OUTLOOK
MAGAZINE

SEPT/OCT 2017 ISSUE
LBCCC.ORG

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NETWORKING
this fall
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meet
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COVER DESCRIPTION:
Kimberly Solis, a Leadership Bucks County 2015-16 Graduate.

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Brandon McFadden

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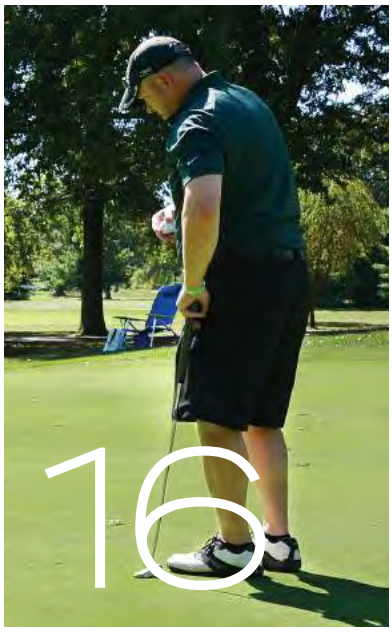
Amy M.B. McKenna



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technology insight

from the Chamber's Chairman of the Board

The recurring change in the technology we utilize have put businesses in a position where they need to change the way they appeal to consumers. Databases such as Facebook, Instagram, and Twitter have become extremely influential on how businesses have shaped their advertising and marketing strategies. These tools have given opportunities for businesses to elevate their success but also in some cases, bring them down. Understanding how one's business can thrive through the new technology available and the resources it provides, will serve as an advantage and head start on many of the stagnant business marketing strategies.

Personal Devices in the Workplace

Bringing your own devices to work, and or using your companies that are available, have been a huge talking point when understanding the influence of technology on workplace productivity and customer relations. Therefore, there have been distinct benefits and obstructions when it comes to using these devices in the workplace and with customers. An advantage is the increased consumer relationship building and the ability to shape customer perceptions of your company with consumer tools such as social networking. The self-supporting nature of consumer technologies has shown that employees using their own devices can actually decrease the burden on your IT department and increase productivity. With an endless list of business tools available on personal devices, most employees need little to no guidance integrating their devices with their working lives.

On the other hand, there are several cons to having personal devices used while in the workplace. The downsides particularly are for companies who manage sensitive information digitally that must be protected. Common concerns with personal device usage include managing security, data retrieval, and acceptable use & control. Employees may not be as stringent with security measures for their own personal devices as is required for business-related applications, and can disregard applying appropriate security features. This can leave confidential information vulnerable and available into the wrong hands.

Millennial's Presence Growing in the Workforce

By the year 2020, the number of millennials entering the workforce from the year 2014 will have increased by roughly 12%. Many companies have taken steps to change their ways of recruiting and training employees due to the large millennial population that is ready to hit the job market substantially. Over time, the workplace culture and set policies will see a shift as well due to the flexible work-life expectations that will come with younger generations entering the job market.

The use of technology in marketing and operations for businesses are what we will expect to see a major shift in. Millennials are being taught and brought up with the mentality that job flexibility and satisfaction are the most important things when looking for a job. Therefore, millennials are continuous learners, team players, collaborators, achievement-oriented, and socially conscious. These skills and traits of the approaching future workforce are promising due to the fast and growing changes in technology and business. As a result of this, organizations will see a clash of the prospective diversified workplace.

Multi-generational Workforce

Businesses over the next few decades can expect to see an extensive diverse workforce. The individualistic approach combined with the collaborative approach to work will collide as millennials and baby boomers co-act. The significant difference between generations are that Baby Boomers and Gen Xers want job security and structure, meanwhile, Millennials seek employability and flexibility. Millennials want to continually add to their skills in meaningful ways. For them, work isn't just about income. This will be hard for older generational workers to understand due to their priority of job security and consistency. You can expect to see this shift in your business in the near future.

Sources:

IT Infrastructure, Lisa Sullivan

https://www.thearmadagroup.com/it-infrastructure/the-pros-and-cons-of-allowing-personal-devices-in-the-workplace

http://avds.com/images/blog/UNC_Millenials_Workplace_Study.pdf

please join us in welcoming

these new Chamber Members as of 7.24.17

BUSINESS CARD EXCHANGE AT UNIVEST BANK AND TRUST CO.

Amy M.B. McKenna (Lower Bucks County Chamber of Commerce President) and Bryan Hughes (Bryan Hughes Business Connections/BCE Chair), right, welcomed new members Dave Bradley (Republic Services) and Daniel Paschke (March of Dimes) to their first Business Card Exchange!

BUSINESS CARD EXCHANGE AT AMERICAN HERITAGE FEDERAL CREDIT UNION

Amy M.B. McKenna (Lower Bucks County Chamber of Commerce President), left, and Bryan Hughes (Bryan Hughes Business Connections/BCE Chair), right, welcomed new members Dawn & Marlon Nicolls (Marlon Nicolls & Associates), Alicia Theis, Sheketa Canada & Chari Raphael (Evolve Physical Therapy); Back: Fran Mishinkash (American Heritage Federal Credit Union), Jeremy Molish (Moore Cleaning), Irene Greer (American Heritage Federal Credit Union), Kim Cunningham (Night Owl Graphics), and Lynnette Heary (American Heritage Federal Credit Union) to their first Business Card Exchange!

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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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bucks business connect

honoring exceptional volunteers

With the conclusion of the Chamber's 2016-17 fiscal year in June, an Annual Meeting & Volunteer Recognition was the featured program at the June BBC. Sponsored by 94.5 PST and St. Mary Health and held at the picturesque Pen Ryn Estate on the Delaware, this event included not only recognizing our wonderful volunteers, but a 'State of the Chamber' presentation as well. 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!

Suzy Buehler (McCafferty Auto Group/Lower Bucks County Chamber of Commerce 2016-17 Chairman of the Board) thanked her Board of Directors who were in attendance! From left, Kevin Wiener (Advanced Merchant Group), Kevin Ody (Bucks County Technical High School), Amy M.B. McKenna (Lower Bucks County Chamber of Commerce), Brian Tierney (Streamline Payroll, LLC), Robin Connor (E. W. Kaufmann Company), Brandon McFadden (BB&T), Cathy Windland (Inner Spa), Kathy Zelenka (The Gormley Furlong Group), Karen O'Donnell (St. Mary Health), Dave Dixon (Transworld Systems), Rick Battaglia (Bucks County Bank), Suzy, Paul Clough (Fresnel Partners), Michael Griffin (Pennswood Village), Paul Bencivengo (Visit Bucks County), and Denise Bowman (Hill Wallack LLP).

STAFF APPRECIATION AWARD

This award is reserved for a member who has been a huge asset to the organization and staff. This award is also a surprise to the recipient and membership.

Lower Bucks County Chamber of Commerce staff Minesh Pathak, Kim Bloemker, Amy M.B. McKenna, Susan Harkins, and Tracy Petock pose for a picture with Staff Appreciation Award recipient Brian Tierney (Streamline Payroll, LLC).

MITCHELL/CONNOR AWARD

Considered the Chamber's highest honor, this award is named in memory of a member, Theodor L. Mitchell, who perished while piloting his private aircraft in 1980, as well as a current member, Michael B. Connor, for their services as the premier leader and unsurpassed volunteer as a Chamber member.

The award is presented to a current or past Board member who, through their continued actions, has made significant and exceptional contributions to the Chamber's goals. This award has only been given out a few times, to a very select group of recipients throughout the Chamber's history.

Suzy Buehler (McCafferty Auto Group/Lower Bucks County Chamber of Commerce 2016-17 Chairman of the Board) and Amy M.B. McKenna (Lower Bucks County Chamber of Commerce) with the Mitchell/Connor Award recipient Denise Bowman (Hill Wallack LLP).

EXECUTIVE COMMITTEE

Consisting of the officers and three members from the Board, the Executive Committee helps the Chairman of the Board during the year.

