OUTLOOK
MAGAZINE

SEPT/OCT 2018 ISSUE
LBCCC.ORG

1958 60TH Anniversary 2018

meet
MICHAEL EINBINDER-SCHATZ
and learn more about Leadership Bucks County
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Editorial Focus
SPORTS & LEISURE, TECHNOLOGY, MARKETING, YOUNG PROFESSIONALS
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Lower Bucks County Chamber of Commerce

The voice of business.

LOWER BUCKS COUNTY CHAMBER OF COMMERCE

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PLANT LADY OF BUCKS COUNTY

COVER DESCRIPTION
Michael Einbinder-Schatz, a Leadership Bucks County 2017-18 Graduate.

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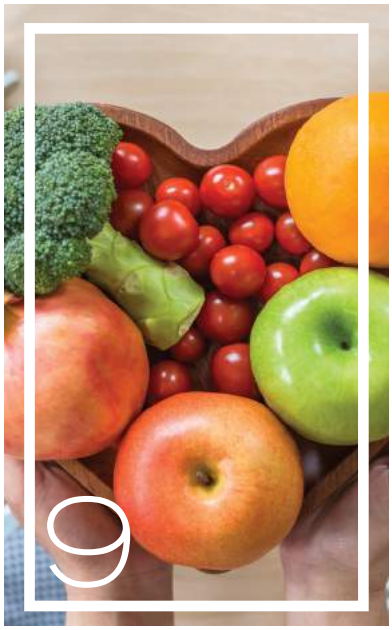
Bill Koelewyn



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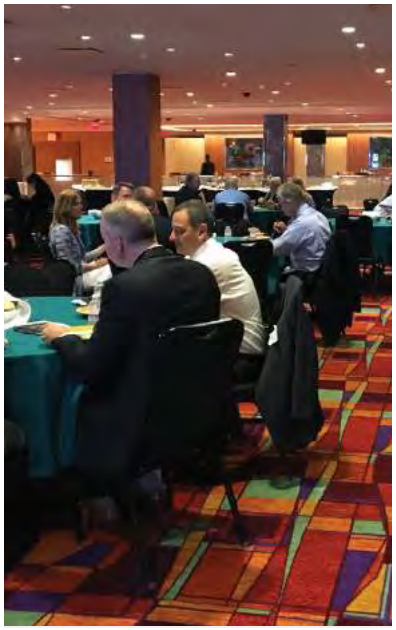

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Chairman's Message

from the Chamber's Chairman of the Board

Golf! The very word evokes the image of rolling greens and natural quiet. Hectic workdays and a full schedule when we get home is too often depleting. For those who enjoy it, taking a few hours on a weekend or a mid-week late afternoon to play 18 or even just 9 has the benefit of a mini vacation. OK, I understand this is not what comes to mind for everyone. What can be for everyone, is a day at Jericho National Golf Club. Arguably the premier golf course in Bucks County, Jericho has made the entire course available to us on September 17th. Serious golfers will be challenged. Occasional golfers like me will have fun because the team score is based on 'best ball'. Mostly, we are a group of business people who love to network with a purpose. The Golf Outing is just that, so please check the website at www.LBCCC.org for more information. Registration is quick and easy. Last years' event was great, thanks to the good efforts of our Sports & Entertainment Committee Co-Chairs Brian Tierney of Streamline Payroll, LLC and Brian Zavodnick of Process Plus Legal Services.

Special thanks to our Technology Committee for engineering a total upgrade to voice communications, computing and wi-fi throughout our building. The boardroom and Connor/Glickenstein conference room each now have conferencing speaker phones that enhance participation for meeting attendees who need to call in. We are grateful for the countless hours donated by the committee led by Chris Mangano of Mercadien Technologies.

The Young Professionals Summit at Woods Services Training Center in June was very successful. A half day of learning in an interactive format was well received by over 70 attendees. Four outstanding speakers left us wishing for more. Thanks to great effort by Vince Marcucci of Trenton Thunder and Jay Saxton of Construction Building Materials (CBI), the Young Professionals Summit provided a meaningful professional development experience. This year we have brought the Young Professionals Committee and Future Business Leaders Committee under one umbrella. Led by Tyler Yankey, Director of Program & Marketing for Washington Crossing Council, Scouts BSA, this committee is inviting new members. Young Professionals are the future of our chamber. You can be part of setting the agenda and educational direction while being social. The chamber is a wonderful platform for your own personal development, exposure for your business endeavors and making friends.

For those who are not aware, we have an amazing business resource inside our own chamber building at 409 Hood Boulevard, Fairless Hills. The organization is SCORE. With chapters across the country, SCORE is made up of experienced business people who provide mentoring and counseling to people planning to start a business and existing businesses in need of change or improvement. David Boster is the chairman of the Lower Bucks Chapter and is looking forward to working with more LBCCC member businesses as needed. For more information **visit www.buckscounty.score.org or email scores570@verizon.net**

Six decades of providing advocacy, education and networking for business means a lot of energy has been expended by staff and volunteers! Literally thousands of people have worked on building and sustaining the Lower Bucks County Chamber of Commerce over 60 years. Let's take a break from business! Now it's time to celebrate, let our hair down and have some fun! So mark your calendars for Saturday evening, October 13th for food, drink, music, dancing & enjoyment as we 'Cruise Through the Decades' at the 60th Anniversary Celebration at the Sheraton Bucks County Hotel. Its' for everyone, not just members, so invite your fun friends to celebrate this milestone event together!

Bill

Bill Koelewyn, Chairman of the Board

THE KEYNOTE AT TWINING VILLAGE RETIREMENT COMMUNITY

New members Jim Durkin (Council of Southeast PA, Inc.), Linda Jensen (Danaher Lynch Family Foundation), and Charles Schofield (Foundations Supportworks by BQ Basement Systems), center, with Bill Sheffer (First National Bank & Trust Co. of Newtown/Keynote Chair), Minesh Pathak (Lower Bucks County Chamber of Commerce), left, and Bill Koelewyn (225 Lincoln Properties LP/Lower Bucks County Chamber of Commerce Chairman of the Board), right.

BUSINESS CARD EXCHANGE AT CJ'S TIRE & AUTOMOTIVE

New Member Eric Reynolds (Catalyst Outdoor), center, with Bryan Hughes (Bryan Hughes Business Connections & Total Technology Resources/BCE Chair), left, and Lower Bucks County Chamber of Commerce Executive Director Minesh Pathak.

please join us in welcoming

these new Chamber Members as of 7.24.18

BUSINESS CARD EXCHANGE AT 225 LINCOLN PROPERTIES LP

Minesh Pathak (Lower Bucks County Chamber of Commerce) and Bryan Hughes (Bryan Hughes Business Connections & Total Technology Resources/BCE Chair) welcomed new members to their first Business Card Exchange. From left: Bryan, Glenn Gains & Monika Polakevic (Ahia Commercial Real Estate – SVN), Shante Annigew (Candlewood Suites), Charles Calvert (Ahia Commercial Real Estate – SVN), Alex Errico (A. Errico Media, LLC), Minesh, and Chichi E. Ahia (Ahia Commercial Real Estate – SVN).

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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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the keynote & business card exchange

BUSINESS CARD EXCHANGE AT 225 LINCOLN PROPERTIES LP

Many Lower Bucks County Chamber of Commerce members and guests stopped by the Business Card Exchange held at 225 Lincoln Properties LP in June.

Left: Scott Fegley (The Fegley Law Firm), Bill Pelosi (Litchfield Cavo LLP), and Allan Goulding, Jr. (Curtin & Heefner LLP).

Right: Paul Clough (Fresnel Partners), Jen Kline Clark (Bucks County Coffee News), Danielle Bush & Sheri Ratner (United Way of Bucks County), and Ebbe Skovdal (iDIMENSIONS) enjoy networking with one another.

THE KEYNOTE HELD AT TWINING VILLAGE RETIREMENT COMMUNITY

It was another great Keynote, the chamber's monthly morning meeting, at Twining Village Retirement Community in July!

