OUTLOOK

MAGAZINE

MAR/APR 2020 ISSUE
LBCCC.ORG

Editorial Focus
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Meet Mandy Mundy
"REACH YOUR PEAK" KEYNOTE SPEAKER
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Lower Bucks County Chamber of Commerce

The Voice of Business

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COVER DESCRIPTION
Meet Mandy Mundy, Keynote Speaker for the Young Professionals Professional Development Workshop "Reach Your Peak" on April 7th. Read more about Mandy and "Reach Your Peak" on pages 30-31.

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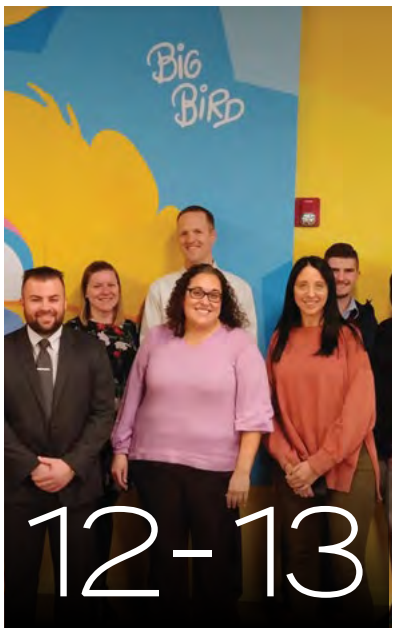

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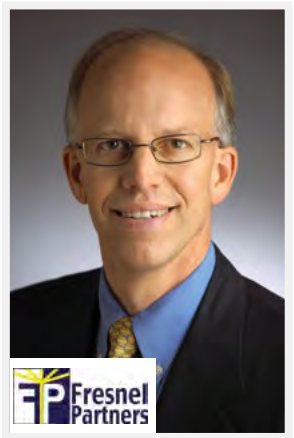
Chairman's Message

from the Chamber's Chairman of the Board



It is often said that it is not who you know that matters, it is who knows you. We can extend this statement by saying that it is not only who you know and who knows you, but how well you know them and they you.

In business, networking is the ultimate form of promotion. It can help you to obtain new clients, a new job, or even help you to move up the corporate ladder. At its core, networking is the process of building relationships. Any time that you attend a meeting, LBCCC event, trade show or a social function, you are networking whether you realize it or not.

At times we can miss the real reasons that an individual or a company does business with us. There are those who will buy a specific brand of product because they trust that brand to be of a high quality or durability. There are others who will make a buying decision based on price, although this is less frequently the case. Often, we simply do business because we feel good about the person providing the product or service.

Most purchases or decisions to do business are based on two things: trust and comfort. Trust is a very intangible emotion or feeling. How do you measure it? How do you develop it? Trust is measured by the feelings that are generated by a process of letting someone get to know more about you than just your product or service, its features, and its price. To sell to the executive level, you must be less of a salesperson and more of an advisor. You have to find needs other than the ones that you can fulfill and help them to fulfill these needs. In doing this, you become a "trusted advisor." Your customer will feel "comfortable" that you have their interests in mind more than just making a quick sale.

In our daily process of seeking prospective clients, do we just look for a person to pitch, or do we spend a bit more time getting to know them before we try to close a sale? When we take the time to know a person's desires, dreams, and needs, and make an honest effort to help them realize that these things are important to us, we are really on the fast track to doing business with them. We are building the trust, confidence, comfort level, and most importantly the relationship that is needed to not only make the sale, but to create in them a resource for referrals in the future.

Providing "opportunities to Network" is one of the 3 pillars of the LBCCC Mission. Along with Education and Advocacy, it's what LBCCC does most for our members. When asked, most members would say that the opportunities to network with others in the Lower Bucks business community is what they value most about the Chamber. It is also why there are so many such networking opportunities each month. Card Exchanges, the Keynote, Speed Networking are but a few. Even events which are primarily established for another purpose include a time period dedicated to networking.

As we go to LBCCC events meeting people who are prospective clients, we should keep the following in mind. My prospective customer is a person just like me. He / she has needs other than the one that I can fulfill. Until I understand what the ultimate goal or dream of the prospect is, I cannot fulfill it with my product or service.

Selling and networking are about relationships. You sell in everything that you do whether you realize it or not. Change the way you think about the prospect, and the prospect will change the way that they think about you. You'll be more effective in your selling activity and you'll get more out of your LBCCC membership.

I look forward to connecting with you soon at a LBCCC networking event!

Paul

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

KEYNOTE AT BUCKS COUNTY COMMUNITY COLLEGE

Minesh V. Pathak (LBCCC Executive Director), left, and Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), right, welcomed new members Michael Salvato (PayCard Tech LLC), Linda Salley (African American Museum of Bucks County), Markena Ward (Cigna Healthspring), Erin Klebaur (Imbue Creative), and Andrea Grubb (Trilogy Partners) to their first Keynote meeting.

KEYNOTE AT GEORGE SCHOOL

Minesh V. Pathak (LBCCC Executive Director) and Paul Clough (Fresnel Partners/LBCCC Chairman of the Board) welcomed new members to their first Keynote. From left: George Liles (94.5 PST-Townsquare Media), Patrick Clark (Neshaminy Creek Advisors), Minesh, Latoya Russell (Self Storage Fairless Hills), Anna Bogiatzis (Franklin Payments), Alexia Grady (ADM Vacations, LLC), Paul, and Dave Giordano (Lamar Advertising).

Please Join Us In Welcoming

these new Chamber Members as of 01.20.20

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admvacations.inteletravel.com
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917-282-6734
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Southampton, PA 18966
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Fax: 215-624-0927
payroll-solution.com
Lisa Cerrone, General Manager
Payroll Services/Payroll, Payroll Tax Filing & Employer Services
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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.

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KEYNOTE AT BUCKS COUNTY COMMUNITY COLLEGE

The Gene & Marlene Epstein Campus at Bucks County Community College was buzzing with LBCCC members and guests for the Keynote in December. Rob Kall, host of 'The Rob Kall Bottom Up Show' talked about "The Bottom-up Revolution: What it is & How it Affects Business – Sales, Management, Leadership & Connecting."

Left: Seated, Bill Sheffer (First National Bank & Trust Co. of Newtown/ Keynote Chair), Minesh V. Pathak (LBCCC Executive Director), and Paul Clough (Fresnel Partners/LBCCC Chairman of the Board); Standing, Rhonda Okamoto (Legal Shield/Keynote Committee), Rob Kall (Speaker, The Rob Kall Bottom Up Show), and Michael Reil (Bucks County Community College/Host).

GET ACQUAINTED WITH YOUR CHAMBER

With the start of the new year, the Chamber's bi-monthly "Get Acquainted" luncheon was jam packed with new and prospective members who wanted to learn more about LBCCC. Thank you to our Supporting Sponsor Partners In Sound Productions Philadelphia, and Lunch Sponsor Macaroni Grill for a great and informative event!

Right: It was a full house at the Get Acquainted with Your Chamber luncheon in January!

SPEED NETWORKING

Presented by the Young Professionals Committee, a Speed Networking event was held at the Chamber in January.

Below: Attendees had two minutes to talk about their business and then heard about the business of another attendee for two minutes. They then rotated so they met all who attended.

OUTBACK STEAKHOUSE WELCOMES LBCCC FOR THE BUSINESS CARD EXCHANGE!

Stumpy's Hatchet House was a wonderful Supporting Sponsor as LBCCC ventured out to the newly opened Outback Steakhouse for the BCE in January!

Left: Jen Runyon & Mike Keeley of Stumpy's Hatchet House!

KEYNOTE HELD AT GEORGE SCHOOL

LBCCC ventured back to George School for the Keynote in January. Keynote speaker Gary Fedor of Sandler Training spoke on "Navigating the Generational Maze: Sales, Hiring and Managing."

Right: Keynote Chair Bill Sheffer (First National Bank & Trust Co. of Newtown) welcomed LBCCC members and guests to the Keynote in January!

editorial calendar focus

MAY/JUNE

- Travel & Tourism
- Art & Culture
- Business 101

JULY/AUGUST

- Employment Law
- Finance & Banking
- Human Resources

SEPTEMBER/OCTOBER

- Sports & Leisure
- Technology
- Marketing
- Young Professionals

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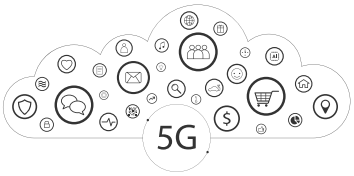
CHAMBER LUNCHEON

Lower Bucks County Chamber of Commerce



2020
New Decade
New Cloud Options
New Cyber Threats

Experts from Mercadien Technologies and Ancero will discuss why the emergence of 5G technology and Artificial Intelligence is advancing business efficiency, while also increasing risks. Also explored will be the continued evolution of managing ANY-SIZED business in the Cloud - **Lower Costs, Faster Speed, Expanded Storage and Improved Security.**

March 31 | 11:30 a.m. - 1:30 p.m.