Suzy Buehler (McCafferty Auto Group/Lower Bucks County Chamber of Commerce 2016-17 Chairman of the Board), center, thanked her Executive Committee in attendance; Kevin Ody (Bucks County Technical High School), Brandon McFadden (BB&T), Kathy Zelenka (The Gormley Furlong Group), Denise Bowman (Hill Wallack LLP), Amy M.B. McKenna (Lower Bucks County Chamber of Commerce), and Michael Griffin (Pennswood Village).

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THANK YOU!

Dear LBCCC Board of Directors,

I would like to take this opportunity to thank you for presenting me with a SITAWE Award ("Shot In The Arm With Enthusiasm") at this year's Annual Meeting & Volunteer Recognition event held on June 8. This award and the recognition it represents is a paramount achievement for me.

When I launched my small business in 2014, the first organization I joined was the Lower Bucks County Chamber of Commerce. Having worked with various Chambers of Commerce in a prior position, I was familiar with the important role this organization plays within the business community and its efforts to promote, advocate and protect the interests of business owners. Also, the Chamber tirelessly works to attract new industry, professional people and tourists to a city or local area. Of course managing these efforts is the Board of Directors who works closely with Chamber staff to realize and achieve these goals and objectives.

It has been a pleasure to be a LBCCC member and I have enjoyed my committee involvement, participation in special events/workshops and serving as Co-Chair/Chair of the Women In Business Roundtable for two years. I look forward to my continued membership and association with this outstanding Chamber of Commerce. Thank you!

Warm regards,

Blanche Gottel, The Plant Lady of Bucks, LLC

"SITAWE" recipients Jen Kline Clark (Bucks County Coffee News), Terry Jones (P.B. Consultants), and Blanche Gottel (The Plant Lady of Bucks, LLC).

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!

CEREMONIAL PASSING OF THE GAVEL

Suzy Buehler (McCafferty Auto Group/Lower Bucks County Chamber of Commerce 2016-17 Chairman of the Board) passed the gavel to our new Chairman of the Board, Brandon McFadden (BB&T).

THANK YOU SUZY!

Lower Bucks County Chamber of Commerce President Amy M.B. McKenna,right, presented Suzy Buehler (McCafferty Auto Group) with a plaque for her year of service as Chairman of the Board!

business events

visit LBCCC.org for a full list of events

BUSINESS CARD EXCHANGE AT UNIVEST BANK AND TRUST CO.

The newest branch for Univest Bank and Trust Co. was the setting for the Business Card Exchange in June!

Noel Iapalle (Newtown Athletic Club) and Linda Ziff (In Motion LLC "Personal Training and Corporate Wellness").

Univest Bank and Trust Co. employees Dave Provost, Betsy Roush and Kim Detwiler.

Many members & guests of the Lower Bucks County Chamber of Commerce attended Bucks Business Connect at Brian's Harley-Davidson to hear Jackie Parry Bogert of the First National Bank & Trust Co. of Newtown speak about "Employee Wellness Programs on a Shoestring."

JULY BUCKS BUSINESS CONNECT HELD AT BRIAN'S HARLEY-DAVIDSON

Attendees not only heard from a great speaker, they had the opportunity to check out all the great bikes as well!

Lower Bucks County Chamber of Commerce President Amy M.B. McKenna, Dan McCarthy (Brian's Harley-Davidson/Host), Brandon McFadden (BB&T/Lower Bucks County Chamber of Commerce Chairman of the Board), Bill Koelewyn (225 Lincoln Properties LP/Sponsor), Bill Sheffer (First National Bank & Trust Co. of Newtown/BBC Chair), and Jackie Parry Bogert (First National Bank & Trust Co. of Newtown/Speaker).

Leslie Krum (Krum Insurance & Financial Services, LLC), Sharon Lindley (Edible Arrangements), and Kathleen Salmon (Juniper Village).

Ryan Hall & Bryant Keal of American Heritage Federal Credit Union with Karen D'Aprile of Bucks Welcome Group.

JULY BUSINESS CARD EXCHANGE HELD AT AMERICAN HERITAGE FEDERAL CREDIT UNION.

Thank you to American Heritage Federal Credit Union who were our gracious hosts for the July Business Card Exchange!

HILL WALLACK LLP HOSTS NETWORKING & BALL GAME AT THE TRENTON THUNDER

Leadership Bucks County Alumni and the Young Professionals Committee were invited to the Hill Wallack LLP SkySuite for a night of networking and baseball as they watched the Trenton Thunder take on the Richmond Flying Squirrels.

LEADERSHIP ALUMNI - HERB GARDEN VOLUNTEERING

Members of the Leadership Bucks County Alumni volunteered to work beside the Blind and Visually Impaired while planting an herb garden!

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Lower Bucks County Chamber of Commerce President Amy M.B. McKenna, second from right, is joined by the panel and moderator, Karen Smith-Burden (PA CareerLink® Bucks County), Jeff Davis (Sesame Place), Kristen Nielsen Donnelly, PhD (Abbey Research), Wayne P. DeAngelo (I.B.E.W. Local 269), and Lisa Martinicchio (Blu Echo Design).

Larry Loughery of Farmers Insurance, is also a Dale Carnegie Instructor.

1

2

3

4

5

The Chamber's inaugural Rated G – A Summit for All Generations took place at the Lower Bucks Campus of Bucks County Community College in June.

Keynote Speaker Jeff Hurley spoke about how he rose from an intern to Chief Operating Officer/General Manager of the Trenton Thunder in just 13 years.

Sally Morgan (Author, Vocal & Speech Coach) presented a Breakout on how to "Command the Room" while **Larry Lowry** (Farmers Insurance & Dale Carnegie Instructor) presented on "Keys to Networking: What's on Your Toolbelt." In addition, **Kristen Nielsen Donnelly, PhD** (Abbey Research), and **Gene Williams** (The Grundy Foundation) gave a duel presentation on "Pesky Millennials, Out of Touch Boomers, and Everyone In-Between: Strategic Thinking for Multi-Generational Workspaces."

A panel discussion on the topics of Millennials in the Job Market; Investing in Employees; Attracting and Keeping Good Talent; Job Hopping vs. Longevity; Making Your Mark; Skilled Trade Gap, and more was presented by **Lisa Martinicchio** (Blu Echo Design), **Jeff Davis** (Sesame Place), **Kristen Nielsen Donnelly, PhD** (Abbey Research), and **Karen Smith-Burden** (PA CareerLink® Bucks County), and moderated by **Wayne P. DeAngelo** (I.B.E.W. Local 269).

In addition, **the Young Professional Award was presented to Jay Saxton of Construction Building Materials, Inc.** 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 Jay for his accomplishments! Congratulations!

Photo Captions

1. *Lower Bucks County Chamber of Commerce President Amy M.B. McKenna with Keynote Speaker, Jeff Hurley, COO and GM of the Trenton Thunder.*
2. *Sally Morgan (Author, Voice & Speech Coach) helped attendees to see how their posture, tone of voice, resonance, and much more are important in the ability to command the room!*
3. *Kristen Nielsen Donnelly, PhD (Abbey Research) gave a dynamic presentation talking about the traits of Millennials to Baby Boomers.*
4. *As the Executive Director of The Grundy Foundation, Gene Williams gave an overview of everything from volunteering to raising funds.*
5. *Amy M.B. McKenna (Lower Buck County Chamber of Commerce) with the Young Professional Award recipient Jay Saxon (Construction Building Materials, Inc.).*