Bottom Left: Bill Sheffer (First National Bank & Trust Co. of Newtown/Keynote Chair), Teresa Long (Twining Village Retirement Community/Host), Scott Fegley (The Fegley Law Firm/Speaker), Minesh Pathak (Lower Bucks County Chamber of Commerce), Denise Bowman (Antheil Maslow & MacMinn, LLP/Speaker), and Bill Koelewyn (225 Lincoln Properties LP/Lower Bucks County Chamber of Commerce Chairman of the Board).

Bottom Right: Robin Connor (E. W. Kaufmann Company) and Kim Romani (Streamline Payroll, LLC).

CJ'S TIRE & AUTOMOTIVE HOSTS THE BUSINESS CARD EXCHANGE!

First time host and sponsor CJ's Tire & Automotive held a fantastic Business Card Exchange in July at their location in Fairless Hills.

Left: Regan and Janice Savage (The Regan Savage Team) had a great time networking with Chichi E. Ahia (Ahia Commercial Real Estate – SVN).

Right: Patty Pietrak (Nothing bundt Cakes), Dan Paschke (March of Dimes Foundations), and Rhonda Okamoto (Legal Shield).

EXCEPTIONAL VOLUNTEERS HONORED AT BUCKS BUSINESS CONNECT

With the conclusion of the Chamber's 2017-18 fiscal year in June, an Annual Meeting & Volunteer Recognition was the featured program at the June Keynote monthly morning breakfast meeting. Sponsored by St. Mary Medical Center and held at the picturesque Pen Ryn Estate on the Delaware, this event recognized our wonderful volunteers and included a presentation by Kristen Nielsen Donnelly, MSW, M.Div., PhD of Abbey Research who spoke on volunteerism. The Lower Bucks County Chamber of Commerce would like to express our thanks to all those members who helped to make it a great year for the Chamber!

THANK YOU BRANDON!!!

Below: Brandon McFadden (BB&T) received a plaque in appreciation for his year of service as our Chairman of the Board.

BOARD OF DIRECTORS

Left: Brandon McFadden (BB&T/Lower Bucks County Chamber of Commerce 2017-18 Chairman of the Board) thanked his Board of Directors who were in attendance! Front row: Robin Connor (E. W. Kaufmann Company), Dave Dixon (Transworld Systems), Kathie Jankauskas (KJanStudio), Suzy Buehler (McCafferty Auto Group), Denise Bowman (Antheil Maslow & MacMinn, LLP), and Susan Rosner (Calder Associates). Back row: Brian Tierney (Streamline Payroll, LLC), Kevin Wiener (Advanced Merchant Group), Randy Beaman (Univest), Bill Koelewyn (225 Lincoln Properties LP), and Jeff Davis (Sesame Place).

THEY'RE SHOT IN THE ARM WITH ENTHUSIASM "SITAWE" FOR THE LOWER BUCKS COUNTY CHAMBER OF COMMERCE!

The prestigious "SITAWE" Award is presented to those individuals who are recognized for being "Shot in the Arm with Enthusiasm" for the Lower Bucks County Chamber of Commerce! The recipients of this award are unveiled at the Annual Meeting & Volunteer Recognition and it's a surprise to them!

Right: Brandon McFadden (BB&T/Lower Bucks County Chamber of Commerce 2017-18 Chairman of the Board) with our "SITAWE" Award Recipients; Bryan Hughes (Bryan Hughes Business Connections & Total Technology Resources), Bob Shegda (LyncServe), Karen D'Aprile (Bucks Welcome Group), and Chris Mangano (Mercadien Technologies).

COMMITTEE AND ROUNDTABLE CHAIRS

Chairs volunteer to help with a special event or projects and offer support to fellow members!

Above: Brandon McFadden (BB&T/Lower Bucks County Chamber of Commerce 2017-18 Chairman of the Board) with Committee and Roundtable Chairs in attendance. Front row: Brian Tierney (Streamline Payroll, LLC/Sports & Entertainment), Cheryl Campbell (The Christmas Gala/Non-Profit Advisory), Tyler Yankey (Washington Crossing Council, Scouts BSA/Future Business Leaders), Rose Cooper (Bucks County Community College/Leadership Alumni), Rhonda Okamoto (Legal Shield/Women in Business), Bryan Hughes (Bryan Hughes Business Connections & Total Technology Resources/BCE), and Danielle Bush (United Way of Bucks County/Leadership Alumni). Back row: Jessica Sweeney (Penn Community Bank/Leadership Advisory), Ryan Parry (William B. Parry & Son, Ltd./Leadership Advisory), Kevin Wiener (Advanced Merchant Group/Member Benefits), Chris Mangano (Mercadien Technologies/Technology), Brian Zavodnick (Process Plus Legal Services, LLC/Sports & Entertainment), and Bill Sheffer (First National Bank & Trust Co. of Newtown/Keynote).

SHINING STAR AWARD

An award that is presented to a member for their selfless leadership, passionate guidance and exemplary length of service as a member. This award is also a surprise to the recipient and membership. The Shining Star Award was presented to our now Chairman of the Board, Bill Koelewyn of 225 Lincoln Properties LP

Below: The Lower Bucks County Chamber of Commerce staff Kim Bloemker & Susan Harkins, 2017-18 Chairman of the Board Brandon McFadden (BB&T), Shining Star Award Recipient (and current Chairman of the Board) Bill Koelewyn (225 Lincoln Properties LP), Lower Bucks County Chamber of Commerce staff Minesh Pathak, Tracy Petock, & Ann Marie Robalik.

FEATURED SPEAKER

Left: This year, we had a featured speaker to go along with the Volunteer Recognition program. Kristen Nielsen Donnelly, MSW, M.Div., PhD of Abbey Research spoke about the "Value of Volunteerism."

CEREMONIAL PASSING OF THE GAVEL

Right: Brandon McFadden (BB&T/Lower Bucks County Chamber of Commerce 2017-18 Chairman of the Board) passed the gavel to our new Chairman of the Board, Bill Koelewyn (225 Lincoln Properties LP)

SHARPEN YOUR EDGE SPONSORED BY E-XPLORATIONS MARKETING & KJANSTUDIO

At our recent Sharpen Your Edge seminar, three pros shared 10 digital marketing tips in 60 minutes. Tips on Search Engine, E-mail, and Social Media were provided to those in attendance. Our three marketing professionals, Tom Gilmour, president of e-Xplorations Marketing, Kathie Jankauskas, owner of KJanStudio, and Rachel Fullan, marketing manager of LyncServe presented valuable marketing ideas the attendees could use right away. Attendees learned how to win in Google with great content and keywords, how to engage your audience with effective e-mail, how to implement social media strategies to grow their business, and much more!

Right: Tom Gilmour (e-Xplorations Marketing), Kathie Jankauskas (KJanStudio), and Rachel Fullan (LyncServe).

GET ACQUAINTED WITH YOUR CHAMBER SPONSORED BY REPUBLIC BANK

New Lower Bucks County Chamber of Commerce members and those interested in joining who attended the 'Get Acquainted' meeting in June learned more about what the Chamber has to offer. They also met Chamber staff and committee chairs and had a delicious lunch. As the sponsor, Drew Mitchell of Republic Bank had a few minutes to talk to the attendees and welcome them to the event.

Bottom Left: Jen Kline Clark of Bucks County Coffee News, and Chair of the Ambassadors Committee, gave an overview of the Lower Bucks County Chamber of Commerce and the programs and benefits that are offered to members.

60 YEAR *members*

Here is a look at two of our members who have been with the Lower Bucks County Chamber of Commerce for at least 60 years. Stay tuned to learn more about our 60 year members in each issue of Outlook in 2018!

When you've been around Bucks County for as long as we have, you become part of the fabric of the community. Today, Penn Community Bank is the neighbor you turn to when you need banking, lending, insurance and investment advice. We are real people, right where you live.