Holiday Inn | 3327 Street Rd, Bensalem, PA

Member Ticket $35 | Non-member Ticket $45

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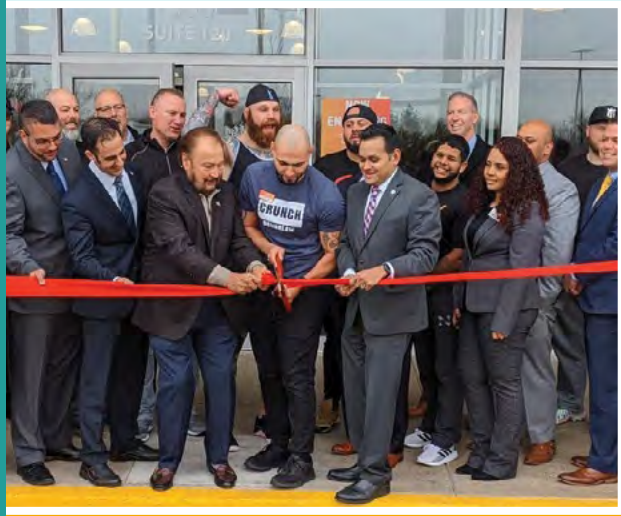
LEADERSHIP BUCKS COUNTY FOCUSES ON PROJECT/CRISIS/CHANGE MANAGEMENT

Leadership Bucks County class members traveled to the Northampton Township Building and The Emergency Management/911 Center for their fourth session in December. A welcome and look at the operations of a township were given by Northampton Township Manager Robert Pellegrino, followed by a presentation on 'Crisis Management' from Gina F. Rubel, Esq., President/CEO of Furia Rubel Communications, Inc. After a break, the class had their monthly Assessments Group Debriefing from Ebbe Skovdal, President, iDIMENSIONS & Paul Clough, Partner, Fresnel Partners and LBCCC Chairman of the Board. Lunch was served and then a Panel Discussion & Q&A on 'Project/Change Management' was presented by Moderator Bill Brady, Retired & past LBCCC Chairman of the Board, Kim Solis, Sr. Director of Merchandise for Sesame Place, Bill Koelewyn, Managing Partner of 225 Lincoln Properties LP & past Chairman of the Board, and Lamar Snyder, Retired BCTHS Administrative Director. Next, Sean O'Grady, Communications Strategist for Oxford Communications talked on the subject of 'The Art of Communicating.' Lastly, the day ended with travel to and a tour of the 911 Center & Command Center Vehicle. Special thanks to Pennswood Village and Sesame Place for sponsoring the Leadership Bucks County Program and to Chick-Fil-A Bensalem for sponsoring a delicious lunch!

Right: The class heard a great presentation from Gina F. Rubel, Esq. of Furia Rubel Communications, Inc.



RIBBON CUTTINGS, GRAND OPENINGS AND MORE!

Right: It was a great celebration at the Grand Opening of Metro Diner in Langhorne.

Left: Crunch Fitness had their Ribbon Cutting Ceremony in January.

3RD SESSION OF LEADERSHIP BUCKS COUNTY

The third session of Leadership Bucks County, sponsored by Pennswood Village and Sesame Place, focused on 'Problem-Solving/Ethics-Integrity' and took place at the Bucks County Administration Center, Bucks County Justice Center, and Fonthill Castle. The day began with a welcome from Victoria J. Tasher, Public Information Coordinator, County of Bucks, and a game of 'Bucks County Jeopardy.' Next, the class took a tour of the Bucks County Justice Center, including a tour of the Processing/Holding Area and Courtroom Visit, presented by Stephen Heckman, Esq., Court Administrator, County of Bucks. After hearing a presentation from Thomas Gannon, District Attorney's Office, County of Bucks on 'Ethics/Integrity,' the group had a networking lunch with County Commissioner Diane Marseglia. An Assessments Group Debrief from Ebbe Skovdal, President, iDIMENSIONS & Paul Clough, Partner, Fresnel Partners and LBCCC Chairman of the Board was provided, followed by a presentation on 'Problem Solving' from TMA Bucks Executive Director Steve Noll. To round out the day, the class traveled to Fonthill Castle and had a tour from Dan Miller of the Bucks County Historical Society! *Below: Leadership Bucks County class members and coordinators toured the Bucks County Justice Center.*

3RD ANNUAL HOLIDAY LUNCHEON HELD AT CELEBRATIONS

Celebrations welcomed LBCCC back for our 3rd annual Holiday Luncheon last December! Sponsored by Capital Health, First Priority Bank, and Trenton Thunder, members mingled and networked while enjoying a delicious lunch and holiday tunes from the Nazareth Academy High School choir. We also had special guests, Santa Claus and the Chick-Fil-A Cow.

THE YOUNG PROFESSIONALS COMMITTEE TOOK THEIR JANUARY MEETING ON THE ROAD TO SESAME PLACE!

register today at LBCCC.org

Pre-registration is greatly appreciated!

KEYNOTE
Networking & Breakfast Meeting
2nd Thursday of the Month
March 12 @ Bucks County Technical High School
April 9 @ Livengrin Foundation, Inc.
May 14 @ Sesame Place
7:30 – 8:00 a.m. Networking & Registration
8:00 – 9:15 a.m. Program

BUSINESS CARD EXCHANGE
Thursday, March 19 @ Trenton Thunder Baseball Club
Wednesday, May 20 @ Juniper Village
5:00 – 7:00 p.m.

GET ACQUAINTED WITH YOUR CHAMBER
Tuesday, March 24 @ LBCCC
12:00 – 1:30 p.m.

STATE OF THE COUNTY — UPDATES AND INTRODUCTIONS
Thursday, March 5 @ Celebrations
11:30 a.m. – 1:30 p.m.

CHAMBER LUNCHEON 2020 — NEW DECADE, NEW CLOUD OPTIONS & NEW CYBER THREATS
Tuesday, March 31 @ Holiday Inn Bensalem-Philadelphia
11:30 a.m. – 1:30 p.m.

REACH YOUR PEAK
A Professional Development Workshop
Tuesday, April 7 @ Sesame Place
12:00 – 5:00 p.m.

BUSINESS EXPO
A Professional Development Workshop
Wednesday, April 22 @ Oxford Valley Mall
11:00 a.m. – 5:00 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

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.

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.

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Network with Business Professionals

Create Top of Mind Awareness

Enjoy Light Hors d'oeuvres Provided by our Host & Prime Sponsor

Thursday, March 19, 2020
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

Trenton Thunder

One Thunder Rd. • Trenton, NJ 08611

Supporting Sponsor:

capitalhealth
Minds Advancing Medicine

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.

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, March 12, 2020

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

Host Location:

BCTHS
BUCKS COUNTY TECHNICAL HIGH SCHOOL

610 Wistar Rd.
Fairless Hills, PA 19030

Prime Sponsors:

BC &M

NJM Insurance Group

Speaker:
Michael Einbinder-Schatz
Jobecca Technology Group

Program:
Embracing the Potholes on the Entrepreneurial Journey

about our program/speaker

As a 23-year business owner, Michael has learned a lot about business by making just about every mistake possible. In this informative and humorous session, he will share the experiences that have allowed him to "get out of his own way" and lead his business to a record year in 2019 with another record projected for 2020. You'll learn:

- The single-greatest lesson ever you can utilize today to make a dramatic improvement in your business.
- Truths and myths about leadership that can help set you free.
- The three M's of success (Mindfulness, Movement and Mentors).

Michael Einbinder-Schatz brings over 30 years of IT experience, a passion for people and his love of storytelling together in leading his team at Jobecca Technology Group in creating WOW experiences for their clients.

An award winning inspirational and motivational speaker, Michael has shared his stories and love of analogies at venues such as: Nasdaq, The New York Bar Association, West Point, The Harvard Club of Boston and Rockefeller Center and has upcoming talks at both Google and Wells Fargo.

Shane Fitzgerald, Executive Editor, Bucks County Courier Times

Shane is Sub-Regional Executive Editor for Gannett Inc. Media, overseeing content for 15 daily and six weekly newspapers in Pennsylvania, New Jersey, Delaware, Maryland and West Virginia.

He has been executive editor of the Bucks County Courier Times, The Intelligencer and Burlington County (New Jersey) Times since June 2015. Fitzgerald joined the then-owned Calkins Media in August 2013 as executive editor of the Beaver County Times in Beaver, Pennsylvania.

In his current capacity, he won first place in column writing in the New Jersey Press Association awards and honorable mention in the Keystone Awards in Pennsylvania. He also led the Burlington County Times to its fifth, sixth and seventh consecutive General Excellence awards in the NJPA. Ten times his newsrooms in Texas, New Jersey and Pennsylvania have won that state's top honor as best newspaper, including 2018 for the Courier Times, which also finished runner-up in the statewide awards, regardless of circulation.

Q: Who is the most influential person in your personal life and why?
A: My parents were, both on how to do some things and how not to do others.