editorial calendar focus

NOVEMBER/DECEMBER

- Restaurant Guide
- Education
- STEM
- Entrepreneurship

MARCH/APRIL

- Automotive
- Home & Pet Essentials
- Health & Wellness
- Family Law

JANUARY/FEBRUARY

- Economic Development
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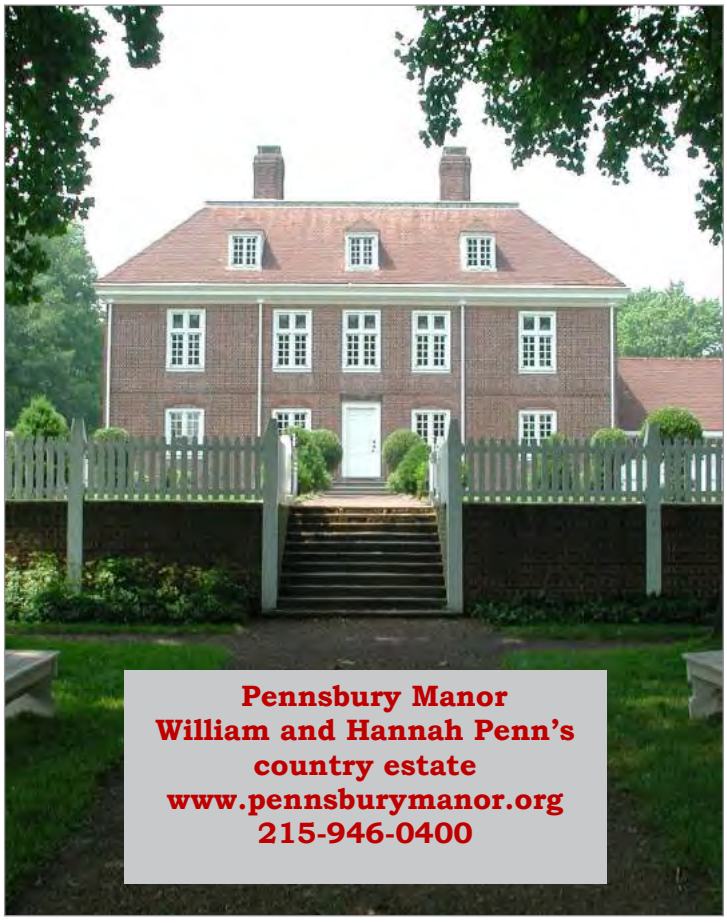

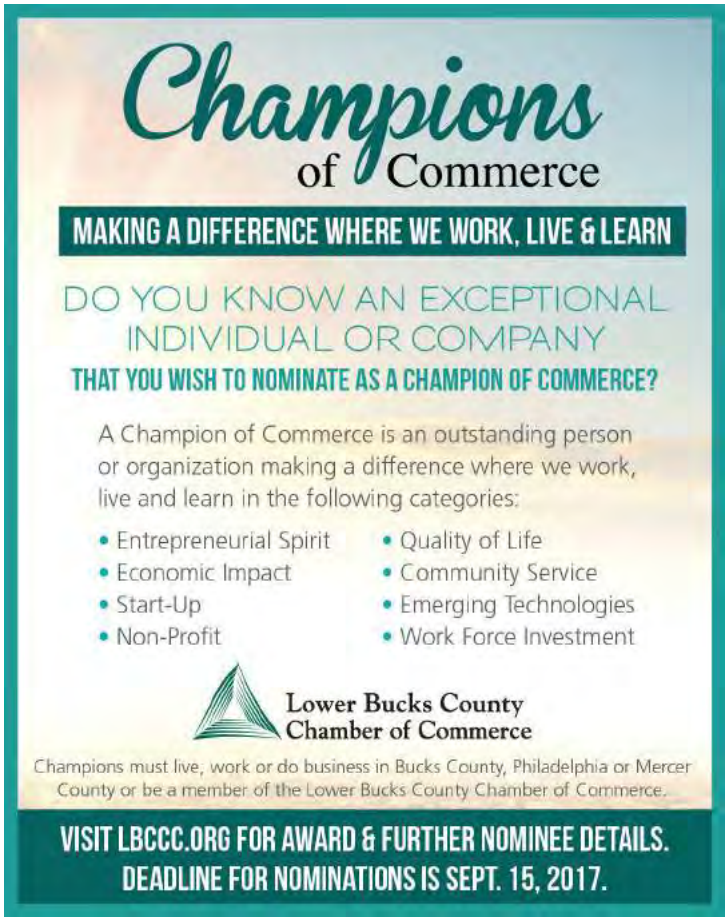

Priscilla, 7 years old, diagnosed with Cerebral Palsy became Sunshine Foundation's 40,000th Dreamer in early June. "The most memorable parts of this trip were our family time together and playing at LEGOLAND. Seeing Priscilla become more independent, waking up early every day, brushing her teeth and getting ready for each park….and seeing Priscilla stand up in her chair on her own for the first time….was a very emotional experience for us."
-Ruben and Shannon, Priscilla's parents

Kathryn, 11 with Down syndrome, received her Dream Come True thanks to the sponsors and participants of the 15th Annual RunWalkBark 4 Dreams fundraiser in Bucks County (Tyler State Park).

Emmett, 8 years old with low functioning autism. "The foundation has been such a blessing to our family."

-Elizabeth, Emmett's mom

Sydney, 12 years old with low functioning autism. "Sydney was given the opportunity to have fun, be a kid and smile! She talked more on this trip than she ever has before." *-Brooke, Sydney's mom*

Sunshine Foundation

Celebrated it's 40,000th Dreamer in early June!

Seven-year-old Priscilla Campos, from Yakima, WA, became the Sunshine Foundation's 40,000th dreamer when she received a special Dream Come True in June. The Sunshine Foundation granted Priscilla's dream of going to LEGOLAND(R) Florida Resort with her family and to meet her favorite characters, the LEGO(R) Friends. Priscilla, who has Cerebral Palsy, traveled to central Florida with her parents to spend a week at the Sunshine Foundation Dream Village.

Sunshine Foundation, headquartered in Feasterville, PA, is the original wish granting organization that goes beyond a life-threatening or terminal diagnosis, answering the dreams of chronically ill, physically challenged and abused children ages three to eighteen, whose families are unable to fulfill their requests due to the financial strain that the child's illness may cause.

It all started with one little dream. In 1976 a Philadelphia police officer, Bill Sample, was assigned to protective duty at St. Christopher's Hospital for Children. There he encountered critically ill and terminally ill children, and saw firsthand how these children's families were burdened, not only by mounting medical bills, but also by the frustration of not being able to provide their child a special dream. Bill took out a $4,000 personal loan and, with the help of others, started the Sunshine Foundation and began making dreams come true for chronically ill, seriously ill, physically challenged and abused children. Sunshine Foundation strives to bring joy to children who need us most. Sunshine Foundation has answered the dreams of over 40,000 deserving children nationwide.

Sunshine Foundation receives a wide variety of dream requests and dream requests are as unique as each child is. The most popular being a Dream Come True trip to the Central Florida theme parks. When families are given a trip to the Orlando attractions, they stay at Sunshine Foundation's Dream Village. The Dream Village boasts nine fairytale themed cottages, a handicap accessible playground, wheelchair compatible swimming pool, a miniature golf course and other great accommodations for the families to enjoy during their stay in Central Florida.

Currently, there are over 400 children nationwide waiting for their dreams to come true with more referrals coming in every day. The Foundation relies on the generosity of donations from individuals and corporations to make these dreams a reality.

Sunshine Foundation has been rated a top charity by CharityWatch and they are proud to say over 80% of all funding goes directly to serve special children. Sunshine Foundation celebrated their 40th Anniversary on November 18, 2016 of making dreams come true for deserving children.

For more information, contact Jessica Greene, Development Manager at 215-396-4770 or jessica@sunshinefoundation.org. You can also visit Sunshine Foundation on the web at www.sunshinefoundation.org.

It is hard to believe that it has been 16 years since the tragic terroristic attack on September 11th which destroyed the World Trade Center in New York, killing 2,996 people and injuring over 6,000 others. Today and everyday, we should all take a moment to thank our policemen, firemen, and EMTs who put their lives on the line day in and day out to ensure our public safety. On behalf of the Lower Bucks County Chamber of Commerce, we salute and thank you. We also pay homage to the eighteen Bucks County residents whose lives were lost during this tragedy. I strongly encourage everyone to visit Bucks County's Garden of Reflection.