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With roots that stretch back to 1885, Penn Community Bank has grown along with Bucks County. We offer financial services at 23 branch locations throughout the county, from Bristol to Riegelsville, and our online and mobile banking services give you convenient access to your accounts around the clock. We're with you, wherever you are.

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Vision: Maximize long-term value per share by being the most valuable and respected science company in the world

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Combination of low-cost and value-add products enables superior value creation throughout the cycle

- Integrated manufacturing positions in chemicals, plastics, key materials and agriculture
- Low cost in all product and asset positions, leveraging integrated sites
- Presence in all growing geographic markets
- Growing downstream specialties for value add to low cost positions
- Will be in some commodities to achieve low cost for our integration, & will run these for maximum cash to reinvest in:
  - Specialty positions (Integrated Plastics)
  - Value-add specialties (Electronics & Agriculture)
  - Reward our shareholders via share buybacks and dividend increases

Values

- Integrity
- Respect for People
- Protecting Our Planet

Thank You!

RICCIARDI BROTHERS PAINTS!

The Lower Bucks County Chamber of Commerce would like to thank Ricciardi Brothers Paints for their gift and discount of the paint that was used to paint the chamber building! Founded in 1929, the company has diversified into three areas with them being the retail paint stores, the home design showrooms, along with an outside commercial sales team. As the company grew, it became the largest Benjamin Moore dealer in the United States and continues to expand today as well. These achievements would be extraordinary for a public company but are remarkable for Ricciardi Brothers, since they are a family-owned and private company, whose brand is continuing to open in new markets to better serve their customers. We truly appreciate your donation!

SHARE YOUR ENTHUSIASM

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

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LOWER BUCKS COUNTY CHAMBER OF COMMERCE VALUE STATEMENTS

Innovation: The Chamber fosters visionary and creative thinking.

Integrity: The Chamber conducts business with honesty and transparency.

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

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

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

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

editorial calendar focus

NOVEMBER/DECEMBER

- Restaurant Guide
- Education
- Stem
- Entrepreneurship

MARCH/APRIL

- Non-Profit
- Health & Wellness
- Family Law

JANUARY/FEBRUARY

- Economic Development
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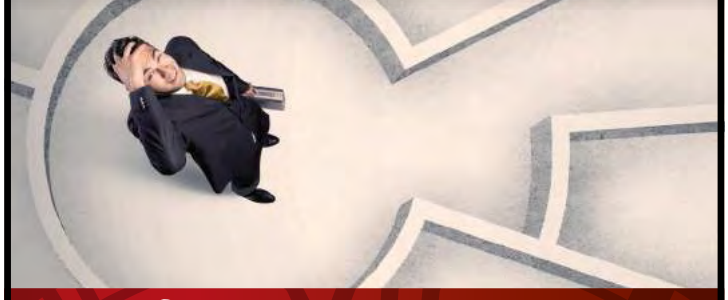

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YOUNG PROFESSIONALS SUMMIT

The Chamber's second annual Young Professionals Summit took place at Woods Services in June. The event, sponsored by Trenton Thunder and Woods Services (Prime), and McCafferty Auto Group (Supporting), was put on by the Chamber's Young Professionals committee.

After breakfast and networking, attendees heard from our three dynamic breakout presenters. Sean O'Grady (Oxford Communications/The College of New Jersey) gave a fantastic presentation on 'Confident Networking' where he showed attendees how to get noticed – giving an edge during job interviews, internships, networking events and professional interactions. Next, we heard from Joseph Benner, CFP® MBA (Girard Partners Ltd. – A Univest Wealth Management Firm) who spoke on 'Financial Literacy.' Joe touched on the topics of Investing 101, Taxes and Employee Benefits, Understanding Your Credit, and Real World Applications. Rounding out the breakout session was a talk on 'Social Media and Video – making your mark in the golden age of content' by Mandy Freas (Clementine Pictures & Tiny Citrus Inc.). Mandy, who is a video producer and social media guru, enlightened the attendees with helpful tips on how to make social networking work for you.

Keynote Speaker Merrick Rosenberg of Team Builders Plus & Take Flight Learning spoke to the audience about team building and leadership development. Discussing the four personality styles, attendees discovered how their own personality styles are affecting their careers and relationships in the ways they interact with other personality styles.

In addition, the Young Professional Award was presented to Vince Marcucci of the Trenton Thunder. This award went to a professional who exemplifies Professional Leadership, Personal Leadership and Community Service. The Chamber and the Young Professionals committee are proud to honor Vince for his accomplishments! Congratulations!

Jessica Sweeney, VP/Corporate Administrative Manager, Penn Community BankCounty

Jessica Sweeney was a 2012 recipient of the chamber's "SITAWE" Award. Members who receive this award, at our Annual Meeting & Volunteer Recognition, are those individuals who are recognized for being "Shot in the Arm with Enthusiasm" for the Lower Bucks County Chamber of Commerce! She is also a current member of the chamber's Board of Directors and a co-chair of the Leadership Advisory Committee, having graduated from Leadership Bucks County in 2008-09.

Q: Who is the most influential person in your personal life and why?
A: May sound cliché… My Dad! Over the years he was always my go to in my personal and business life. I may not have liked what he always said but he spoke from the heart and he told me the straight truth with a touch of empathy! 99.9% of the time he was right!

Q: Who is the most influential person in your business life and why?
A: I would have to say Jeane Vidoni, our President and CEO! 10 years ago, Jeane took a chance on a customer service banker with a marketing degree to oversee the marketing department and helped guide me through a ride of career fun and craziness! I always feel that no matter what, she has been honest with me and has had my best career and growth interest in mind.

Q: Who do you admire the most in the business world and why?
A: Oprah… She came from poverty and created an empire by having a welcoming demeanor and finding her niche!

Q: What is your definition of success?
A: Happiness and sleeping well at night with a clear conscience.

Q: Essential business philosophy?
A: Be true, be honest, add value and be valued!

Q: Looking back, what is the best piece of advice you would give to your 25 year old self?
A: Make a budget. Have fun but spend wisely…

Q: Favorite quote?
A: It is what it is…" and "A happy wife is a happy life!"

Q: Favorite place to vacation?
A: Ocean City, MD – It is my happy place!

Q: Favorite place in your house and why?
A: Our backyard… my husband and I are making it a wonderful family and friend fun relaxing location!!!

Q: Favorite time of the day?
A: Morning – before everyone gets up… Peaceful and calm!

Q: Favorite sports team?
A: E-A-G-L-E-S!!! (Of course.)

Q: What is something most people don't know about you?
A: I am an only child and I was born in Germany!

Q: If you were stranded on an island, what three things would you have with you?
A: #1 – A tasty beverage! #2 – A great mattress! #3 – My son, hubby, and Mom!

Q. What was your first job?
A. Gift Wrap Girl during the holidays at Dunham's Department Store in Morrisville.

Q. What do you like best and/or least about your current job?
A. I love that it is ever changing and I am a part of the business strategy from the beginning! One minute I am working with an awesome facilities team, the next overseeing a bank-wide project calendar and then I go to talk with an architect or contractor that is creating our newest space for customers to visit!

Q. If you could invite anyone (living or dead) to a dinner party, who would you invite (and why)?
A. My family that has passed… It may be plural but what I wouldn't give to have my Dad, Opa, Grandfather, and Grandmom all sitting around catching up, hearing the family tales and getting to spend time with my son and me.

Q. What is a goal you have yet to achieve?
A. To put more US travel under my belt… I would love to fly and visit Nashville, Cali, Montana, etc…

Q. Greatest accomplishment?
A. My son, Joseph Michael Sweeney IV… 20 years ago he was a pipedream, but now he is my world!

Q. How do you keep a competitive edge?
A. I realized that I needed to be like a sponge – take everything in and don't be afraid to learn and be ok with change!

Q. What is your life motto?
A. Try and be happy… You never know when something may change.

Q. What company do you respect the most and why?
A. Locally it would be where I work - Penn Community Bank… They give back to the community, value their team members and provide tools to excel and flourish in your career!