Q: Who is the most influential person in your business life and why?
A: John Temple, who was my main editor when I was growing my career at the Rocky Mountain News in Denver. His combination of journalistic integrity coupled with outstanding leadership skills served as a great example for me to follow.

Q: What is your definition of success?
A: When my team has demonstrated or feels success and I was able to help without anyone knowing I helped.

Q: Essential business philosophy?
A: See the world through others' eyes. That applies to staff, peers and customers. If you only look through your own eyes, you'll miss a whole lot.

Q: Looking back, what is the best piece of advice you would give to your 25 year old self?
A: Take a breath. It's never as bad or as good as what you initially think.

Q: Favorite quote?
A: "Be more concerned with your character than your reputation because your character is what you really are, while your reputation is merely what others think you are." – John Wooden.

Q: Most influential or favorite book? and/or Last book you read?
A: Favorite book: To Kill A Mockingbird. Most influential book professionally: Good to Great.

Q: Favorite place to vacation?
A: Denver.

Q: Favorite place in your house and why?
A: My living room couch. It is where I'm most comfortable watching a ballgame and relaxing.

Q: Favorite sports team?
A: All my Colorado teams: (Rockies, Broncos, Avalanche, Nuggets, University of Colorado Buffaloes)

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

Q: What is something most people don't know about you?
A: I can throw strikes during batting practice about 95 percent of the time. Kids love hitting off of me.

Q: What was your first job?
A: Line worker at Franz Hummel's Delicatessen in Denver.

Q: What do you like best and/or least about your current job?
A: It's never the same day-to-day. I have been so fortunate to meet so many people from so many walks of life with so many stories to tell and hear. It has been an amazing journey, and I can't imagine doing anything else.

Q: If you could invite anyone (living or dead) to a dinner party, who would you invite (and why)?
A: Martin Luther King and Jackie Robinson. They were such great leaders. I would want to discover their struggles more in-depth and learn from what they learned that made them such influential and history-changing people.

Q: Greatest accomplishment?
A: Raising two amazing sons, Derek, 27, and Ryan, 26, who were wonderful leaders in high school and college and make a difference in their communities today.

Q: How do you keep a competitive edge?
A: Put one foot in front of the other every day.

Q: What is your life motto?
A: Be eternally positive in whatever you do.

Q: What would be your first choice for a new career?
A: Teacher and high school baseball coach. Or piano player, even though I have no musical aptitude whatsoever.

Q: Why did you choose the career you are in?
A: My high school sophomore English teacher, Don Ridgway, scared the hell out of me when he told me to show up for the newspaper staff meeting at 3:30 and to not be late. I ended up loving it, and never altered my course from there.

Q: What is the most rewarding thing in your life?
A: The pride I saw in my parents' face when I graduated from the University of Colorado, then knowing the pride I felt when I saw my sons, Derek and Ryan, graduated from the University of California, Berkeley, and the University of Texas, respectively. It connected me all over again with my parents, 25 years after their passing.

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, April 9, 2020

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

Host Location:

LIVENGRIN
Foundation for Addiction Recovery

4833 Hulmeville Rd.
Bensalem, PA 19020

Prime Sponsor:

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Speaker:
Fred Harran, Bensalem Township

Program:
Current Crime Trends in Bucks County, prevention for you and your business and the threat of an active shooter.

about our program/speaker

During this presentation you will hear firsthand the state of crime in Bucks County. We will discuss what Law Enforcement is faced with and what that means to your company. We will have a discussion on keeping you and your employees safe regarding crime and the threat of an active shooting situation.

We will discuss what Law Enforcement in Bucks are doing to keep you safe and some state of the art technology that is being used to accomplish this and using a business model to fight crime.

Director Harran has served in law enforcement with the Bensalem Township Police Department for 33 years.

He currently serves on many boards and organizations and he represents Pennsylvania at the State Associations of Chiefs of Police and serves as Chairman of the North Atlantic Region of the US. He serves as a VP of the Pennsylvania Chiefs of Police.

Director Harran is a published author of multiple articles including Property Crime and DNA Databases which have been featured in National Police Magazines. He was instrumental in implementing the first countywide local DNA database in the US and Rapid DNA instrument.

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For over 140 years, Univest has partnered in our local business communities' development, growth, and helped share their vision. And, we've never forgotten the values and principles that have shaped us — building personal relationships, individualized customer service, and a willingness to listen.

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Rick & Nichole Meyers, AAA Nichole Meyers – Agency Owners

Nichole, Rick and their three boys, Max (8), Caiden (9) and Logan (4).

Nichole has been an insurance professional with AAA for 21 years and is the owner of AAA's first Entrepreneurial Agency in PA! When not taking care of clients, she is an established artist who sells her paintings. Rick, graduating from Philadelphia University with an MBA, played division 1 soccer.

NICHOLE

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

A: My mom is very influential in my business life. She went from a stay at home mom in the 80's to a receptionist at a doctor's office, and now a Director at a well know home health care company. She wasn't afraid to grow and take chances and that's truly half the battle.

Q: What is your definition of success?

A: My definition of success is to be continuously proud of what you do through the highs and the lows. If you can step back at any moment and say you are repeatedly putting your best foot forward and continuing to grow, that is success.

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

A: The best advice would be to set high aspirations for yourself and go after it. There is really nothing that we can't accomplish if not for fear of the unknown. Life is for the taking and there is not a lot of time to waste.

Q: Most influential or favorite book? and/or Last book you read?

A: Anything by Wayne Dyer. I've read most of his books. His books are predominantly based on self-awareness and spirituality. Both of which are the major foundation to a successful life not just personally but in business as well.

Q: Favorite place to vacation?

A: Anywhere with a beach and a beautiful sunset.

Q: Favorite time of the day?

A: My favorite time of day has always been the morning. Always coffee in the morning and I try to fit in exercise. And if you combine the morning, the beach and coffee, that's perfection.

Q: What is your favorite food or beverage?

A: Pizza and pretty much any dessert.

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

A: Any Netflix series.

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

A: I am not sure that most people don't know but If I would have listened to the question about my 25-year-old self, I would be a full-time artist. I wanted to work in NYC. I took theatrical makeup classes there, in my early 20's. I would have loved to work on Broadway or in Film or Television, doing the makeup, set design, costumes or anything creative.

Q: What was your first job?

A: I have always had a job I think since I was 12. I worked at a local day care after school.

Q: Favorite thing to do in your spare time?

A: Playing games with my husband and our 3 boys, they are hilarious.

Q: How do you keep a competitive edge?

A: I believe Rick and I keep a competitive edge by being trust worthy, honest and truly putting our customers interest first.

Q: What is your life motto?

A: Never Give Up!

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

A: I was working for AAA in the auto travel department in my early 20's while in college part time. One of the Insurance agents, George Benonis, who turned out to be a long-time friend and Mentor for me, kept telling me I'd be a good fit for sales and encouraged me to study for my license. The rest is history.

Q: What is a goal you have yet to achieve?

A: A personal goal I have is to travel to Europe, specifically Greece!

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

A: I've always been so intrigued with forensics & True Crime shows. So if I had to totally change career paths, I would love to be an investigator.

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

A: The most rewarding thing in my life is the Love of my family. Nothing else compares.

RICK

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

A: My wife and kids- Having a partner to go through life's journey with and sharing experiences together is so special. Nichole

pushes me to be my best self. My three boys are amazing. Full of life and love. They are hilarious and constantly impress me daily with their learning and development. I think its really interesting to view life from their perspective, and at times even keeps me grounded in what's really important.

Q: What is your definition of success?
A: I think success can be measured a lot of ways, but for me success is a frame of mind. Being mindful and finding a positive perspective is success. I think every situation has something that can be deemed as successful, and I think viewing it this way helps me stay positive. Sort of like failure isn't really failing, its learning.

Q: Favorite quote?
A: "Slow and steady wins the race" or "Slow is smooth and smooth is fast." I like both of those.

Q: Most influential or favorite book? and/or Last book you read?
A: I recently read "Shoe Dog" by Phil Knight. The book was an incredible read with insight into his life and the obstacles he faced while building Nike to what it is today.

Q: Favorite place to vacation?
A: Sea Isle and Avalon, NJ with family.

Q: What is the most rewarding thing in your life?
A: Spending time with my family is the most rewarding thing for sure. I really love the moments when my kids do or say something hilarious and everyone is cracking up and I look over at Nichole and we share that glance- those moments feel like pure joy.

Q: Favorite time of the day?
A: Mornings. I like to wake up, work-out, meditate and then drink coffee with Nichole while we listen to our kids play/laugh/talk, that is a great start to my day!

Q: Favorite sports team?
A: The US Women's National Soccer Team (USWNT). I think more important than their incredible win/loss record, all of the championships and gold medals they have won is what the women have been able to accomplish and inspire world-wide. The women have been incredible role-models and have spread a positive message of acceptance, equality and have broken stereotypes. Watching the team compete and be successful at the highest level, while not compromising their core values is something I think all can value and learn from.

