?

A. I grew up in NY and we're still close enough to follow those teams. Yankees and Giants.

Q. FAVORITE TV SHOW, MOVIE AND/OR SONG?

A. I listen to all kinds of music, so I'll share a few from different genres: Rock song – Bruce Springsteen, Born to Run. Came out my college freshman year. It's still so relevant today that my daughter and her husband chose it to be the closing song at their wedding reception. Jazz song – Miles Davis, Kind of Blue. Deceptively easy to listen to but underneath it's a great melody coupled with virtuoso solos. Classical – Beethoven, Symphony #9. The most revolutionary classical composition ever written and it challenged the composers who followed him for the next 100 years.

Q. WHAT WOULD BE YOUR FIRST CHOICE FOR A NEW CAREER?

A. Retired. I'm pretty sure I'm in my last position.

Q. WHAT IS SOMETHING MOST PEOPLE DON'T KNOW ABOUT YOU?

A. I was fortunate enough to fly on the Concorde once and took a supersonic flight from London to New York.

Q. WHAT WAS YOUR FIRST JOB?

A. After an undergraduate accounting degree, I worked for 2 years as an auditor for a (then) Big 8 firm in New York. Some of the lessons I learned then stay with me today, especially - how to treat co-workers and work effectively with clients.

Q. WHAT DO YOU LIKE BEST AND/OR LEAST ABOUT YOUR CURRENT JOB?

A. The clients and variety of work. I get to meet really interesting people who run interesting and challenging businesses.

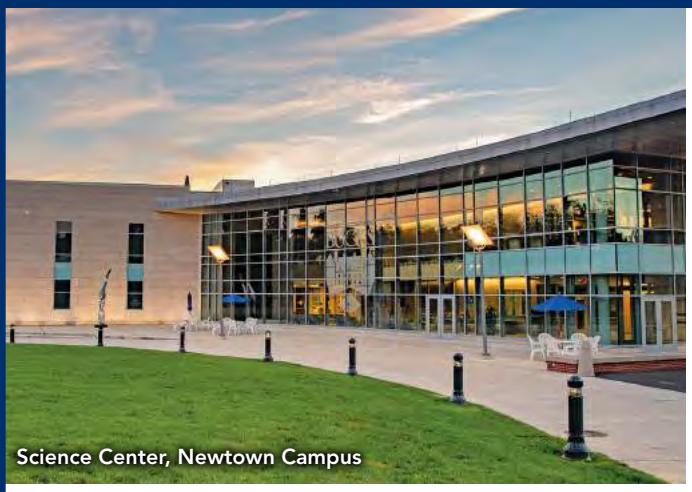
Q. WHAT IS A GOAL YOU HAVE YET TO ACHIEVE?

A. In 1979, after college, 2 friends and I toured the west, mostly stopping at national parks. We hiked into the Grand Canyon and experienced one of nature's wonders. I've always wanted to see the Canyon from the river, taking a raft ride down the Colorado River, which I'd expect to be thrilling, scenic and inspiring. For many reasons, it never fit our family vacation plans but I've not given up hope of making it happen one day.

Q. WHAT IS THE MOST REWARDING THING IN YOUR LIFE?

A. We have 2 wonderful daughters, who are now happily married, enjoy their jobs and are 100% off the family payroll. When I texted them last election day, they both told me that they'd voted. There's no better feeling than knowing that we've raised 2 productive members of society.

Building Strong Communities Together
ONE STUDENT AT A TIME


Science Center, Newtown Campus

Upper Bucks Campus, Perkasie

Epstein Campus at Lower Bucks, Bristol

Public Safety Training Centers, Croydon & Doylestown

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Dr. Stephanie Shanblatt, President

For more information, visit bucks.edu/foundation.

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