Q. What would be your first choice for a new career?
A. Wedding Planner! Making a deserving bride a princess for a day!

Q. What is the most rewarding thing in your life?
A. Feeling like I am making a difference – whether in my personal life and/or business!

Mitchell Livingston, Esq., President & Chief Executive Officer, NJM Insurance Company

Mitchell Livingston has served as President & CEO of NJM Insurance Company since April 2018. Mr. Livingston joined NJM in 2006. His gained experiences and responsibilities within and outside the legal department over the next several years culminated in his promotion to Vice President and Corporate Counsel in 2011. In 2013, Mr. Livingston was named Senior Vice President and Corporate Counsel, the same year he was elected to NJM's Board of Directors. In 2016, he was named Executive Vice President, prior to being promoted to Chief Operating Officer and General Counsel in 2017. Immediately prior to joining NJM, Mr. Livingston was a partner at a Trenton-based law firm from 1995 to 2006, where he practiced insurance regulatory and appellate law. Prior to that he served as a Deputy Attorney General representing the New Jersey Department of Banking and Insurance. In 2016, Mr. Livingston was elected to the Board of Trustees for the Drumthwacket Foundation, an organization dedicated to increasing a sense of pride in New Jersey though preservation of and broadening access to the property that serves as the official residence of the Governor of New Jersey. From 2004 to 2007, he served as a member of the District VII Ethics Committee of the New Jersey Supreme Court.

Q: Essential business philosophy

A: My business philosophy is driven by NJM's mission, vision and values. We provide value-based insurance solutions for the benefit of our policyholders, with the highest levels of service, integrity and financial stewardship. From our Board of Directors, to our officers and managers, right down to our newest employees, every decision we make as a company should be tied back to our mission. If we continue to do that consistently, we can be assured that we're providing our policyholders with the best value for their insurance purchases and building relationships for the future.

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

A: I attended Rutgers University where I majored in economics and later received my law degree. Upon graduation from law school, I accepted a job as a Deputy Attorney General representing the New Jersey Department of Banking and Insurance. That experience greatly expanded my knowledge of the insurance industry. From there, I went into private practice where I represented a number of insurance companies, including NJM. One of my professional goals was to marry my legal experience with my interest in the insurance business, so when NJM offered me a job in-house, I immediately accepted. My career path always reminds me that sometimes you don't choose a career -- the career chooses you!

Q: What was your first job?

A: My first job was in high school. I worked at Gino's KFC in Flemington, NJ.

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

A: My greatest influence has been my wife, Heather. We openly and honestly talk things through, and I truly value her input and feedback.

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

A: Try new things and take chances. Have the confidence to know that if you break something or fall short you can always fix it. Personal and professional growth comes both with experience and being open to change, and a willingness to move out of your comfort zone.

Q: Favorite quote?

A: "Even if you're on the right track, you'll get run over if you just sit there." - Will Rogers

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

A: I'm a history buff. Biographies of Alexander Hamilton and Ulysses S. Grant are two of the most recent books I've read.

Q: Favorite place to vacation?

A: Fripp Island, South Carolina

Q: Favorite room in your house

A: Our family room. It's where my wife, two sons – William and Ryan – and I typically gather and spend time together as a family.

Q: Favorite sports team?

A: My family lived in Florida when I was a kid. I always wanted to play for the Miami Dolphins. All these years later, I continue to root for them.

Q: Favorite time of the day?

A: The morning hours between six and ten are my favorite times of the day. That's when I'm the freshest and most productive.

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

A: Some of the most enjoyable aspects of this job involve working alongside the dedicated and talented men and women who comprise the NJM workforce. Before joining NJM, I worked in private practice where I represented the Company. My interactions at NJM would always remind me that for NJM employees, it's all about policyholders. So even before I came to work here, I understood the Company's singular focus on its customers.

Q: Favorite thing to do in your spare time?

A: I enjoy outdoor activities including hiking and fresh water fishing.

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

A: For more than 105 years NJM has experienced considerable growth within the state of New Jersey. This has set the stage for our geographic expansion into Pennsylvania, with the goal of bringing our value-based insurance solutions to a broader group. As I look forward in my new role as President & CEO, my goal is to position the Company for growth and success that will extend well into the next ten decades.

register today at LBCCC.org

Pre-registration is greatly appreciated!

THE KEYNOTE
Networking & Breakfast Meeting
2nd Thursday of the Month
September 13 @ Pennsbury Manor
October 11 @ Pennswood Village
7:30 – 8:00 a.m. – Networking & Registration
8:00 – 9:15 a.m. – Program

BUSINESS CARD EXCHANGE
Tuesday, September 18 @ Inspire Federal Credit Union
5:00 – 7:00 p.m.
Wednesday, October 17 @ First Bank
4:30 – 6:30 p.m.

GOLF OUTING
Foursomes & Sponsorships Available
Monday, September 17 @ Jericho National Golf Club
11:00 a.m. Lunch, 12:00 p.m. Tee Time

GET ACQUAINTED WITH YOUR CHAMBER
New & Future Member Orientation
Tuesday, September 25 @ Lower Bucks County Chamber of Commerce
12:00 – 1:30 p.m.

LEADERSHIP BUCKS COUNTY 2018 - 2019 WELCOME MEETING
Class being formed, Limited seating, Eight-month program September through May
Tuesday, September 25 @ Lower Bucks County Chamber of Commerce
12:00 – 1:30 p.m.

60TH ANNIVERSARY CELEBRATION – 'CRUSIN' THRU THE DECADES
Tickets & Sponsorships Available
Saturday, October 13 @ Sheraton Bucks County Hotel
6:30 – 11:30 p.m.

CHAMPIONS OF COMMERCE
Tickets & Sponsorships Available
Thursday, November 29 @ Belle Voir Mansion
6:00 – 9:00 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: 2nd Tuesday, 8:30 a.m.

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

Meets: 1st Wednesday, 8:30 a.m. – August, October, December, January, February, March, April, June

GOVERNMENT
Chair: Bill Pelosi, Litchfield Cavo LLP

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: Ryan Parry, William B. Parry & Son, Ltd. & Jessica Sweeney, Penn Community Bank

Meets: 4th Friday, 8:30 a.m. (For LBC Alumni with Invite)

LEADERSHIP ALUMNI
Co-Chairs: Danielle Bush, United Way of Bucks County

Meets: 2nd Wednesday, 8:30 a.m.
(For LBC Alumni With Invite)

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

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

SPORTS & ENTERTAINMENT
Co-Chairs: Brian Tierney, Streamline Payroll LLC & 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 & FUTURE BUSINESS LEADERS
Chair: Tyler Yankey, Washington Crossing Council, Scouts BSA

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

SPECIAL ROUNDTABLES

b.o.s.s. (Business Owners: Support & Strategies)
Co-Chairs: Bill Davis, Ameriprise Financial Services & Claire Brown Kohler, We Empower Leaders

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

MEMBER BENEFITS
Chair: Kevin Wiener, Advanced Merchant Group

Meets: 3rd Monday, 8:30 a.m.
August, November, February, May

WOMEN IN BUSINESS
Chair: Rhonda Okamoto, Legal Shield

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

GET INVOLVED & JOIN ONE OF OUR MANY COMMITTEES & ROUNDTABLES

ALL MEETINGS ARE HELD AT THE CHAMBER. REGISTER AT WWW.LBCCC.ORG TO ATTEND A COMMITTEE OR ROUNDTABLE MEETING!

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to a Great Networking Opportunity where you can:

Meet Prospective Customers & Centers of Influence

Network with Business Professionals

Create Top of Mind Awareness

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

Tuesday, September 18, 2018
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

inspire federal credit union
Our Knowledge. Your Dreams.

3 Friends Lane • Newtown, PA 18940

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 Inspire Federal Credit Union.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

Future Chamber Members are welcome to attend one Business Card Exchange and one The 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.