Q: Favorite TV show, Movie and/or Song?
A: I love soccer and watching stand-up comedies, but I would say my favorite is the Bachelor and Bachelorette. I find it to be so entertaining!

Q: What is something most people don't know about you?
A: That I am a Bachelor and Bachelorette superfan, haha.

Q: Favorite thing to do in your spare time?
A: Going on dates with Nichole and coaching my kid's soccer and baseball teams.

Q: What would be your first choice for a new career?
A: I love teaching and helping people so I think a teacher and soccer coach would be a fun career.

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Oxford Valley Mall
2300 E. Lincoln Hwy | Langhorne, PA
Center Court - Lower Level

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To register or ask about sponsorship opportunities, contact Jude Martin-Cianfano at jcianfano@LBCCC.org or 215-943-7400.

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BUSINESS IMPLICATIONS OF DIVORCE | VOLUNTEERING: IT'S GOOD FOR BUSINESS | FORGING MUTUALLY BENEFICIAL PARTNERSHIPS BETWEEN NONPROFITS AND FOR-PROFITS BENEFITS EVERYONE | 10 WAYS TO STAY HEALTHY WHILE RUNNING A COMPANY | 12 WAYS TO EAT HEALTHY NO MATTER HOW BUSY YOU ARE | 10 GREAT EXAMPLES OF WORKPLACE WELLNESS PROGRAMS | HOW NONPROFITS CAN BUILD PARTNERSHIPS WITH BUSINESSES

BUSINESS IMPLICATIONS OF DIVORCE

When a business owner gets divorced, the business is often the major asset subject to distribution. Accordingly, the business and its' ongoing operations are almost always implicated in the divorce. In most cases that I see, the business is a small business with a one owner or a few owners. In the best case scenario, the business owners have planned in advance for situations that arise in a divorce through a Shareholders Agreement, Prenuptial Agreements and/or Postnuptial Agreements. Hopefully, the parties' respective family law and business law attorneys can work together to best protect the business owner to ensure as smooth a transition as possible. Hopefully, the relevant agreements have set forth a valuation formula which can be upheld at law for purposes of the divorce. Counsel can also work together to insure that income is clearly defined and reported so that support is less contentious. Additionally, advance planning can be used to address the below issues so that a divorce does not mean the end to the business. While advance planning is not a guarantee, it will provide additional protections to the business owner.

A divorce can impact internal and external business relationships, support (between spouses and child support), equitable distribution (division of marital property) and business control. In terms of business relationships, banking relationships can come into play, especially if the spouse is a personal guarantee of the loan. It is often not easy or possible to have the spouse removed from the guarantee. The spouse may also have a role in the business and it may not be feasible for them to remain involved. For example, in cases where the spouse is client facing, a delicate balance will be necessary to transition the spouse out of the business without negatively impacting the business. This can be a challenge if the divorce is acrimonious. Finally, the roles of the parties within the business may create sustainability issues going forward. In some cases, one spouse has a particular talent (i.e. software development, marketing creativity or scientific knowledge) which cannot be easily replaced and without which the business may not be able to survive. Such issues impact valuation but also succession and strategy on distribution of assets.

As for support, when a business owner is a party to a support action, whether for support for a spouse or for a child, calculating income can be challenging. The definition of income for purposes of determining support is very broad and is not the same as taxable income. There can be practical issues in obtaining information and documents which reflect the income. Legal issues can also arise, such as to whether income is being reported or if the court can compel income or retained earnings to be distributed from the business to the owner to pay support.

In equitable distribution, the business must be valued so that division of the assets can occur. Business control also comes into play. It is unusual for parties to retain joint ownership or for the non-business owner spouse to receive shares of the business so creativity and/or structured payments are often necessary unless there is enough cash reserved for an outright payment. The payout can cause a financial strain for the business.

To best protect a business in the event of a divorce of the business owner, it is advisable for business owners to have advance planning through the mechanisms listed above. While not a guarantee, it will place the business owner spouse in a much better position than ignoring these issues all together.

Article by: Elizabeth J. Fineman, Esquire, Antheil, Maslow & MacMinn, LLP

VOLUNTEERING: IT'S GOOD FOR BUSINESS!

While much has been written about the value of volunteering to a person's physical, emotional and mental health, a company that supports charities and encourages volunteerism can also benefit in other ways...including improving its bottom line.

The involvement in a cause creates goodwill with customers, employees and the community. It can put a spotlight on your brand, heighten awareness of your product and services and increase sales.

Employees working as a team for a cause not only feel good about their activity, they can develop leadership and team-building skills that benefit the company. If a company supports the charity of an employee's choice (for example, an employee's personal interest due to a specific family illness), it can empower that employee and improve morale. Potential employees, especially millennials, are attracted to companies that value charitable activities.

Non-profits rely on volunteers to help support their mission. Last year, the Bucks County Opportunity Council helped 17,327 people in need in Bucks County through emergency services, food distribution, weatherization, tax prep and its Economic Self-Sufficiency Program. That work could not have been accomplished without the volunteers (2,606) who distributed food at Fresh Connect and other food distribution sites, joined boards and committees, gleaned the fields for fresh vegetables, helped low income earners prepare their income taxes, set up information booths, distributed literature on BCOC, and helped in the offices, to name a few examples.

In the VITA, the Volunteer Income Tax Assistance program, over 50 volunteers worked with clients and prepared 1,390 returns last year that resulted in a total of $1,689,211 in refunds. That money remained in the community as clients shopped locally for essentials.

Sometimes it is the nature and skills of the company that determine its contribution. For example, Cummins Sales and Service in Bristol sets a day aside every quarter to do oil changes for clients in BCOC's self-sufficiency program. Many are working and living paycheck-to-paycheck and Cummins saves them an expense that keeps their car running efficiently.

DVL Group in Bristol sponsors a family in BCOC's "Adopt a Family" Program. Employees at DVL support a family working toward self-sufficiency by helping with unexpected expenses such as a medical bill or holiday gifts for children in the family. A family who is "adopted" not only receives financial support at times, but knows that someone cares and is supporting their efforts to achieve self-sufficiency.

Other possible ways to get involved include food drives within a company, preparing backpacks for the homeless or gift bags that are distributed to seniors in the Senior Food Box program. To learn more, visit www.bcoc.org or call Eileen Albillar, Volunteer and Community Connections Manager, at 215-345-8175, ext. 209.

Article by: Eileen Albillar, Bucks County Opportunity Council

FORGING MUTUALLY BENEFICIAL PARTNERSHIPS BETWEEN NONPROFITS AND FOR-PROFITS BENEFITS EVERYONE

With interest rapidly growing in corporate social responsibility (CSR), forging mutually beneficial partnerships between nonprofit organizations, businesses, executives and even other charitable groups is on the rise.

More and more corporations are investing in programs that highlight their commitment to building economic, social and environmentally responsible relationships. Clients and shareholders increasingly want to know that the companies they support care about more than just the bottom line. Nonprofits of all types can promote this mounting corporate interest to further their missions, though it is important to be careful when trying to determine which partnerships to pursue.

Finding a compatible corporate partnership can be challenging, according to experts in the field. Nonprofit leaders need to consider what elements will make their organizations attractive to businesses and well-suited to its own goals. In turn, corporations need to make the same assessment of nonprofits. The best partnerships between nonprofits and for-profits are relationships in which both organizations benefit from the program. When the corporation's values align with the nonprofit's you are more likely to have a successful partnership.

Over the past several years, Network of Victim Assistance (NOVA) has had several companies that sent volunteers to help at our thrift shop and participate in the NOVA Child Sexual Abuse Prevention program for parents and grandparents. The latter is a great way to make a long-term difference in the reduction and prevention of child sexual abuse.

SOME BENEFITS TO CONSIDER WHEN SEARCHING FOR A NONPROFIT PARTNER, ACCORDING TO GUIDESTAR, INCLUDE:

1. Increased sales of company products or services
2. Increased employee engagement, morale and retention
3. Positive changes in consumer brand loyalty
4. Attracting positive, free media attention?
5. Encouraging new business relationships

SOME BENEFITS FOR NONPROFITS INCLUDE:

1. Increased exposure
2. Increased funding
3. Attraction of in-kind donations
4. Attraction of new volunteers and board members
5. Enhanced media attention

At NOVA, we have realized all of these benefits and more, as a result of our partnerships with businesses and other organizations.

Supporting worthy causes has never been more valuable for businesses. Consider that, according to GuideStar, 55 percent of consumers are willing to pay more for products from socially responsible corporations and 93 percent of the world's companies are producing annual corporate responsibility (CSR) reports, and it's easy to see the importance of this shift toward partnerships with nonprofits.

"It's clear that for-profit organizations can no longer rely simply on revenue and stock prices," reports GuideStar. Forbes found that companies are using CSR to enhance innovation, promote cost savings, boast brand differentiation, support long term thinking, customer engagement and employee engagement.