The Chamber is gearing up for our annual Golf Outing being held on Monday, September 18th at Jericho National Golf Club. There are several different ways to network and brand both yourself and your company. The Chamber recognizes the traditional business format as well as the more casual arena to build your centers of influence. We are always looking to offer new programs and events to our members to provide different both B2B and B2C. Whether you are part of a foursome, a sponsor, a volunteer, or a dinner attendee, this is a great way to casually interact with other thought-leaders within Bucks County and the surrounding areas. I hope to see everyone there!

If you are a foodie, keep your eyes pealed for more details about our Savor Bucks County event which will occur in November. It is a chance to mingle with over 200 attendees while sampling creations from food and beverage extrordinaires through Bucks County and surrounding areas. Come vote for your favorite savory and sweet exhibitor!

If your company has been looking for a way to have marketing, networking and branding visibility co-branded with the Chamber throughout the entire year, the Chamber's Partner Program is the opportunity to do just that! As a Chamber Partner, you will create top of mind awareness – in the Outlook, on our website, and through other digital means while receiving additional benefits to the Sponsorships and digital advertising you select. Please contact me directly if you would like to learn more. Thank you to our 2017 Partners. We appreciate your continued support and look forward to another great year!

The Chamber is so fortunate to have so many dedicated members who not only make an impact here at the Chamber, but also where they live, work and play. If you know an individual, business, or organization who stands out above the crowd and makes a difference in one of the following eight categories, Community Service, Economic Impact, Emerging Technologies, Non-Profit, Quality of Life, Start-Up, or Work Force Investment, please nominate them today for a Champion of Commerce award. The winners will be honored at our signature Champions of Commerce dinner event being held on Thursday, November 30th at Pen Ryn Mansion. Nominations are due by September 15th.

Thank you to all of our Lower Bucks County Chamber of Commerce members, and to my amazing staff! Have a prosperous Fall season!

Amy M.B. McKenna

Amy M.B. McKenna

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

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lbccc.org/young-professionals

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Pre-registration is greatly appreciated!

BUCKS BUSINESS CONNECT

2nd Thursday of the Month

September 14 @ Pennsbury Manor

October 19 @ Livengrin Foundation, Inc.
(Please note, October date is the 3rd Thursday)

November 9 @ *Capital Health*

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

BUSINESS CARD EXCHANGE

Wednesday, September 20 @ Sam's Club

Wednesday, October 18 @ Lower Bucks Hospital

Tuesday, November 14 @ Penn Community Bank

4:30 – 6:30 p.m.

GOLF OUTING

Monday, September 18 @ Jericho National Golf Club

11:00 Lunch, 12:00 Tee Time
Foursomes & Sponsorships Available

GET ACQUAINTED WITH YOUR CHAMBER

New & Future Member Orientation

Tuesday, September 26 @ Lower Bucks County Chamber of Commerce

Tuesday, November 28 @ Lower Bucks County Chamber of Commerce

12:00 – 1:30 p.m.

LEADERSHIP BUCKS COUNTY

2nd Tuesday of the Month
9 Month Program

September 2017 – May 2018

8:30 a.m. – 4:00 p.m. (Locations Vary)

CHAMPIONS OF COMMERCE

Thursday, November 30 @ Pen Ryn Estate on the Delaware

6:00 – 9:00 p.m.
Tickets & Sponsorships Available

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

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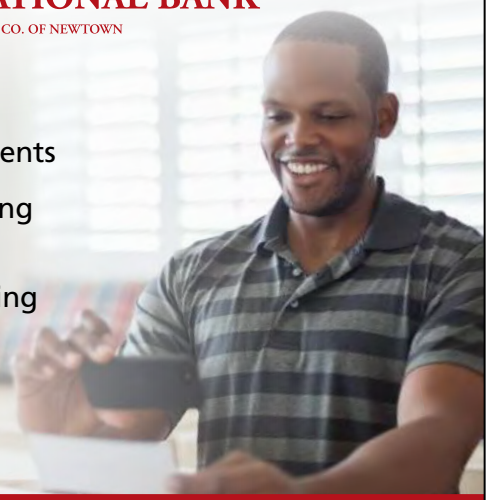

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OUTREACH

AMBASSADORS *(Closed Committee)*
Co-Chairs: Jen Kline Clark, Bucks County Coffee News & Isabel Menichella (Lifetime Member/Co-Chair)

Meets: 2nd Tuesday, 8:30 a.m.
Get Acquainted with Your Chamber

BUSINESS CARD EXCHANGE
Chair: Bryan Hughes, Bryan Hughes Business Connections

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

PROFESSIONAL DEVELOPMENT

FUTURE BUSINESS LEADERS
Chair: Tyler Yankey, Washington Crossing Council, Boy Scouts of America

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

BUCKS BUSINESS CONNECT
Chair: Bill Sheffer, First National Bank & Trust Co. of Newtown

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

LEADERSHIP BUCKS COUNTY 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 BUCKS COUNTY ALUMNI
Co-Chairs: Danielle Bush, United Way of Bucks County & Rose Cooper, Bucks County Community College

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

YOUNG PROFESSIONALS
Chair: Jay Saxton, Construction Building Materials, Inc.

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

INNOVATION

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

TECHNOLOGY
Chair: Chris Mangano, Mercadien Technologies

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

ECONOMIC DEVELOPMENT

GOVERNMENT
Chair: Bill Pelosi, Litchfield Cavo LLP

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

NON-PROFIT ADVISORY
Chair: Cheryl Campbell, The Christmas Gala

Meets: 3rd Thursday, 8:30 a.m.
(For Non-Profit Executive Directors Only)

CHAMPIONS OF COMMERCE
Chair: Brandon McFadden, BB&T
Meets: 1st Wednesday at 8:30 a.m.
August - December

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

BUSINESS NETWORKING ACTIVITIES

SPORTS & ENTERTAINMENT
Co-Chairs: Brian Tierney, Streamline Payroll, LLC and Brian Zavodnick, Process Plus Legal Services, LLC

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

HEALTH & WELLNESS
Co-Chairs: Dave Dixon, Transworld Systems and Cathy Windland, Inner Spa

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

EXPO
Meets: 1st Tuesday, 8:30 a.m.
November - May

SPECIAL ROUNDTABLES

WOMEN IN BUSINESS
Chair: Cynthia Murphy, Investors Bank

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

b.o.s.s. (Business Owners: Support & Strategies)
Chair: Bonnie Boden, Blue Denim Digital, LLC

Meets: 3rd Thursday, 8:15 a.m.

MEMBER BENEFITS
Chair: Kevin Wiener, Advanced Merchant Group

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

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Wednesday, September 20, 2017
4:30 – 6:30 p.m.

Host Location & Prime Sponsor:

Sam's CLUB

1717 E. Lincoln Hwy. • Langhorne, PA 19047

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 Sam's Club.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

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

Subsequent visits will have a $20 fee.
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Network with Over 70 Business Professionals

Build your Brand

Thursday, September 14, 2017

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

8:00 – 9:15 a.m. **Program**

Prime Sponsors:

RWJBarnabas HEALTH

REPUBLIC BANK

Host Location:

William Penn's Country Estate
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EST. 1683

400 Pennsbury Memorial Rd. • Morrisville, PA 19067

Supporting Sponsor: Trenton Thunder

Speaker:
Michael D. Bannon, Director, Bucks County Office of Consumer Protection/Weights and Measures

Program:
Scammers, Cons and Fraudsters

about our speaker

Michael D. Bannon is and has been the Director of the Bucks County Office of Consumer Protection/Weights and Measures since 2002, as appointed by the Bucks County Commissioners.

He is currently the President of The Pennsylvania Association of Weights and Measures and has been an active member of this association for 12 years. He has been a co- founder/member of the Southeastern Pennsylvania Consumer Protection Committee since its inception in 2004. Mike is also a founding member and continues to be an active member of the Bucks County Crimes Against Elder Adults Task Force.