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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, September 13, 2018

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

8:00 – 9:15 a.m. **Program**

Host Location:

William Penn's Country Estate
Pennsbury Manor
EST. 1683

400 Pennsbury Memorial Rd. • Morrisville, PA 19067

Prime Sponsor:

NJM Insurance Group

Speaker: Earl L. Sigmund, CPA, New Business Learning Center

Program:

Everything you wanted to know about the new tax law but were afraid to ask

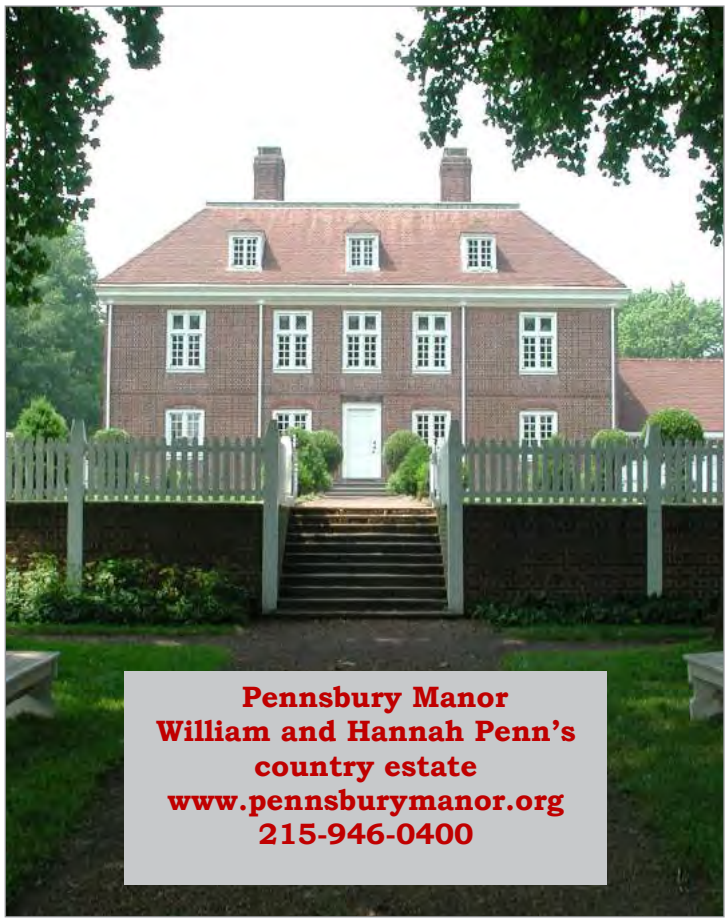
about our program/speaker

Earl L. Sigmund, CPA, founded the New Business Learning Center in 1989 as an outgrowth of his accounting practice. Mr. Sigmund brings more than 30 years of combined experience working with international accounting firms, private industries and in public practice. The Center has helped over 3,000 individuals start and/or grow their own businesses since inception.

He uses his analytical skills as an accountant and business consultant to provide entrepreneurs with sound business planning ideas, management strategies, and financial advice.

Mr. Sigmund is also a published freelance writer whose articles have appeared in local and regional newspapers and various national industry and trade magazines.

He is a member of the American Institute of Certified Public Accountants, The PA and NJ Institutes of Certified Public Accountants, and has been active in The Newtown Business Association, The Northampton Township PA Business and Professional Association, Morrisville Business Association, Beta Gamma Sigma, and the Chambers of Commerce of South Jersey, Cherry Hill, Mercer County, Lower Bucks County and Eastern Montgomery County.



YOU'RE INVITED...

to a Great Networking Opportunity where you can:

Meet Prospective Customers & Centers of Influence

Network with Business Professionals

Create Top of Mind Awareness

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

Wednesday, October 17, 2018
4:30 – 6:30 p.m.

Host Location & Prime Sponsor:

FIRST BANK

7203 New Falls Rd. • Levittown, PA 19055

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 First Bank.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

Future Chamber Members are welcome to attend one Business Card Exchange and one The 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, October 11, 2018

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

8:00 – 9:15 a.m. **Program**

Host Location:

PENNSWOOD VILLAGE

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1382 Newtown-Langhorne Rd.
Newtown, PA 18940

Speaker:
Evan Curry, Cairn University

Program:
No-Nonsense Decision Making

about our program/speaker

Dean Evan Curry is an Associate Professor and Dean, School of Business Corporate Outreach Officer. He teaches microeconomics and human resources at Cairn. Prior to Cairn University, Evan served as Senior Vice President / Executive Team member for CARDONE Industries, Inc. (Philadelphia, PA) for twenty years. During this period, Evan had corporate-wide responsibility for multiple areas, including:

- Strategic Planning, Organizational Development
- Human Resources, Corporate Culture
- Operations, Quality Assurance, Compliance

In the nonprofit sector, he voluntarily counsels inner-city fathers, and serves as pastor and board chairman for two organizations. Dean Curry has his BS in Mechanical Engineering from Temple University, his MBA from New York Institute of Technology, and Certificates in Strategic Planning & Strategy Implementation and Human Resources Management/Administration from the Wharton School, University of Pennsylvania, as well as a Certificate in Executive and Leadership Coaching from Rutgers University Business School.

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Cyber Security | Six Steps to Leadership for Young Professionals Bleisure Travel 9 Tools to Improve Your Content Marketing | A Fairway to Do Business: Tips for Doing Business on the Golf Course | Apps for Organization | 10 Reasons Golf Will Always Be the Ultimate Business Tool

cyber security

New and emerging cyber security laws are affecting all types of organizations. Regardless of your vertical space or market, you likely have Personal Identifiable Information (PII) related to your customers and constituents. The laws being passed are the result of countless, successful attacks, executed by organized criminal syndicates throughout recent years. It's now REQUIRED for organizations to protect that PII. If there is a data leak or breach and you have not taken the appropriate and necessary steps to protect confidential information, penalties can reach into the thousands – per record!

In the past, organizations relied on their IT professionals, either in-house or an outside company, to position safeguards in an attempt to mitigate threats and data privacy risks. Today, that's no longer an option, you must use a third-party, certified resource to evaluate, recommend and implement protective practices.

The substantial amount of high-profile breaches within the last year has caused the focus of lawmakers to shift toward senior executives and boards. It's now a requirement to have a Chief Information Security Officer (CISO) report out to your relevant board, management team and any other governing operations. Most organizations don't have a CISO on staff and cannot use their IT personnel or outside IT provider to perform this function. Independence must be maintained, because after all, the fox can't watch the hen house. Other requirements include an annual risk assessment as well as a formal, User Awareness Training (UAT) program.

Managed Security is a required/needed service with today's current threat-landscape. Highly-skilled experts can offer practical programs and solutions that address the requirements of new laws, while protecting your data and IT assets.

Article submitted by: Chris Mangano, Mercadien Technologies

Six Steps to Leadership for Young Professionals

As a young professional, you may think you can't lead or advance because of your youth or short tenure in your company. Think again.

In fact, youth and short tenure can be assets. Young professionals may not bring years of experience to a company, but they bring energy, exuberance, a fresh education and knowledge of new technologies that others in the company may not have. They also bring a fresh perspective -- a new look at old problems.

As a young professional, you can still be a leader even if you're not in a position of power. In fact, if you exercise your leadership skills as a young professional, your road to a more desirable position can be much shorter. Follow these six steps to cultivate and exercise your leadership skills without having positional power:

1. DO GOOD WORK

It is a cliché, but it's true -- lead by example. Do the best you can do, ask questions and try to exceed all expectations. Winners are seen as leaders.

2. GET A MENTOR

A mentor is a trusted advisor with more experience or status who teaches you in a constructive partnership. You, as the protégé, learn from your mentor's experience, while your mentor grows and benefits from your fresh perspective and knowledge. If your organization does not have a formal mentoring program, take the initiative to get one or more mentors on your own. You will stand out from the pack by doing so.

3. TAKE ON AN INITIATIVE OR SIDE PROJECT

Many organizations have leadership opportunities on business development groups or committees. Leading one of these

groups can increase your exposure to other leaders and managers in your organization. Professional associations typically have committees that also provide great opportunities for leadership, networking and self-marketing.