Nonprofits looking for corporate partnerships to help grow their mission and strengthen their base should be offering a variety of ways to include businesses. Professionals in the space suggest large volunteer events, speaker series with company executives and co-marketing strategies. No matter the activity, the end goal should be the same – to further the missions of both participating organizations.

Corporate sponsorships and advertisements for special events are a positive way to encourage businesses' involvement. Using NOVA's professionally trained speakers for corporate training on

sexual harassment, human trafficking and related topics is another example of a valuable partnership. We are always looking for new and mutually beneficial partnerships with businesses and other organizations.

The success of corporate social responsibility programs with the public and the corporate partner are largely dependent on the program's authenticity and support within the corporate culture. NOVA has seen great success with its corporate partnerships through "Employee Giving" programs. Workplace giving is an easy and efficient way for employees to make tax-deductible donations to the charities they care about and helps raise awareness for NOVA's mission and services within the community.

The fact is, experts in CSR agree, corporations must see the social and political pressures that increasingly insist they support more than shareholders, but stakeholders as well.

This paradigm is one that nonprofits can use to their benefit even if there may be no obvious for-profit to immediately partner with. Nonprofits need to be able to demonstrate the value of a partnership to a potential partner, whether through statistics, graphics, examples of successes with other business partnerships or testimonials from partners or their employees.

The more ways a nonprofit can demonstrate the big picture return on investment, as well as the ways a partnership can enhance the company's culture, brand, reputation and relationship with clients and customers, the greater the likelihood of securing meaningful partnerships.

Nonprofits need to identify, understand and be prepared to promote the value they offer to a potential business partner. The old-fashioned sponsorship flyer isn't enough. A clear, concise, well-designed package of information can be a great tool for helping to expand your partnerships with businesses and other organizations.

At Network of Victim Assistance, we are extremely grateful for the relationships and partnerships we have cultivated with businesses and organizations throughout Bucks County over the past 45 years.

Without our valued partners, we would not be able to further our mission of supporting, counseling and empowering victims of sexual assault and other serious crimes in Bucks County, nor could we continue to expand our advocacy, prevention, training, community education and prevention programs.

Article by: Penny Ettinger, Executive Director, Network of Victim Assistance

10 WAYS TO STAY HEALTHY WHILE RUNNING A COMPANY

It won't matter how good your numbers are if you let your health go bad.

When you're working to build a business, it's easy to put your own needs aside so you can devote as much time and energy as possible to making your venture succeed. But neglecting your own well-being is just as bad as taking your eye off the numbers or forgetting to follow through with projects.

1. CHECK IN WITH YOUR MENTAL HEALTH.

Running a company often requires long hours and hard work. Unfortunately, this can lead to the perfect storm of feeling overwhelmed, stressed and isolated. You may feel so busy and focused on work that you don't even realize that these feelings are taking a toll on your mental health. It's important that you stay connected to your feelings and do regular mental health check-ins.

One option is to start a bullet journal. Journaling can help you gain clarity on your emotional state and identify a pattern of harmful behaviors. A bullet journal offers a format that's easy to follow and can help you visually keep tabs on how you're doing. It will allow you to easily log habits such as diet, sleep, physical activity, alcohol and caffeine consumption, stress levels and social activity.

2. FIND WAYS TO LAUGH.

There may be times while running a business when you don't know whether to laugh or cry. Choose laughter when you can. It will make a huge difference in relieving stress and helping you get through difficult times.

Finding ways to laugh makes us happier and healthier, and allows us to feel more relaxed and rejuvenated. We can find humor in all sorts of things, whether at the ridiculousness of a situation, finding amusing things to read or watch, or simply hanging out with people who see the funny side of any situation. Make it a goal to have at least one good chuckle every day.

3. BE SOCIAL.

Humans are social beings. We thrive on social interactions and find comfort in supportive communities. No matter how busy you get, don't allow yourself to become isolated. Make time for friends, family, partners and children -- all the people who matter to you.

Developing and nurturing these bonds is an important element of emotional, mental and physical health. It's not always about the amount of time you spend socializing; rather, it's about the quality of the time spent with those you love. Make an effort to put your cell phone and other digital devices away. Strive to be in the moment, engage others and build genuine connections.

4. MANAGE STRESS.

Stress brings with it a slew of negative emotions and can adversely affect your health. Learning to manage stress is key for anyone who is grappling with the pressures of running a company. One great way to manage stress is to take control of difficult situations and find solutions to problems that would otherwise leave you feeling upset or overwhelmed.

This means being more proactive in managing your time, prioritizing your schedule and commitments, and learning to set boundaries and say no when need be. Take control of your day and work to proactively solve the issues and problems that would otherwise weigh you down.

5. GET MOVING.

Regular exercise is an important part of a healthy lifestyle. Being active can mean having regular workout sessions in the gym or playing a sport, or it can simply mean incorporating more movement and activity into your day. Getting your body in motion on a regular basis

can help you improve your health, lower your blood pressure, boost your mood and deal with stress, anxiety and depression.

We should all aim to get at least 30 minutes of physical activity a day. However, you don't need to do it all at once. It can also be broken up throughout your day, such as walking or riding a bike instead of driving, taking the stairs when possible, or even taking a break to get up from your desk and do stretches, lunges or other calisthenics throughout your day.

6. BUILD YOUR MIND.

No matter how much you have learned, no matter how much education you amass or how many experiences you live through, you should always continue to develop and grow your mind. Your mind is your most important resource -- your thoughts and actions stem from the inner workings of your mind.

By understanding and developing your mind, you can direct your behavior the way you want it. And if you hope to build a successful company, you should be striving to build and train your mind by constantly challenging yourself to learn new things.

7. SET A ROUTINE.

One of the most important hacks for dealing with exhaustion is to simply avoid allowing yourself to become exhausted. The best way to do that, and keep up with everything else on your list, is to set an intentional routine that works for you -- and then stick with it.

That may mean getting up every day at 5 a.m. so you can exercise and have time to meditate before diving into a hectic day. It may also mean setting a firm bedtime, which allows you to get a full night's sleep, giving you the energy to power through all the things you do.

Play around with your schedule and make adjustments to discover what works for you and what routine you can keep up over the long term. Once you lock that in, your body and mind will get used to it; it will become a habit. You'll find your routine brings you peace of mind and creates space for a productive day.

8. EAT A HEALTHY DIET.

When we're feeling rushed and stressed, it can be all too easy to grab fast food or mindlessly snack on junk food instead of planning meals or finding healthy snacks. But when our bodies are poorly fed, stress takes an even greater toll on our health and makes it harder for our bodies and brains to function optimally. Eating healthy is a basic way to support both your body and mind when you're feeling under pressure.

SOME TIPS THAT MAY HELP:

- **Eat regularly** — this keeps your blood-sugar levels more stable and helps your brain perform better.
- **Consume healthy fats** — include omega-3 fatty acids, which can be found in walnuts, flaxseed and fish oil, as they also support brain function.
- **Eat high-fiber foods** — this is associated with greater alertness and decreased perceived stress.

9. RECHARGE AND REST.

Entrepreneurs are among the worst offenders when it comes to being workaholics who don't get enough rest. Many never take time off because they believe it will negatively impact their ability to stay ahead or become successful. If we make excuses that we have too much work, how can we possibly make time for a full night's sleep or take time to recharge?

These excuses keep us from getting the rest we need and operating at our best. Make sure you recognize when you need rest. Giving your body and mind enough sleep and down time to feel rejuvenated and recharged will allow you to be more productive and focused during working hours.

10. GET A CHECKUP.

Nobody loves taking time out of a busy day to go to a doctor's appointment, but getting a regular physical is an important part of staying healthy and catching any medical issues before they become a bigger problem. You may be doing everything on this list, but that still doesn't negate the need to see a doctor.

If something doesn't seem right, or you're feeling "off," make sure you get yourself checked out. And that goes for all aspects of your health, such as getting dental cleanings -- that surprise root canal will ruin your day and seriously cut into your productivity! Keep your medical appointments, and remember to continue to prioritize your health and well-being.

Source: Patel, Deep. "10 Ways to Stay Healthy While Running a Company." Entrepreneur.com. Entrepreneur, 17, April 2019. Web. Jan. 2020

(Opinions expressed by Entrepreneur contributors are their own.)

12 WAYS TO EAT HEALTHY NO MATTER HOW BUSY YOU ARE

Busy professionals cannot waste a single second of their day. Our bodies need energy to keep moving at that pace. If you often work through lunch and go hours without even breaking for a snack, you may have difficulty concentrating and getting results from the work you're putting in.

There are a few things you can do to keep yourself healthy while you're powering through your day. Just a few simple changes can make a big difference in your energy levels, as well as your overall health.

1. DON'T SKIP BREAKFAST.

As you're running out the door for your early-morning meeting, the last thing you're thinking about is stopping for breakfast. But breakfast skipping has been linked with an increase in obesity and diabetes risks, as well as morning moodiness.