Mr. Bannon has worked extensively over the years with numerous agencies in Pennsylvania including, but not limited to, the Pennsylvania Attorney General's Office and the Bucks County District Attorney's Office in the pursuit of convictions of those that have committed fraudulent crimes in Bucks County. In addition, he has and continues to partner with local law makers on enacting legislation to promote the protection of residents across Pennsylvania.

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Wednesday, October 18, 2017
4:30 – 6:30 p.m.

Host Location & Prime Sponsor:

Lower Bucks Hospital

501 Bath Rd. • Bristol, PA 19007

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 Lower Bucks Hospital.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

Future Chamber Members are welcome to attend one Business Card Exchange and one Bucks Business Connect 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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Hear from Experts on a Variety of Topics

Network with Over 70 Business Professionals

Build your Brand

Thursday, October 19, 2017

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

8:00 – 9:15 a.m. **Program**

Prime Sponsors:

225 LP

Hill Wallack LLP
Attorneys at Law

Host Location:

LIVENGRIN
The Foundation for Addiction Recovery

4833 Hulmeville Rd. • Bensalem, PA 19020

Supporting Sponsor: Borden Perlman Salisbury & Kelly

Speaker:
Congressman
Brian Fitzpatrick

Program:
Government

about our speaker

Brian Fitzpatrick was elected to the United States House of Representatives in 2016 to represent the people of Pennsylvania's Eighth Congressional District. His top priorities in Congress are increasing economic opportunity and keeping our nation safe.

Prior to running for Congress, Brian served our country as an FBI Supervisory Special Agent fighting political corruption and supporting global counterterrorism efforts – including being embedded with U.S. Special Forces as part of Operation Iraqi Freedom. Brian also served as National Director for the FBI's Campaign Finance and Election Crimes Enforcement Program and as a national supervisor for the FBI's Political Corruption Unit. For his work, Brian was an inaugural recipient of the FBI Director's Leadership Award in 2015 and was named "Investigator of the Year" by the Federal Law Enforcement Foundation.

In the 115th Congress, Brian is a member of the Foreign Affairs, Homeland Security and Small Business committees. Brian is the founding member of the Congressional Citizen Legislature Caucus, a bipartisan group of lawmakers committed to fighting for term limits and Congressional reforms, and a member of the No Labels 'Problem Solver Caucus.'

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Matt Peters,
Weed Man Bucks County

Matt Peters is the owner of Weed Man Bucks County.

He is the youngest Weed Man franchisee and was nominated for Weed Man rookie franchisee of the year in 2016. He has had a 103% revenue growth & 116% customer count growth over year end 2016 numbers and when he was with the Carlisle Weed Man, there was a 258% growth in net sales.

Q: Who is the most influential person in your personal life and why?
A: My father: He's taught me so many things thus far in life. He's taught me the importance of providing exemplary service in a services centered-economy. He's taught me how to make smart financial decisions and has been one of, if not, the most supportive person in my life.

Q: Who is the most influential person in your business life and why?
A: That's a tough call. I'm grateful to have the support system I do with Weed Man and I've been lucky to have the opportunity to continuously learn from my former General Manager, Mike Gavin, and the Owner of the Weed Man I started with in West Chester, John Sanders.

Q: Who do you admire the most in the business world and why?
A: Mark Cuban: I'm inspired by his never-ending drive and hustle throughout his career. To go from sleeping on the floor in an apartment and eating ketchup and mustard sandwiches, to a billionaire and legendary entrepreneur just by his own drive and force of will is admirable.

Q: What is your definition of success?
A: My definition of success is growing my business and inspiring others to join me on my journey.

Q: Essential business philosophy?
A: Don't quit when you're tired, don't quit when you've come up short, never stop and never quit.

Q: Looking back, what is the best piece of advice you would give to your 25-year-old self?
A: Since 25 was only one year ago I'll speak to my 15 year old self. "You have endless potential and you can accomplish anything with the right attitude and devotion. Study, read, and learn as much as you can because it will pay off later."

Q: Favorite quote?
A: "Formal education will make you a living; self-education will make you a fortune." – Jim Rohn

Q: Most influential or favorite book? and/or Last book you read?
A: How to Win Friends and Influence People by Dale Carnegie.

Q: Favorite place to vacation?
A: Owning and operating a newborn business at 26 sadly doesn't leave you a whole lot of time for vacations. I consider something as simple as a nice day off by the pool a vacation, but I plan to travel someday, particularly to Greece or Germany.

Q: Favorite place in your house and why?
A: I'd have to say the back porch. Nothing beats waking up on a Sunday morning and enjoying pork roll egg and cheese breakfast sandwiches, coffee and playing board games in the fresh air.

Q: Favorite sports team?
A: All Philly sports teams.

Q: What is your favorite food or beverage?
A: A Bacon Cheeseburger & Ginger Ale

Q: What is something most people don't know about you?
A: I've played drums since age 10. During high school and some college, I was in the marching band, concert band, and jazz band. As an adult, I was in a rock cover band called 'The Roguez' for 3 years before having to leave and pursue my goal of opening Weed Man Bucks County.

Q: If you were stranded on an island, what three things would you have to have with you?
A: 1. My Drum Set; 2. iPod loaded with music and podcasts; 3. My Family and Girlfriend, Heather

Q: What company do you admire/respect the most?
A: Amazon, they've set new standards on what it means for a company to expand through their consistent innovation, and their efficiency and focus on customer satisfaction in an industry that is extremely competitive.

Q: Favorite thing to do in your spare time?
A: Play the drums or spend time with my long-time girlfriend, Heather.

Q: What is a goal you have yet to achieve?
A: Someday I'd like to visit the hometowns of my grandparents in Germany, Greece, and Macedonia.

Q: Greatest accomplishment?
A: My growth with Weed Man thus far going from a 16 year old door knocker to a sales person and technician. From there I was promoted to Sales and Marketing manager. After that was promoted to General Manager and moved to Central PA. Finally, I started Weed Man Bucks County in 2016 and we now serve over 620 customers, more than double of where we were customer-wise at the end of last year, and there's still plenty of time to grow in 2017.

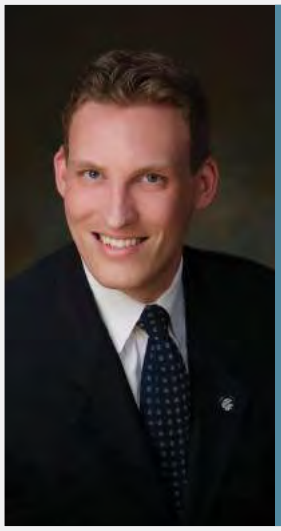
Q: How do you keep a competitive edge?
A: I never settle or rest on my laurels. I am always thinking of what else I can achieve or improve upon in my current situation both professionally and personally.

Q: What is your life motto?
A: If you don't go after what you want you'll never have it.

Q: Why did you choose the career you are in?
A: I've always enjoyed the outdoors whether it is visiting Longwood Gardens or my time as a Boy Scout when I was a child.

Q: What is the most rewarding thing in your life?
A: My relationship with my family and my girlfriend, Heather.

Tobi Bruhn,
Bucks County Community College



With a doctorate degree in educational leadership from Rowan University, Tobi Bruhn has spoken nationally on topics of alumni and board development, strategic planning, special events planning, and effective non-profit communications. Tobi serves on several local non-profit boards, including LBCCC's Leadership Bucks County Advisory Board, and has been a member of the Chamber's Board of Directors. He is also a Certified Fund Raising Executive, a designation held by only 5,500 professionals around the world.

Q: Who is the most influential person in your business life and why?
A: There are many people who helped me personally and professionally throughout my career by offering important advice and providing opportunities for professional growth at the right time. Two individuals became important mentors to me as I started my professional career. My dad, whose advice, knowledge, and leadership style continues to inspire me every day, and my former boss and Lower Bucks Chamber Past President Pete Dominick who hired me at the Bucks County Community College Foundation and always led by example.