4. SPEAK OR WRITE ABOUT YOUR WORK

Nothing establishes you as a trusted expert on a subject faster than communicating about it in public. Seek out opportunities to speak at trade shows, conventions, technical symposia and meetings of professional organizations. In the office, give a "brown bag" presentation over lunch to your coworkers about your area of expertise. Offer to give this presentation to other offices as well. You can also show your expert status by writing articles for your industry trade journal, alumni magazine or company newsletter. If a difficult subject, such as a new or emerging technology, is important to and poorly understood by your group, do some research, write a white paper and share it with your coworkers. This extra effort can provide a lot of extra career mileage.

5. STAY ABOVE THE FRAY

In any organization, it pays to be friendly and communicative with all your coworkers. But it is equally important to stay away from the gossip and backbiting that sometimes goes on in the workplace. Leaders need to be credible and honest. Nothing will undermine your leadership efforts more than being a source of office gossip or negative talk. If you are in a bad situation organizationally, don't complain. The best thing you can do is step up your efforts to lead. Handling the situation in a focused and professional manner will cast you in the most positive light with management.

6. ASK FOR ADVANCEMENT

This might be the simplest and most effective tip, but it is often the most overlooked. Once you decide what you want to do in your organization and what the next logical step for your career advancement should be, tell your immediate supervisor. Your supervisor's success is directly and positively affected by your success, so in most cases your supervisor will help you be successful. If your supervisor is not receptive or helpful, it might be time to reassess your situation.

If you follow these six steps to leading without positional power, you may find your coworkers responding to you as a leader. But don't forget these tips as you move up the corporate ladder. Pass them on to coworkers and other young professionals. Successful leaders, after all, are committed to the success of the people around them.

Kent, Jason. "Six Steps to Leadership for Young Professionals." Monster.com. Monster, Web. 3 July 2018

Bleisure Travel: The Benefits of Mixing Business Travel with Leisure

Bleisure travel has quickly become a buzzword signifying travelers that combine a business trip with leisure. Studies show, however, that bleisure goes much deeper than just a casual trend. Here's a look at a few ways travel providers can benefit from this lucrative trend.

BLEISURE TRAVEL EXPLAINED

Many people who need to travel on business are becoming bleisure travelers, a term used to define professionals who mix vacation — or leisure — time with business, according to CNN.

In fact, according to a BridgeStreet Global Hospitality report, 60 percent of travelers reported having taken bleisure trips, with 30 percent adding at least two additional days to their trip. Those that have done so say it helps them to work more effectively, takes some of the stress out of business travel and keeps them more relaxed while away from home. There's also the added benefit of quality time with a significant other, increasing the amount of time road warriors can spend with family.

STATS ON BLEISURE TRAVEL

According to the BridgeStreet survey, bleisure travelers are almost evenly split male and female, with most falling into the 45- to 54-year-old age group. More importantly, the second largest group was 25- to 35-year-olds, representing millennials accustomed to a blurred, digital lifestyle. This always-on connected generation is more apt to deploy a business-mixed-with-pleasure mindset. For example, according to trend forecaster Miriam Rayman, millennial bleisure travelers are more likely to turn an evening out into a networking opportunity.

And bleisure travel continues to grow: 60 percent of BridgeStreet respondents were more likely to take a bleisure trip now than they were five years ago. This percentage is even greater among younger business travelers. Regardless of age, 94 percent stated they do so to gain cultural experiences and to explore the cities they travel to on business. Additionally, almost 55 percent of bleisure travelers bring family members with them, while about 29 percent said they haven't yet, but would like to or are planning to.

For hoteliers and travel suppliers, bleisure travelers offer a clear opportunity to increase revenues from business travelers extending stays. Non business-oriented hotels should also strategize targeted marketing to this demographic to grab share from business-focused hotels with less appeal as leisure accommodation.

ENHANCING BUSINESS TRAVEL

As a travel provider for a younger generation, hoteliers can goal enhance the business traveler experience with leisure travel options. According to Rayman, the most successful brands are those that offer products and services to serve these blurred lifestyles, while helping customers separate work from pleasure when needed. Bleisure travel benefits all parties, so offer incentives to bring along a partner or stay longer – by creating targeted extended stay offers, for example.

The BridgeStreet report shows that the top three bleisure activities include sightseeing, dining and local cultural experiences. By providing a wide range of additional choices to business travelers, hotels can be well positioned as local experts and allies. This can be accomplished by advising guests on what to do and see in the cities they travel to on business, while highlighting unique culture and dining spots. These add-on services will not only create new revenue streams: your brand will stand out in business travelers' minds for providing a unique and memorable extended stay experience.

Vivion, Nick. "Bleisure travel: The benefits of mixing business travel with leisure." Sabre.com. Sabre, 18, Feb. 2016. Web. 3, July 2018

9 Tools to Improve Your content marketing

Businesses of any size can take advantage of content marketing. Whether you need help researching keywords, scheduling blog posts or analyzing your web traffic, there's a tool out there to keep you on track. We've rounded up a list of resources that will improve your content marketing, including many free options.

1. Answer the Public

What it is: keyword research tool

How it works: Answer the Public allows you to research long-tail keywords to use in blog posts and website content to improve your search ranking.

Enter a seed keyword related to your business, and it returns a list of related keywords, built out of the autofill feature that search engines use to complete queries. Though it will give you hundreds of results, Answer the Public does not tell you how popular your keywords are or how many other websites already use them.

Cost: Free

2. LongTailPro

What it is: keyword research tool

How it works: LongTailPro is a more advanced keyword tool. With both cloud and downloaded versions, you can access it from anywhere. Like other keyword researchers, you can find long-tail keywords related to your seed keyword.

It also shows you how many people search for keywords as well as how many other sites compete for them, allowing you to optimize your website while avoiding competition. If you use pay-per-click advertising for your business, it advises you on the value of keywords before you bid on them.

Cost: Subscriptions start at $37 per month; many websites offer promo codes or free trials.

3. Grammarly

What it is: web browser extension

How it works: Grammarly serves as an independent editor for your content. It scans your writing for mistakes to ensure that the final product is as professional as possible. Once installed, it checks everything you write on your browser, including emails, blog posts, cloud documents and social media posts. It provides corrections and suggestions for grammar, spelling, punctuation, word usage and other writing choices.

The Premium version checks for plagiarism and advanced vocabulary use.

Cost: The regular version is free; premium plans start at $11.66 per month.

4. Canva

What it is: design + photo editing software

How it works: Good design makes your online content more attractive to readers and more searchable for platforms like Pinterest. Canva is an online design application that can be used to create e-book covers, blog graphics, logos, document templates, letterhead, social media posts and more. You can choose from a variety of pre-made designs, customize a template or create your own. It includes a variety of graphics and icons, but you can also upload your own and edit photos within the program.

Cost: Free. Some graphics, templates and features require a payment to use.

5. Google Analytics

What it is: web analytics software

How it works: Google Analytics tracks your web traffic, allowing you to see where your customers are coming from, how long they stay, what they look at and more. This information can guide your content marketing efforts by showing you what content attracts visitors, how well your website is optimized for search and how to create an effective funnel to guide customers through your website.

Cost: Free

6. Buffer

What it is: social media management tool

How it works: Buffer allows you to schedule social media posts in advance so you don't have to spend time every day on every social media account. You can link multiple accounts on platforms like Facebook, Twitter, LinkedIn, Instagram, Pinterest and Google+.

Once posts are scheduled, Buffer posts them automatically at the dates and times you have chosen. It also includes analytics so you can see how effective your schedule is or tweak it as necessary for better engagement.

Cost: Free for up to three social media accounts; paid plans start at $15 per month.