2. MAKE IT CONVENIENT.

You likely find you have little time to stop by the grocery store, especially during the workweek. Grubmarket (love these guys) brings fresh food from local farmers directly to my home and office. Grubmarket's snack pouches are perfect for keeping on hand when you want a snack. You can also have farm-fresh poultry, eggs, produce, meat, and other items delivered, saving you a trip to the store or farmer's market.

3. PREPARE IN ADVANCE.

One of the best things you can do is prepare snacks and meals for your day before you leave in the morning, especially if you'll be working through lunch. But what if there is rarely time to put a meal together in the morning? You can solve this problem by setting time aside over the weekend to prepare snacks and meals for the week. Purchase plastic containers that can be refrigerated or frozen and picked up each morning on the way out the door.

4. INVEST IN GRAB-AND-GO SNACKS.

Look around your office. If there's nothing to snack on, you may find yourself shrugging off your hunger for hours or—worse—heading down the hall to the vending machine. Purchase healthy snack-size foods like boxes of raisins or healthy granola bars. Blue Diamond 100-calorie Almond Packs are a great way to get the many health benefits of almonds without eating an entire bag.

5. DON'T EAT AND WORK.

Multitasking has been proven to be disastrous to the waistline. Instead of distractedly munching on a salad while you're working on a proposal, set your work aside and focus completely on your meal. Better yet, take your lunch outside on a nice day and combine the benefits of fresh air with savoring your food. You'll have a more pleasurable eating experience and return to your desk feeling refreshed.

6. EAT AND MEET.

While distracted eating may be bad, socializing has its health benefits. Schedule lunch meetings as often as possible to make sure you get a good midday meal in. You could use the opportunity to take team members offsite to get their ideas, meet with clients, or network with local colleagues.

7. STAY HYDRATED.

Whether you like the taste of it or not, water is an important part of good health. Consider having an in-office water cooler to make it easy for you and your team members to stay hydrated throughout the day. If this isn't a possibility, keep a small refrigerator in your office to hold bottled water.

8. CHOOSE HEALTHY OPTIONS AT RESTAURANTS.

Eating out is inevitable for a busy professional, but you don't have to settle for greasy fast food options. Almost all restaurant chains have healthy dining options to attract health-conscious customers. To play it safe, stick with grilled instead of fried and choose sides like fruits, soups, and salads over fries or onion rings.

9. MAKE FAMILY DINNERS A PRIORITY.

Evening meals are an important time for families. Make sure you're home every evening in time to share a leisurely meal with your spouse or your family. If you're single, schedule regular get-togethers with friends where you enjoy a healthy meal. This will help you maintain a healthy work-life balance.

10. GROCERY SHOP WISELY.

Experts recommend spending most of your time in the outer sections of the grocery store when shopping for food. Produce, dairy, meats, poultry, and eggs should make up the majority of your shopping time, keeping you away from the packaged, preservative-filled foods in the center aisles.

11. CHOOSE QUALITY.

Make sure most of your diet includes nutrient-dense foods that let you accomplish more with less. Avoid sugar and empty calories and instead focus on making sure each snack and meal packs as much punch as possible. Remember, you're going for fueling your body and mind so you can accomplish more.

12. LIMIT ALCOHOL.

As tempting as it can be to indulge in a happy hour drink after work, it's one of the worst ways to add calories to your diet. While the occasional drink or two won't hurt, it's important to moderate your alcohol consumption, especially if the rest of your diet is severely lacking.

If you take care of your mind and body, you'll find you're more productive and have more energy throughout the day. You'll also keep yourself healthy, which will allow you to avoid visits to the doctor and ongoing illnesses. When you take care of yourself, it is not just your health that benefits -- your business will to.

Source: Rampton, John. "12 Ways to Eat Healthy No Matter How Busy You Are." Entrepreneur.com. Entrepreneur, 5, May 2015. Web. Jan. 2020
(Opinions expressed by Entrepreneur contributors are their own.)

10 GREAT EXAMPLES OF WORKPLACE WELLNESS PROGRAMS

Developing a fitness habit or a health habit can take considerable effort, with estimates ranging from 21 to 66 days of daily repetition. Considering the improvements made to the health and well-being of a workplace, and the amount of time we spend at our workplaces, it makes sense to foster workplace wellness programs. Not only does it affect the productivity output of team members, but it makes them feel good in all areas of life—including work.

As the world of work progresses, one of the signs of a top-notch employer will be the quality of their workplace wellness program in recruiting and retaining talent. Big or small, all businesses can benefit from some form of a wellness initiative at work.

1. ON-SITE FITNESS CENTERS

This might be considered the granddaddy of all corporate wellness program examples. Not everyone can provide their team members with a 72,000 square foot fitness center, but Chesapeake Energy considers it a completely justified expense for recruiting and retaining healthy team members. The fitness center offers team members an Olympic-sized swimming pool, a rock climbing wall, and access to personal trainers.

What makes this wellness program great?
The fitness center is just one part of the company's 'Living Well' program, which offers cash incentives for team members who participate and meet their goals in various areas of the program. Chesapeake Energy clearly cares about their team members' well-being and has provided them with as much support as possible to help them reach their goals.

2. SMOKING CESSATION PROGRAMS

It's no secret that, on average, team members who smoke cigarettes

cost their employers more money due to health issues compared to non-smokers. Some workplaces have found it in their best interest, both ethically and economically, to offer smoking cessation programs to their team members.

Union Pacific offers a smoking cessation program that consists of lifestyle coaching, as well as pharmacological assistance, to their team members. Their program has helped reduced the number of their team members who smoke from 40% in the 1990s down to 17% in 2007.

What makes this wellness program great?
Union Pacific understands that pharmaceuticals alone may not work for all team members. The addition of coaching for team members trying to quit smoking may make the difference between success and failure.

3. TRANSIT OPTIONS

Encouraging alternative methods of transportation, such as bike sharing or public transit incentives, are beneficial to the workplace and the future of the environment. Facebook's campus in Palo Alto offers a bike-sharing program for team members to cycle to places around campus rather than driving. At Rise, we encourage our team members to take public transportation by reimbursing employees for their transit passes.

What makes this wellness program great?
This type of program will appeal to current and potential employees who value environmental responsibility.

4. PARAMEDICAL SERVICES

Google offers paramedical services, like massage therapy, to their team members while they're at work. In fact, Google employs a massage program manager, as just one of 35 massage therapists employed in their United States offices. Massage therapists go through an interview process at the company as well, where they demonstrate their skills (which sounds great for the interviewer).

What makes this wellness program great?
There's a reason why Google is consistently rated one of the best workplaces in the world. Going above and beyond what team members expect from their employer is a great way to encourage a reciprocal effort. A relaxed and calm team member is a joy to have in the workplace, which is likely the main reason that Google offers the service.

5. YOGA CLASSES

Modify offers their team members yoga classes twice per week, which, weather permitting, is moved to their rooftop boasting stunning views of Vancouver's ocean and mountains. The most important requirement for practising yoga is the space to do it, and many companies are using their conference or break rooms to provide yoga classes for team members throughout the workday.

What makes this wellness program great?
Yoga and meditation is an extremely effective stress reliever. Team members at startups or PR agencies often have to deal with tight deadlines and overtime. Yoga is an effective way to incorporate self-care into work, so that team members don't have to feel guilty about neglecting work.

6. LUNCH AND HEALTHY SNACKS

With only 30 minutes for lunch, many team members may feel that they have to eat fast food when buying their lunch. Bandwidth offers a 90-minute Fitness Lunch to their team members—enough time to play a sport, hit the gym, or to head home for a healthy homemade lunch. Again, Google sets the bar high with their cafeterias, offering catered lunches and snacks to team members throughout the day. Services have popped up recently that will deliver healthy snacks to your office, like Natural Source and Mindful Snacks.

What makes this wellness program great?
A lunch and snack program will appeal to all of your team members—since everyone has to eat! Promoting healthy eating in the workplace benefits everyone in the office. Healthy and communal eating programs encourage interaction between people from different teams, and the cafeteria provides one such place where a large and diverse workforce can mingle and connect.

7. EMPLOYEE ASSISTANCE PROGRAMS

Wellness not only means taking care of the body but the mind as well. Accenture provides confidential support for issues like stress, substance abuse, depression, and anxiety. Accenture knows a lot of work-related stress can be addressed outside of the workplace through guided support programs, so they provide access to programs, such as financial assistance, for all of their employees. Employees are also rewarded for setting wellness goals and accomplishing them.

What makes this wellness program great?
Employees who need extra assistance outside the workplace get the help they need to perform their best. Companies like Accenture realize that support for their employees shouldn't end once they leave the building. By providing extra support initiatives, organizations can communicate a certain level of empathy and support for their people, thus boosting satisfaction and confidence between the employer and the employee.

8. NAPS

How does an after-lunch snooze sound? Professional or not, there's no argument that a good nap always leaves one feeling completely refreshed. That's why innovative companies like Zappos, Facebook, and Asana provide specialized nap rooms for employees looking to catch some afternoon rest. Due to the flexible work schedules, employees can catch a quick nap and return to their projects with renewed energy.