Q: Essential business philosophy?
A: Hire good people and help them achieve their goals.

Q: Looking back, what is the best piece of advice you would give to your 25 year old self?
A: Stop talking and start listening. Early in my career, I was eager to prove myself and frequently missed opportunities to learn from amazing professionals who were all willing and happy to share their advice and experiences.

Q: Favorite quote?
A: "It is what it is." (there seems to be some uncertainty about the origin of this quote)

Q: Last book you read?
A: Cockpit Confidential – Everything You Need to Know About Air Travel

Q: Favorite place to vacation?
A: Some of my favorite places I was fortunate to visit are Reykjavik, Iceland, Venice, Italy, Alaska, Washington, D.C., and Sintra, Portugal.

Q: Favorite time of the day?
A: 4:30 a.m. My wake-up time in the army as well as today. Amazing how much you can get done when you get to the office at 6 a.m.

Q: Favorite sports team?
A: Hamburger SV. My hometown soccer club which I have cheered for since the age of 5.

Q: What is your favorite food or beverage?
A: Chocolate is the answer…no matter the question.

Q: Favorite Movie?
A: Alfred Hitchcock's Rear Window

Q: What is something most people don't know about you?
A: I was born and raised in Hamburg, Germany, and came to the United States as a foreign exchange student at the age of 18.

Q: What was your first job?
A: Delivered newspapers.

Q: What do you like best about your current job?
A: The fact that education changes lives and that I have the ability to connect people who wish to make an investment in higher education with those who wish to pursue their educational dreams. The best moments are those when you tell a student that all their hard work is being recognized with a scholarship and when they walk across the stage to accept their diploma at graduation. It puts an instant smile on your face and motivates you to work even harder.

Q: Favorite thing to do in your spare time?
A: Playing tennis with my daughter and running.

Q: What is a goal you have yet to achieve?
A: Learning to play a musical instrument. Had many lessons as a child but unfortunately did not stick with it.

Q: Greatest professional accomplishment?
A: Receiving my doctorate degree in educational leadership from Rowan University.

Q: How do you keep a competitive edge?
A: Ask lots of questions and listen. I frequently meet colleagues from other educational institutions at different workshops and conferences which helps to stay current in my field. In addition, I serve on several non-profit boards in the region and use the opportunity to help make a positive impact in the lives of others as well as learn from other executives and fellow board members about how to be a better leader.

Q: What would be your first choice for a new career?
A: Pilot. I've always been fascinated with traveling to new places and the experience of immersing oneself in different cultures and customs.

Q: Why did you choose the career you are in?
A: I can't say that it was a deliberate decision. I was a communications/public relations major in college and one of my first jobs out of college introduced me to special events planning. When I had the opportunity to join the Bucks County Community College Foundation as its special events planner I jumped on the opportunity and I've been at the college ever since.

Leisure & Sports | Entrepreneurs & Millennials | Marketing Tips | Cyber Security

Leisure Activities reduce stress

One method to effectively manage the inevitable stress that occurs in each of our lives is to find activities outside our work that allow our minds and bodies to relax.

Leisure time activities and hobbies have long been a source of altering our pattern of behavior. In so doing we lower the higher level of emotional reactivity that inevitably occurs with the decision making and responsibilities of the work week. Allowing ourselves the opportunity to escape from routine assignments and responsibilities is both healthy and necessary to prevent the breakdown that may occur from prolonged stress without these therapeutic interruptions.

Hobbies and leisure time activities have become an industry in themselves. There are numerous magazines and books in circulation to help people learn these activities. Camping, golfing, playing tennis, fishing, bowling, and yes, even video games can be sources of satisfaction from the everyday work routine. Finding the proper hobby and outlet may be easy for some people, yet difficult for others.

Many individuals have developed a work pattern that has allowed them very little or no outside leisure time activity. They simply do not know how to relax and enjoy themselves outside of work. For them, leisure time activity becomes sheer boredom. Their workaholic tendencies may lead them to very unhappy consequences in life. They generally relate very poorly to friends and relatives and are often very detached and even reclusive. The old saying, "All work and no play makes Jack a dull boy, seems to have merit."

Although they may not recognize it as a problem until a heart attack or emotional breakdown occurs, these people cannot walk away from their work. Their inability to relax away from their work setting causes problems for themselves and their families.

A case in point is Paul who was an excellent tennis player during his college years when he won many medals and trophies. After entering the business world he allowed little time for tennis or any other form of recreation. While in his 30s he developed several medical problems that his doctor told him were related to stress. He was urged to change his lifestyle, to develop some outlets which would allow him to wind down at the end of the day and relieve some of the tension. His wife suggested he take up tennis again. After returning from the tennis court the first time, he found himself stiff, sore, and vowing never again to play tennis again because of his poor performance. In comparing his outing at age 35 to his performance 15 years ago Paul's ego was unable to accept the changes that occurred because of age, physical condition and lack of practice. Paul thought he could step on the court and be the star he used to be. Because this didn't happen he didn't want to play just for fun. For him, leisure time activities had to be competitive. The qualities of relaxation were not important.

His female counterpart, Nellie, was a Mid-State University swimming team star and trophies in her den reminded her of the recognition she had received from family, friends, and peers. When she decided to take up a leisure activity during her early 30s, swimming seemed to be a natural, but after the first club visit she was disenchanted and felt terribly "over the hill."

For Nellie, swimming was not going to be a hobby. It was still a competitive endeavor. Her inability to accept swimming as a simple form of exercise and recreation caused her to lose the opportunity to utilize a lot of dormant skills to stay in shape and to rid herself of tension through exercise.

Finding a suitable, enjoyable and rewarding recreational activity may require multiple trials. Joining a club or group dedicated to leisure time activities can give you the opportunity to learn from experienced people. Many churches, YMCAs, YWCAs and community colleges have courses devoted to hobbies and recreation that are moderate in cost. They allow you the opportunity to try new activities at a minimum of effort and time.

Reducing stress by a suitable leisure time activity is a total personal endeavor that is well worth the effort for mind and body.

Article by: Harold H. LeCrone, Jr., Ph.D.

Source: http://www.haplecrone.com/portal/showthread.php?t=16

How Entrepreneurs

Can Attract And Retain Talented Millennials Who Prioritize Health

It's no secret that as a society we're more conscious about our health than ever before. While technology may not always be our ally in allowing us time to get to the gym -- interminable conference calls, Skype chats and e-mails -- we do have greater access to information. Millennials are more aware than their parents were about the dangers of smoking and drinking. We know the types of food we should avoid and that CARBS is a four-letter word. We also know that working in an uninspiring or toxic environment can be detrimental to our health.

Harmful workplace factors include: having unsupportive colleagues, an excessively demanding boss, or suffering constant ill-treatment increases risk of heart disease, depression and high blood pressure. These undesirable conditions are not exactly the perks you look for during a job hunt.

So, if you've let your standards slip when it comes to treating your employees, or your HR policies are a little rusty, take note. It's hard to attract and keep hold of top talent, especially millennial top talent that has gotten used to changing jobs, working on their own projects and prioritizing their health over their career. Seeing as millennials will make up 75 percent of the workforce by 2025, if you're not implementing policies to attract this dominant (and demanding) demographic, you should be. Here are some healthy ways to attract top millennial talent.

A flexible time off policy Some of the most forward-thinking companies are starting to think creatively when it comes to attracting millennial talent. The leadership at progressive payments company, Yapstone, who made the INC 5000 List of Fastest Growing Companies nine years in a row, are firm believers in working smart. Seeing as you're more productive at work after taking a vacation, they offer a Flexible Time Off (FTO) policy to all workers.

Flexible time off doesn't mean offering unlimited vacation, although there are some companies, like Mammoth, that have tried it. But it does mean giving your employees the trust and freedom to manage their own time off. Rather than having to plan their ten days a year in advance, they can use them as they feel and take a break when they need to recharge their batteries.