7. Editorial Calendar

What it is: WordPress calendar plug-in

How it works: For content marketing to be effective, it needs to be organized and consistent. Editorial Calendar is a WordPress plug-in that creates a drag-and-drop calendar interface where you can schedule blog posts or rearrange them. You can also use it to quick-edit content and manage posts from multiple authors. It doesn't have any additional features, making it easy to set up and use.

Cost: Free

8. CoSchedule

What it is: WordPress calendar plug-in + social media scheduler

How it works: CoSchedule combines a blog calendar and social media scheduler, allowing you to both plan and promote your blog content from one location. Once posts are written, the plug-in lets you assign them to various days, then drag and drop them to reschedule.

You can also link your social media accounts and plan social posts to promote each blog post. These can be moved when blog posts are rearranged. CoSchedule includes templates and analytics for social media posts.

Cost: Plans start at $20 per month with a two-week free trial.

9. Leadpages

What it is: lead generation software

How it works: Once your content marketing leads visitors to your website, you want to be able to get in touch with them again. This means you need to capture their email address. Leadpages allows you to create custom landing pages, pop-up boxes, registration pages and other spots where visitors can share their email address in exchange for whatever incentive you are offering.

Leadpages automatically sends new subscribers the incentive they signed up for. It also syncs with your email service provider so subscribers are added to your email list.

Cost: Plans start at $25 per month.

Paljug, Katharine. "9 Tools to Improve Your Content Marketing." Businessnewsdaily.com. Business News Daily, 12, June 2018. Web. 3, July 2018

A Fairway to do Business: Tips for doing business on the golf course

As summer approaches, it might be time to consider leaving the office and getting some work done! Many Markham business people like to golf, and a lot of deals are struck on the greens. But the wrong approach on the course can sink your chances of success. Here's what to keep in mind.

1. Focus on people, not profits. Business flows from good relationships. Show a genuine interest in others. Ask about their family; learn about their off-the-course hobbies. Be curious.
2. Bring your best self. Golf is a revealing game, and potential clients, partners, or employers are watching you. How you react to frustration or failure can be very telling. Give them something to admire.
3. Go slow. "Doing business" doesn't mean getting commitments or closing deals. Use tact and timing, and don't push your business agenda.
4. Pick a course that everyone can enjoy. Markham has many good options. Relax and appreciate being outdoors.
5. Practice proper golf etiquette. You may not be a pro golfer, but you can still follow the rules. Repair your divots. Dress appropriately.
6. Leave something of yourself behind – a good impression, surely, but also your contact information. Assess whether this is an opportunity to mention what you are interested in and ask permission to follow up.
7. Be generous. Look after the tab for lunch, dinner or drinks. But go easy on the booze. One foolish gesture or remark can undo hours of camaraderie and good conversation.

Chornenki, Genevive. "A Fairway to Do Business: Tips for Doing Business on the Golf Course." Markhamvoice.com. Markham VOICE, 28, March 2017. Web. 11, July 2018

Apps for organization

Here are some apps that can help you get a grip on your life.

IFTTT

This helps you automate everyday tasks between the numerous apps you use daily. IFTTT works with more than 360 apps (including Twitter, Google Drive and Instagram) and allows you to streamline notifications. Users can stay informed from various publications, receive weather notifications, message a group of friends or family, use automated and intelligent home security alerts, streamline social media posts, save mobile screenshots in a specific album, back up important files and trigger events based on your location.

Cost: Free to download to iOS and Android.
Find it: www.ifttt.com

DROPBOX

This app gives you a place to store all of your photos, documents, videos and any other files you need to keep. With Dropbox, users can access files on any device (offline as well), create and edit Microsoft Office files, and share links to your largest files without using email attachments. Along with the ability to send and share large files, users can also share files with anyone, even if they don't have Dropbox.

Cost: Free to download to iOS and Android.
Find it: www.dropbox.com/mobile

24ME

If a personal assistant would help you get organized, the 24me app is just that. It notifies you about everything that is happening in your day. The app gives users one place for organizing calendars, tasks, notes and personal accounts, syncing capabilities with all your calendars, auto-generation of tasks and reminders, auto-completion of tasks and errands, and the ability to share events, tasks and reminders.

Cost: Free to download to iOS and Android.
Find it: www.twentyfour.me

REMEMBER THE MILK

This is a to-do app for the busiest of people. Users can keep their to-do lists in one place and be reminded of tasks via email, IM, Twitter and mobile notifications. You can also share your lists and give tasks to others, stay in sync with your other devices, organize your priorities with due dates, search your tasks and notes, and see tasks near your location to help you get your list done.

Cost: Free to download to iOS and Android.
Find it: www.rememberthemilk.com

"Apps for organization." Time&Money. 24, December 2017. P. N4.

10 Reasons Golf Will Always Be the Ultimate Business Tool

Anyone reading the mainstream media and their constant efforts to trumpet the demise of golf could be forgiven for thinking that golf as a business tool is passé. Sure, participation is down, but 25 million players in the USA alone is not exactly a small number. Then when you look at the number of top CEOs, sports stars, movie stars and entrepreneurs who are avid golfers, those numbers are actually pretty impressive. An estimated 90% of Fortune 500 CEOs play golf, as have almost all of the US presidents since Ike. And executives who play golf make an average of 17% more than those who don't.

Business golf is not just surviving; it's thriving! For the sake of your business or career, here are 10 reasons you'd better get in on the action!

1. **FaceTime.** Where else can you spend four quality hours with your company CEO or valued customers? With today's busy schedules most of us are lucky if we can get five minutes! There is simply no other sport with the amount of quiet time between shots that allows for wide-ranging conversations and mutual interests to be discovered.
2. **Serene Surroundings.** You can plan a client meeting in an office surrounded by water, nature, and sand instead of four white walls. This instantly creates a more relaxed and friendly environment in which to do business without the normal distractions.
3. **Business Intelligence.** You can learn more about a person in four hours golfing than in a lifetime of meetings. Not just by what they say but by how they handle themselves on the course. Do they play by the rules and control their emotions? Or do they fudge and blow a fuse?
4. **Friendships Forged.** An interest in golf alone can be enough to move your friendships several notches up the corporate ladder. Best of all, the friendships built around golf tend to last a lifetime so as people move around new opportunities will open up for you.
5. **Open Doors on the Road.** When you travel, golf is a great way to open doors by letting prospects or business contacts know you are in the area and up for a game. I have built many amazing relationships around the world by looking on LinkedIn for someone in the area I am planning to visit and suggesting a game.
6. **Perfect Gifting.** When someone is a golfer it's easy to give a small gift that makes an impact. A golf book or logoed hat or towel from St Andrews can quickly and inexpensively enhance a relationship.
7. **Game for Life.** It's a sport that suits all ages, backgrounds, and abilities. Thanks to the handicap system, people of widely different abilities can play together and still compete. So the 60-something CEO can still beat his 30-something prospect or employee, while the 30-something executive can look forward to decades of on-course meetings and deals. Try doing that on the squash court!
8. **Advantage Women.** If you are a businesswoman, playing golf is an even greater advantage. Adrienne Wax, co-author of Even Par: How Golf helps Women Gain the Upper Hand In Business, says, "Outside the office, you can communicate differently with your higher-level peers and get to know one another in a way that the office can't provide. Being able to talk golf in the office gives you a chance to bond with the bigwigs. If you can talk about golf, suddenly you have reasons to talk with the CEO."
9. **Networking.** One of the great things about golf is you can just show up at a club and get a game. Depending on your business, you could be looking at three prospects each and every time you tee it up! Golf is the ultimate networking environment for all kinds of professionals and services.
10. **The 19th Hole.** After your round, the 19th holes provides the perfect setting to take your newly enhanced relationship to the next level or, indeed, to go ahead and ask for the order!

So don't wait any longer, get out of the office and head to the course, to boost your business today!