What makes this wellness program great?
While simply having a dedicated nap room isn't technically a "program", naps have clinically proven benefits when it comes to productivity. We've all felt that afternoon lull after lunch. But we're not telling you to let Steve from the accounting department hibernate under his desk. We're telling you to let employees recharge in ways that suit them best. Maybe it's allowing employees extra time to go outside for a walk or having a quiet area for staff members to read. The idea is to not be so rigid in the ways employees spend their off time. Everyone gets energized in different ways and finding out what those are can improve mental wellness and productivity.

9. WELLNESS CHALLENGES

Workplace challenges related to wellness, from health challenges to fitness challenges, are effective in promoting healthy lifestyles within your workforce. At Rise, we've designed and ran workplace wellness challenges that encouraged our team members to engage

in workouts of their choosing and drink more water at the office. By tracking their progress, their team would be eligible to win a health-related prize at the month's end.

What makes this wellness program great?
Our monthly fitness challenges and water challenges were successful in promoting regular physical exercise and daily hydration amongst our people. It's become a core part of our company culture, motivating our teams to reach goals, interact with their colleagues, and improve their wellness habits.

10. WELLNESS ADVENTURES

Like many companies, Zappos offers fitness subsidies, health benefits, and wellness reimbursements. According to their wellness coordinators, physical activity is important but shouldn't be made mandatory. As a part of their wellness efforts, the Zappos team schedules optional wellness adventures for their employees with the goal of getting away from their desks for a little while. This could look like a one hour golf lesson or even laser tag. The wellness adventures are kept broad to appeal to a wide range of people, and most importantly, are focused on having fun.

What makes this wellness program great?
Hosting wellness adventures is great fun for everyone. Remember, not everyone is able to participate in all physically active events. Scheduling a wide range of monthly events can let those who get their exercise in elsewhere or who aren't very active at all to join in. It appeals to more people cause it focuses on fun first rather than exercise.

Source: "10 Great Examples of Workplace Wellness Programs." Risepeople.com. Rise, 7, May 2019. Web. Dec. 2019

HOW NONPROFITS CAN BUILD PARTNERSHIPS WITH BUSINESSES

When it comes to increasing visibility and funds for a nonprofit, it can sometimes feel like an uphill battle. From social media marketing to email campaigns and in-person events, your nonprofit has undoubtedly run the gamut to find what works and what doesn't. But for many nonprofits, especially smaller ones with few volunteers or support staff, business partnerships are an often-overlooked or underestimated avenue for growth.

In reality, building a relationship with a for-profit business can be beneficial for both the business and the nonprofit in ways you may not have anticipated. However, the first step—asking businesses if they're interested in a partnership—can be the roadblock that prevents both businesses and nonprofits from reaping the rewards. That's why we're sharing what nonprofits have to offer partners, as well as how nonprofits can take the first step in seeking beneficial partnerships with for-profit companies.

NONPROFITS HAVE A LOT TO OFFER BUSINESSES

One of the most common obstacles a nonprofit group encounters when considering a business partnership is plain old confidence. Nonprofits have a lot to offer a business, even if they're small. How? It comes down to sales, corporate social responsibility, employee satisfaction, marketing, and implementation.

SALES

An increase in sales, better shareholder returns, and an improvement in return customers are all possible with nonprofit partners. That's because studies show consumers want socially responsible businesses and will actually choose these companies over their competitors. They may even seek out responsible products and services as alternatives. Up to 66 percent of consumers are willing to pay more to a company that reflects these values. By teaming up with a nonprofit, a business can sell more products, engage more of those elusive customers, and be more competitive in a flooded market. Sharing similar statistics with businesses when your nonprofit is seeking a partner can appeal to the social and fiscal sides of the company.

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility, or CSR, is a policy that businesses can put in place to decrease the social, financial, and environmental effects of "traditional" operations. By establishing these policies, businesses work both internally and externally to be more responsible stewards. Because consumers are demanding more transparent and responsible products and services, more and more businesses are creating corporate social responsibility policies. This means a nonprofit could actually help a business become more profitable and attractive to consumers through partnership.

EMPLOYEE SATISFACTION

There's another unexpected benefit to partnerships between nonprofits and for-profits: employee productivity. In a world where employees feel disengaged and disconnected from their work, volunteering and giving back in the workplace can actually improve feelings of engagement and loyalty. This, in turn, decreases turnover, increases productivity, and builds company culture. Also, Millennials—currently the largest workforce in the U.S.—are highly motivated to give, making a nonprofit partnership a great way to attract these highly skilled workers. Because partnerships are often executed by a company's employees, this is highly valuable information to bring into your outreach.

MARKETING

With marketing, a business and a nonprofit will likely see a boost in brand recognition and overall visibility—and they might not even have to pay for it! Because consumers want to see businesses supporting social causes, it's possible that a partnership could lead to media attention, social media engagement, and a better "word of mouth" reputation. This level of recognition can help attract new customers for the business and can increase donations and engagement for the nonprofit. Focusing on this potential byproduct of a partnership is great motivation for both the nonprofit and the business.

IMPLEMENTATION

Small nonprofits seeking business partners may feel especially ill-equipped to find them, but they're often more valuable to businesses than they realize. Small nonprofits offer a "foot in the door" that many larger operations do not normally provide; businesses actually have to jump through a lot of hoops—or donate a lot of money—to get into partnerships with large nonprofits (e.g., Red Cross, Habitat

for Humanity, etc.). With a smaller, more agile nonprofit, businesses are able to kickstart the partnership with much more ease—and they're able to make more of a difference immediately.

Of course, when deciding to partner with a nonprofit, businesses want to know they're going to see returns, which is why it's important that nonprofits know how to approach a business with a mutually beneficial offering.

HOW NONPROFITS CAN FIND BUSINESS PARTNERS

To find a business partner for your small or medium-sized nonprofit, start by looking for a business with values that align with your mission. Small and medium-sized businesses in your local area may be open to partnerships, as they likely haven't formed other partnerships themselves. To get started, do a quick internet search for businesses in your area and find contacts to email or call (Human Resources, Employee Relations, or Community Engagement titles may be your best bet). A combination of Google search and LinkedIn is a great way to do this.

NOT SURE WHAT TO SAY TO A BUSINESS ONCE YOU'VE FOUND THE CONTACT?

"Tell a story that will resonate with this particular business partner," says author of Storytelling in the Digital Age: A Guide for Nonprofits, Julia Campbell. "Find out what they have invested in previously, where their interests lie, and what other organizations they are involved with." This doesn't have to require a lot of upfront work; simply search for small to medium-sized businesses and look at the About and Mission pages on their websites. This will tell you in quick time whether or not their values align with your own.

When reaching out to companies of any size, smaller nonprofits (or even large nonprofits unfamiliar with partnerships) can highlight how they are:

- Aligned with the business's values
- Able to help boost sales, visibility, and employee productivity
- Ready to get started/implement a partnership
- Able to engage with the business one-on-one
- Positioned to strengthen the business's local reputation

Focusing on businesses that are a) strongly aligned with your values, b) local to the community you're working in, and c) both local and aligned will help exponentially with your outreach. Once you've contacted the right person (anticipate a couple of forwarded emails), you can start cultivating a partnership that is great for both organizations.

BUILDING STRONG BUSINESS PARTNERSHIPS

The first step after pitching a potential partnership is to get clear on what both parties expect or want from the arrangement. Julia recommends, "Get them involved in organizing the partnership. This will ensure ownership from both sides and make the partnership stronger over time." When both organizations understand how a partnership will support them over time, it will be easier to target the next course of action. To kickstart a partnership, Julia says, nonprofits should "ask [the business] how you can help them. Perhaps you can connect them with civic leaders, other community partners, other resources?" This way, nonprofits (especially those that are most worried they don't have anything to offer) can establish their value right out of the gate.

Once the ground rules are established, it's time to rock and roll!

THE FUTURE OF YOUR PARTNERSHIP

Gaining a partnership and maintaining one are not the same thing. To ensure that your business partner is happy with the outcomes of your arrangement, make sure to schedule frequent check-ins or events where you can touch base. Companies want to see proof that the partnership is providing at least some ROI, whether through reporting methods (number of events, social media metrics, increased donations, etc.) or through stories of impact. Thanking the business for their help in improving your community programs, or for making a new venture possible for your nonprofit, is a great way to reaffirm their decision to partner with you—even if there aren't tangible benefits to their bottom line (yet).

"Partnerships are like gardens, they need tending and they need attention," Julia shares. "You can't simply set one up and walk away. Be grateful, understand how the partnership benefits both sides, and acknowledge their involvement frequently."