"At the end of the day," says tax lien investor Ted Thomas, "responsible workers who are satisfied with their jobs will probably take no more time off than they would with standard vacation time." Flexible time off is more valuable for the message it conveys than the time off in itself. It shows trust in your employees and recognition that their personal lives matter as well. It also creates a sense of empowerment for millennials that like to be in the driving seat.

Work from home days A 2016 Harvard study concluded that the average American would gladly take an 8 percent dip on their earnings to be able to work from home. Some of the workers surveyed were willing to shave as much as 21 percent off their salary to work from their living rooms. As technology provides us with the tools to work from anywhere, telecommuting is on the rise. In fact, according to Gallup, as many as 37 percent of the US workforce has done so from their home or mobile office at some point.

Allowing your millennial employees to work from home is another easy and effective way of attracting them to your company. Instead of the time spent commuting, they get extra leisure time outside of working hours. Which means they can take a pilates class, go for a run, spend more time with their families, or hang out with friends.

On the job training The average American spends around one third of their life at work (between 25 to 30 years to be more precise). Which is an awful lot of time to waste on an unfulfilling job. Millennials like to be creative and to be given a challenge. So, the best way to lose your all-star employees, or turn away prospective ones is by making them follow a strict set of mundane tasks every day. Lowell Crabb CFP, founder of Drive Wealth Management, recently explained to me that helping millennials stay motivated at work is all about helping them have meaningful life experiences while there. "This can be challenging," he said, "but not impossible. Tying compensation and work goals to positive social impact projects is one of the more popular ways my clients have had success helping millennials feel valued, and prepared for retirement at the same time."

A strong emphasis on on-the-job training and room for growth is important. Not just vertically, but within the position they were hired for. At least 25 percent of YapStone's positions are filled with internal candidates. This proves to ambitious millennials that they can carve out a career path that molds around their skills and preferences. They can see clear potential for career expansion. Job satisfaction is a key factor to a healthy life, so providing constant stimulation and on-the-job training is vital.

A few perks here and there Everyone's heard about Silicon Valley's massage rooms, free snacks and bring-your-dog to work days. Some of these initiatives might seem a little absurd, but they have proven to be highly magnetic when attracting top millennial talent. While Generation X was taught to value compensation and control above all, millennials place more importance on how working in a certain role makes them feel and impacts their life.

Google's corporate culture, for example, attracts millennial talent from all over the globe. From a selection of restaurants and gyms, to free haircuts and dry cleaning, Google is a company known for investing in its employees' well being. And it is consistently rated as one of the top places to work. Nap pods and foosball may not be your thing, but think of other perks that would work well with your corporate culture. Sometimes the little details can make a big difference.

As companies like YapStone and Google have proven, attracting top millennial talent isn't necessarily about offering a fat paycheck. Learn to understand the millennial mindset and the life factors they value most, such as their health and career satisfaction, and you'll have the A-players knocking down your door.

Article by: Melissa Thompson, HarcourtHealth

Source: http://www.businessinsider.com/skills-every-young-professional-should-have-2015-10

Five Marketing Tips for Small Businesses In 2017

Effective marketing requires a consistent awareness of upcoming trends and emerging channels. Even if you feel confident in your business's current techniques and strategies, you should keep an eye on what's coming next so you can stay competitive and ahead of the rest. To keep your small business successful in 2017, here are five marketing tips to help you.

1. BLOG WITH EXPERTISE If you've been in the marketing industry the past few years, you know that blogging is a trend that virtually every business has adopted. Blogging is a great way to utilize search engine optimization practices and get your small business noticed. Unfortunately, many businesses focus on frequency and forget the importance of quality.

By optimizing your website for search engines with quality blog posts, your business will appear at the top of search results for topics related to your service offering. This will lead to more visitors to your website, increase your leads, and help your organization grow.

You can post a blog with keywords every week, but unless the content is valuable, you will lose the interest of your readers. The effectiveness of your blogging is going to be based on exciting and informative content. Accomplishing this might mean hiring an expert in your industry or scheduling your own time to draft a quality post each month.

For example, a former client of mine, Justworks, regularly publishes valuable and timely content on their blog that is relevant to their customers. The payroll management company recently published a great article about the basics related to IRS Form 941 – just in time for tax season.

2. MOBILE TAKEOVER Everyone has already witnessed the impact of mobile technology on marketing strategies. The last few years have been focused on mobile browsing and utilizing social media platforms that are only available on mobile devices. In 2017, think about marketing options like text message marketing; 95% of Americans now own a mobile device and 98% of text messages are opened.

If you have not yet developed a mobile marketing strategy, you'll want to invest the time to do so in 2017. There are a number of SMS marketing services online that provide software that will allow you to create lists, draft messages and send them to your customers.

3. PERSONALIZED SOCIAL MEDIA MARKETING Social media marketing has become a crucial aspect of marketing effectiveness in the past few years. Small businesses can't afford to become complacent or get in a routine with their social media strategies. Pay attention to personalized marketing techniques; tracking consumer behaviors and targeting them based on their interests is becoming an essential tool of marketing.

Personalized marketing techniques can be as simple as using your customer's name in the bulk e-mail messages you send out or as complex as targeting individuals that work at a specific company you'd like to sell your services to with Facebook or LinkedIn ads. Social media sites like Facebook have improved their advertising platforms to let you be very specific to the audiences ads are shown to. With this information, you can create specific ads that target groups that can provide a strong ROI for your effort.

4. VISUAL STRATEGIES Live-streaming has taken the social media world by storm. Live feeds and videos have become the new normal for communicating your message. Facebook reported last year that 100 million hours per day of video are watched on their site. Engage your audience with live-streaming at events or conferences that highlight you and your product offering. It's a quick and effective way to connect with customers and build your brand.

Visual marketing effectiveness will also rely on engaging graphics. While graphic design has always been important, it will need more attention this year. Viewer engagement durations are shorter and social feeds are getting more crowded. Stand out with powerful graphic content.

5. E-MAIL MARKETING Don't underestimate the effectiveness of e-mail marketing. Too many businesses see it as an irrelevant aspect of marketing as social media has expanded. The truth is, e-mail marketing is still beneficial to the growth of a small business. In fact, 91% of U.S. adults reportedly like to receive promotional e-mails from companies they've done business with in the past. Your e-mail marketing strategy in 2017 should be focused on helpful content including industry news, guides and links to your expert blog content. Don't run customers off with an e-mail about sales every few days. Make your e-mail content engaging, informative and interesting by containing insights that you personally would like to know and receive about your product offering. If you wouldn't want to read the e-mail you're sending to your customers, don't send it.

Marketing is constantly evolving. This year we can expect marketing strategies to be detail-oriented and mobile-focused. Consumers are not paying attention to fluffy content or staying engaged through traditional avenues alone.

Article by: Dan Hinckley, Go Fish Digital
Source: https://www.forbes.com/sites/forbesagencycouncil/2017/03/21/five-marketing-tips-for-small-businesses-in-2017/#2dd82c516067

Tips on Engaging Millennial & Generation Z

New Hires in the Onboarding Process

What types of challenges are employers facing when it comes to engaging Millennial and Generation Z new hires in the onboarding process? These younger generations of new hires have grown up in a digital world, and that is presenting new challenges for employers in terms of engaging new hires in the onboarding process and retaining them for the long term, says Doug Stephen, senior vice president of CGS's Learning Group. For example, these workers would much rather go on their smartphones or tablets to fill out interactive benefit enrollment forms and to sign employment documentation than use pen and paper, Stephen says. "They are fully connected all the time." "It is easier and much less stressful

for them to go to an app or get information on their phone," Stephen says, adding that the more you can provide new hire forms and training in a self-serve environment, the more comfortable Millennial and Gen Z new hires will be. Whenever possible, expedite the process of getting new hires ready to be productive in their jobs—for example, provide them with tips of the day via Twitter, success of the day via Instagram, or short training video vignettes to learn the best techniques for performing particular tasks from coaches and mentors, he says. HR and training professionals that do not adjust their onboarding processes for these technologically savvy new hires risk losing them. "They will leave. They'll get frustrated. They'll look for employment elsewhere," Stephen says. Although change may seem daunting to employers, he says it does not have to be. He recommends rolling out these changes—whether digital forms or utilizing social media for daily communications—in phases. "You can move things gradually." With each new addition, you are adding to your "arsenal of digital tools" that will benefit future new hires. There is still a place for classroom training and face-to-face interaction during onboarding, and making the onboarding process effective and efficient for new hires is time well spent, Stephen says. Onboarding is "the lens into the company. This is how they see the company for the first time and how they see the company going forward. You don't get a second chance to make a first impression."