Wood, Andres. "10 Reasons Golf Will Always Be the Ultimate Business Tool!." Golfoperatormagazine.com. Golf Operator Magazine, 8, Jan. 2018. Web. 3, July 2018

Steve Noll

TMA Bucks announced at its annual meeting last June that its board of directors has named Stephen Noll the organization's new executive director. Noll, a native of Dublin Borough who has been serving as the acting executive director since September 1, 2017, had previously served as the organization's deputy director for more than 15 years. "I am honored to lead this outstanding organization moving forward," said Noll. "I really think it is important that as a TMA we continue strong information and educational programing, expanding and creating more community engagement and growing the organization with business partners who share our goal of addressing transportation issues, reducing traffic congestion, and improving public transportation access in Bucks County."

Penn Community Bank is pleased to announce that Charles T. Field has joined the organization to serve as its chief financial officer. Field is an experienced chief financial officer with an extensive background in bank accounting, project management, and audit and financial systems. Bringing more than 30 years of experience to his role at Penn Community Bank, he is responsible for financial reporting, internal controls, forecasting and planning, profitability analysis, and treasury and investments. "We are excited to welcome Charles to the executive team at Penn Community Bank," said Jeane M. Vidoni, President and CEO of the bank. "He will work closely with our team of financial experts to ensure our mission of steady, sustainable economic growth for the bank and the communities that we serve."

Charles T. Field

American Heritage Credit Union President & CEO and its Kids-N-Hope Foundation raised $45,000 through its 25th Annual Gelatin Olympics earlier this year. More than 100 sliders gathered pledges from sponsors in the weeks leading up to the event, dressed up in their wildest costumes, and took the plunge into a pool full of 1,000 gallons of bright red gelatin to support the Foundation. In addition to the Ultimate Gelatin Slide, children of all ages participated in the Gelatin Eating Contest, Balloon Toss Contest, Gelatin Seek and Find and other fun games.

Brave sliders taking the plunge into 1,000 gallons of gelatin at the 25th Annual Gelatin Olympics which raised $45,000 to support the Children's Hospital of Philadelphia and other local area hospitals.

H.G. Services, Inc. of Langhorne, PA was recognized for outstanding achievement in the Neographics 2018 Power of Print® Competition, receiving Best in Category honors after competing against hundreds of entries from printing and graphics firms throughout Pennsylvania, New Jersey and Delaware. As a Best in Category Neographics winner, H.G. Services, Inc.'s entry was also submitted into the Premier Print Awards competition held internationally by the Printing Industries of America. Competing against more than 3,000 entries, the work received a Certificate of Merit, a high honor. Both awards were for the category Stationery Packages (1, 2 or 3 colors). Deborah Davis Huberfeld, president and CEO, accepted the award at the Graphic Arts Association's 2018 Neographics Exhibition and Award Ceremony, held in Philadelphia.

Deborah Davis Huberfeld

Elaine T. Yandrisevits

Antheil Maslow & MacMinn, LLP is pleased to announce the addition of Elaine T. Yandrisevits to the firm's Estate Planning & Administration and Tax practice groups. Ms. Yandrisevits focuses her practice on estate planning, trusts and estate administration and assists with fiduciary litigation matters. Yandrisevits has a great deal of practical experience with special needs trust planning and guardianships, and is a frequent speaker on estate planning, estate administration, and special needs planning for continuing legal education and community organizations.

US Congressman Dwight Evans and Sentor Sharif Street dropped in for a visit at PDC Machines.Com for lunch and to take a look at a SimpleFuel™ on-site hydrogen fueling station

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Jim Worthington overlooking the fitness center at the NAC

Jim Worthington, the longtime owner of the Newtown Athletic Club (NAC) has recently accepted two new positions to add to his many responsibilities at the helm of one of the largest privately-owned health clubs in the world.

The first of his new positions, as of July 1, 2018, is Chairman of the Board of IHRSA (International Health Racquet and Sportsclub Association, the largest fitness association in the world – representing 80 countries and 200 members internationally). The second of his new positions is his recent appointment to the President's Council on Sports, Fitness and Nutrition where Mr. Worthington will be serving under the chairmanship of Herschel Walker along with other luminaries such as Johnny Damon, Mariano Rivera and Misty May-Treanor.

LEADERSHIP BUCKS COUNTY

If you're interested in an unparalleled personal and professional growth experience, Leadership Bucks County is the program for you. Entering its 27th year this fall, Leadership consists of nine sessions, one day per month from September-May beginning with the Get Acquainted with Your Chamber on September 25 and ending with a graduation on May 14. The program offers participants the opportunity to enhance their leadership skills, acquire a working knowledge of issues impacting the area and meet the movers and shakers from the public and private sectors.

Leadership class participants become more effective leaders in their professions and in their communities through the application of proven leadership techniques that are taught in the program. Just ask any graduate! You also become directly involved with the program as you actively plan and facilitate one of the class sessions with fellow classmates.

Applications are now being accepted for the Class of 2018-19!

To apply yourself or to nominate someone you know, call the Chamber at 215-943-7400. Class size is limited, so call today!

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meet MICHAEL EINBINDER-SCHATZ

Jobecca Technology Group, LLC, Principal
Leadership Bucks County Graduate: 2017-18

How has participating in th Leadership Bucks County Program helped you in your Professional Life?

The Leadership Bucks Counts Program started as a reinforcement of ideas and principles that I had learned previously, and then used that knowledge as a foundation on which to build upon. I was introduced to new ways of thinking about leadership, and found my professional engagement as a member of the business community increased significantly. Because of the discipline and expectations of the course, I was able to implement some significant changes in my personal leadership style at my company. Specifically, I was able to move ahead with implementation of the Entrepreneurial Operating System (EOS) from Gino Wickman's Traction. I had been stuck on proceeding forward with this and I found indirect influence and strength from the course that helped me re-engage. As a result, I have seen significant improvements in overall team engagement at Jobecca. We have built out Core Values and Focus and are aligned on the direction the company needs to take and what steps are necessary to get us there. Of course, there is always room for improvement and I believe that the information imparted (and relationships formed) in the course will continue to pay dividends in the future as my business continues to grow and evolve.

What benefits do you see for an employer to have their employee participate in Leadership Bucks County?

My company is small (I prefer to think "lean and mean"). It is clear to me that to grow to the next level, I will need to invest more in my people and sending other members of the Jobecca team to Leadership Bucks County is definitely part of the recipe for success. I have employees who are dedicated and committed to a common vision for the future of Jobecca. I think the Leadership program can help focus their inherent skills, dedication and commitment, with the use of the assessment tools and team-building exercises and expectations to help create more leaders within even my small company. I truly believe that any employer looking to get the best out of their employees and grow organically should look to identify those individual with the most to gain from leadership training, invest in them and then reap the benefits that they can bring to the business.

What was your favorite part of the Leadership Bucks County Program?

That's a tough question, as I enjoyed pretty much all elements of the program. I loved working with a terrific group of budding leaders from a variety of businesses in the area. We learned how to work together and bonded in ways that I believe will present many future opportunities for growth and enrichment. At the same time, the time spent with Paul and Ebbe on assessments and personal exploration/leadership style was extremely valuable and, while challenging at time, was also quite rewarding. Finally, I really enjoyed getting out and visiting different parts of the county and learning more about leadership from our visits to businesses, organizations and government branches and hearing from their leaders. So I'm taking the easy way out and saying the whole course was my "favorite" part.

What did you think about the Personal Assessment Tool?

I found the Personal Assessment Tool to be extremely helpful. I had been "DISC'd" several times in the past dozen-or-so years and had always found new things to glean from the information, as well as how my style has evolved over the years. On top of that, the other assessments helped provide even more context with which to view my style and values and I found it enlightening in that it helped explain why I am strong in certain areas in my business, but struggle in other areas. Since the class, I have continued to work on integrating this knowledge and focus on my core strengths, thus putting myself in a position to help the business grow at a faster pace by, essentially, getting out of my own way.

What are your overall thoughts about the program?

I don't have much to add. I found the program extremely valuable and will be sending other members of the Jobecca team to training in the future. I have volunteered to be a mentor to the program and look forward to being able to coach future enrollees to get the most out of their experience.

Save the Date

NOVEMBER 29, 2018

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