Source: Doyle, Latasha. "How Nonprofits Can Build Partnerships with Businesses." Trust.guidestar.org. GUIDESTAR by Candid, 17, Oct. 2018. Web. Dec. 2019

Bruce K. Foulke, President and CEO of American Heritage Credit Union ("American Heritage") has been named a recipient of the Most Admired CEO awards by the Philadelphia Business Journal. "It was an honor to be recognized with so many distinguished leaders in our area," stated Foulke. "This accolade would not have been possible without the continued support and vision of the American Heritage Board of Directors and employees. Their continued commitment to our membership and dedication to serving our communities helps make American Heritage the premiere financial institution in our region."

American Heritage Credit Union's Bruce K. Foulke named a Most Admired CEO by Philadelphia Business Journal.

Inspire Federal Credit Union announced two key executive appointments. Brian Phillips has been promoted to Senior Vice President, Relationship Development. Phillips joined Inspire Federal Credit Union in 2015 and most recently held the title of Vice President, Relationship Development. Phillips has established a successful track record in organizational growth and development. Among his new responsibilities will be strategic oversight of member facing areas such as lending, marketing and business development. Judith Bauer will join Inspire Federal Credit Union as Vice President, Lending. Bauer brings with her over twenty years' experience in the credit union industry. Bauer's expertise includes consumer and real estate lending, collections, compliance, marketing, audit, quality control and training. Judy will be responsible for managing and growing the consumer lending area as well as coaching and leading the lending team.

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The Pennsylvania Department of Education (PDE) announced that Bucks County Technical High School will receive a $50,000 matching grant for new equipment for its Machine Technology/ Advanced Manufacturing program. Nearly $1.2 million in competitive grants were awarded to 32 Career and Technical Centers (CTC) across the state for the purchase of new equipment aligned to training students in high-demand occupations. The purpose of the grant is to purchase equipment aligned with the needs of local employers for use in PDE-approved Career and Technical Education (CTE) programs and to provide hands-on training to students in those programs. BCTHS will use the funds to purchase 1 (one) 5-axis Milling Rotary and 3 (three) CNC Lathes.

The Cure Insurance Arena has been recognized as one of the "Top 200 Arena Venues" in the world. The ranking of the top 200 busiest arenas by Pollstar. Cure Insurance Arena ranked 12 in the U.S. for Arenas with seating capacities of 10,000 or less, 171 in the world in the U.S. for all arena sizes, which represents a considerable jump for the mid-sized venue, as the arena was not ranked in 2018.

The past two years Bucks County based Mid Atlantic Event Group has provided the City of Providence, Rhode Island with a 1,000 pound LED Ball Drop to ring in the new year. This year the LED Ball was raised over 100 feet into the air as thousands came out to ring in a new decade. "We'll check out the wind and see everything, but we're going to push this thing upwards of 100 feet this year," Kyle Kelly of Mid Atlantic Event Group. "The ball pushes upwards of 1,000 pounds. You've got tens of thousands of LED pixels on this thing."

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12:00 P.M. – 5:00 P.M. AT SESAME PLACE

This event is for everyone, not just Young Professionals!

THE DAY INCLUDES:
Lunch • Networking • 3 Workshop Presenters • Panel Discussion • Keynote Speaker

Presenters and Topics:
Michelle O'Reilly, Dale Carnegie – Persuasive and Impactful Communication
Erin Klebaur, Imbue Creative – Personal Brand/Effective Networking
LeTonya Clark, MS, CPC, Chestnut Hill College – Professionalism in Electronic Communication

Panel Presentation: Impact of Chamber and Community Involvement on Professional Development
Keynote Speaker: Mandy Mundy of Network of Victim Assistance (NOVA)

Thank you to our Presenting Sponsor: Sesame Place • **Prime Sponsor:** Univest
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For more information on the program, please contact the
Lower Bucks County Chamber of Commerce at 215-943-7400 or LBCCC.org.

Meet Mandy Mundy – Keynote Speaker

KEYNOTE PRESENTATION: Making a Difference: Dare to Matter
Giving back to is a WIN-WIN. We hear and see this message repeatedly with quotes and sayings flashing across social media and ads encouraging us to get involved.

QUOTES LIKE:

"Remember that the happiest people are not those getting more, but those giving more." - H. Jackson Brown Jr.

"The best way to find yourself is to lose yourself in the service of others." - Mahatma Gandhi

"The smallest act of kindness is worth more than the grandest intention." - Oscar Wilde

And of course, the famous line in the book The Lorax, written by Dr. Seuss: "*Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.*"

The benefits of volunteering obviously are not age-discriminative. However, there are a number of reasons it is important to make philanthropic and socially-minded commitments as young professionals.

In a time when life is busy rushing forward, how do you decide what is important and deserving of your time, your energy and your talents. How do you choose where to give back, when to get involved and how much time to dedicate?

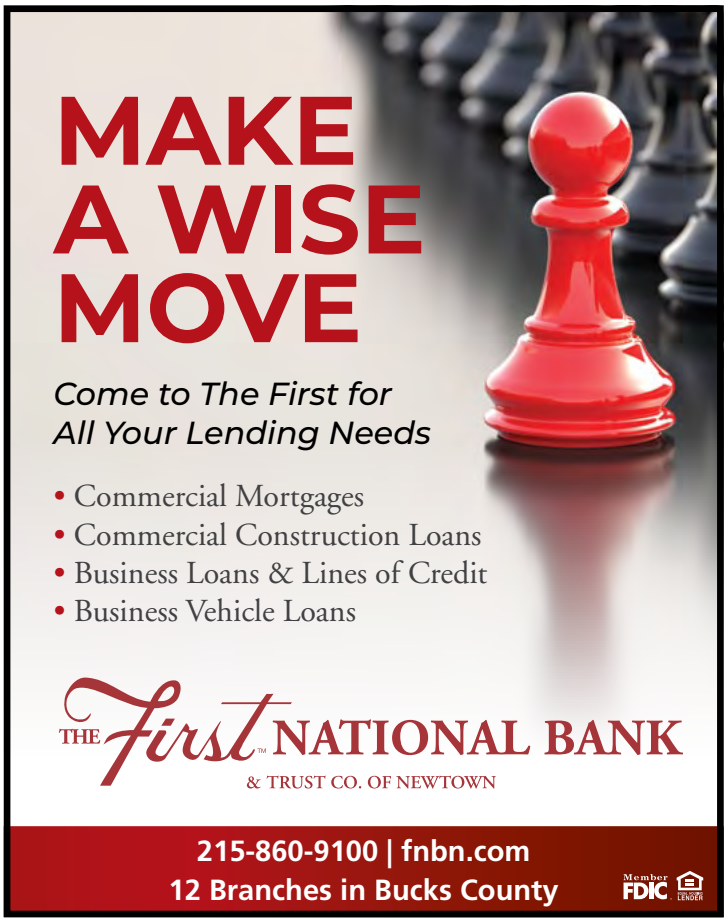
Spend time during this talk discovering the benefits of community engagement and interaction; motivations and preferences for volunteer opportunities; and strategies to connect and engage with causes you care and are passionate about. Listen to discover your WIN-WIN.

MANDY MUNDY is the Senior Director of Programs and Services at Network of Victim Assistance (NOVA) in Bucks County, where she has worked for over two decades. Mandy's diverse experiences at NOVA exemplify her expertise in project management, team leadership and development, and implementing and expanding successful social service programs while striving to improve organizational efficiency and quality.

In an effort to generationally diversify NOVA's board of directors, Mandy developed and implement a board preparatory training program for young professionals. The project's aim was to teach participants to leverage their leadership skills with the goal of becoming successful future board members. NOVA's Young Professional Advisory Board ran for seven years and graduated over six dozen young professionals from this apprenticeship program.

Mandy is a motivator and brings energy and enthusiasm to the everyday work environment. An engaging speaker and trainer, she is frequently a guest for radio and television interviews and has been invited to present at conferences and seminars locally, statewide and nationally.

Mandy was a previous recipient of the Governor's Victim Service Pathfinders Award for Prevention Education and Outreach for Pennsylvania. A graduate of a state university, Mandy received a Bachelor's Degree in Elementary Education from Bloomsburg University and her Master's Degree in Nonprofit Leadership from LaSalle University. Mandy and her husband, Jim, both grew up in Bucks County and are now raising their two children (and beloved pets) in Doylestown, PA. Mandy was a Girl Scout growing up and is honored to now be the leader of her daughter's Cadette Girl Scout troop.



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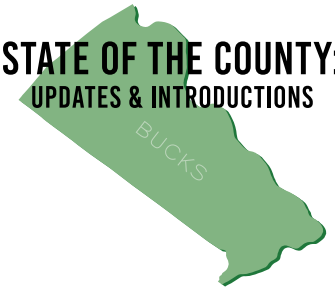
UPDATES & INTRODUCTIONS



March 5
11:30 a.m. - 1:30 p.m.

Celebrations
2201 Galloway Rd
Bensalem, PA

Bucks County Commissioners Diane M. Ellis Marseglia, Gene DiGirolamo and Robert J. Harvie Jr. will be present to introduce themselves and discuss their goals and plans for Bucks County!

Member Ticket $30 | Non-member Ticket $40

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