Source: http://hrdailyadvisor.blr.com/2016/12/19/tips-engaging-millennial-generation-z-new-hires-onboarding-process/

12 Sports Books That Will Teach You How to Succeed in Business

Whether you're on the field or in the boardroom, the goal is always to come away victorious.

The characteristics required to win in sports and in business are one and the same. Composure under pressure, leadership skills, teamwork, perseverance, and mental toughness can help you get ahead in either arena.

That's why we rounded up 12 excellent sports books that will help you succeed in business. These provide valuable lessons from some of the greatest coaches, athletes, and team owners around.

1. **"ELEVEN RINGS" BY PHIL JACKSON** Jackson has more NBA championships than any other coach in the history of the sport. In his book, he discusses the secrets of balancing team chemistry and describes how he coached Michael Jordan, considered by many the best player in the world.

2. **"WHAT IT TAKES TO BE #1" BY VINCE LOMBARDI** In his time, NFL coach Vince Lombardi was known for his leadership and his drive to win. This book details what it takes to become a successful leader, whether in sports, business, or anything else.

3. **"THE LOMBARDI RULES" BY VINCE LOMBARDI, JR.** In another great book about the sports legend, Lombardi's son shares 26 lessons that helped make his father one of the best of all time.

4. **"LEGACY" BY JAMES KERR** In his book about the iconic All Blacks rugby team from New Zealand, Kerr reveals lessons on leadership and handling pressure, so that you can put yourself in an optimal position to win in any environment.

5. **"PLAYBOOK FOR SUCCESS" BY NANCY LIEBERMAN** Lieberman, a Hall of Fame basketball coach that is now working for the Sacramento Kings, details the teamwork and leadership tactics that helped her work her way to the top. When the Kings hired her, she became the second female coach to join an NBA staff.

6. **"NEGOTIATE LIKE THE PROS" BY KENNETH SHROPSHIRE** Shropshire, a Wharton professor that has negotiated many major sports deals, shares his insight on some of history's biggest sports deals. In the book, you will learn about playing to your strengths during a negotiation.

7. **"WOODEN ON LEADERSHIP: HOW TO CREATE A WINNING ORGANIZATION" BY JOHN WOODEN AND STEVE JAMISON** With this book, you will learn how to maximize the performance and production of your team from the man that coached UCLA basketball to 10 national championships in 12 years.

8. **"PERFORMING UNDER PRESSURE" BY SAUL MILLER** Performing well in high-pressure situations is crucial, whether it's taking the last shot in a basketball game or delivering the final point in a sales presentation. Miller, a mental coach who has worked with athletes from many of the major professional sports leagues, offers tips on how to stay cool and collected when the stakes are high.

9. **"HOW TO WIN AT THE SPORT OF BUSINESS" BY MARK CUBAN** Cuban, a billionaire investor and owner of the Dallas Mavericks, shares the three fundamental rules to running a business that have helped him: Understand the difference between adding value and benefiting from a bull market; win the battles you're in before moving on to new ones; and don't drown in opportunity.

10. **"WIN FOREVER: LIVE, WORK, AND PLAY LIKE A CHAMPION" BY PETE CARROLL** The two-time championship winning coach at USC and one-time Super Bowl winning coach shares what he's learned in his highly successful coaching career and how to maximize your overall potential.

11. **"LESS THAN A MINUTE TO GO" BY BILL THIERFELDER** Preparation is crucial, but it's all about how you perform in the moment. Thierfelder, a former college All-American track athlete and current mentor to athletes, discusses the key to performing well when everything is on the line.

12. **"MONEYBALL: THE ART OF WINNING AN UNFAIR GAME" BY MICHAEL LEWIS** This bestseller turned box-office hit chronicles Billy Beane, the general manager of the Oakland Athletics, during the 2002 season as he attempts to guide a low-budget team to victory. It will teach you as much about management as it does about succeeding in baseball.

Article by: Steve Benna

Source: http://www.businessinsider.com/sports-books-teach-business-skills-2015-9

Cyber-Security

through User-Awareness Training

The ever-changing landscape of technology-solutions has resulted in business/organizations being more and more "connected"; the ability to share information, receive immediate communications and leverage the interconnectivity of business-processes has increased the expectations of consumers/customers for ALL organizations, regardless of their size.

Along with escalated "connectivity" comes escalated risks; in particular, "Phishing Attacks". Recent studies reveal that Phishing was the top tactic utilized by Hackers/Saboteurs. Phishing is the attempt to obtain sensitive information such as usernames, passwords, and credit card details (and, indirectly, money), often for malicious reasons, by disguising as a trustworthy entity in an electronic communication (as defined by Wikipedia).

Up until just a few years ago, traditional threat-prevention involved (almost exclusively) the build-out of product-based protection solutions (hardware and software) including content/web-filtering, firewalls, anti-virus/malware and a host of other platforms that offered a "layered" approach for establishing a defense. Today, physical security is simply not enough.

We all hear about cyberattacks involving higher-profile institutions… BUT…it's the small business/organization community (often nonprofits) that are the more desirable targets for cybercriminals; this is based on a lack of resource, leading to the least protected messaging systems, websites and network infrastructures.

E-mail remains the number one "Threat-Vector" for compromise. Not long ago, it was relatively easy to spot a trap…there are only so many times one can read about their inheritance from a long-lost wealthy benefactor; this type of content quickly became ineffective for perspective "Phishers". So, they got better. Much better. In today's threat-landscape it's becoming very challenging to distinguish between a threat and a genuine message. The framework/content follows an exact presentation of the masked-institution. Bank of America, Wells Fargo, Barnes & Noble…no matter what the attempted front-end, the banner, flow and footer-Terms & Conditions are exact.

Enter "User-Awareness-Training (UAT)". An ounce of prevention is worth a pound of cure; an old adage never more relevant than in today's connected-world. Simply put, don't get hacked/hijacked to begin with; train your staff/employees on what to look for…ahead of time.

UAT establishes an initial base-line of your user environment; a vulnerability-profile is created. Statistics are provided on how exposed your organization is to external phishing attempts. Users are presented a series of interactive training videos that include demonstrations and examples of what to look for and what to avoid; a behind the scenes examination on how hackers infiltrate an organization is clearly outlined. Phishing tests are conducted monthly or quarterly (frequency is decided by the organization), continually educating employees, while also providing feedback on improvements. Users that fail to effectively identify phishing e-mails, are automatically enrolled in additional training sessions; all of which can be managed and monitored by the organization's Leadership-Team.

Unlike physical security-controls, UAT has proven to be budget-friendly, while also being very effective at reducing risk. Many organizations have seen a reduction in their annual insurance premiums resulting from completed UAT programs. Additionally, nonprofit discounts can usually be obtained.

Nearly all organizations are held to some form of regulatory/compliance standard; a common denominator for most institutions is to establish a level of Risk-Management and Cyber-Threat-Prevention. Annual reviews of security-controls and adopting UAT programs, are rapidly becoming required, not just recommended.

Article by: Chris Mangano, Mercadien Technologies

Mobile Marketing Strategy

Essential Guidelines to Drive Mobile Conversions

It's difficult to overstate the importance of mobile in today's digital marketing landscape. The fact is, if you aren't focusing on how to appeal to audiences on mobile, you're already falling behind the competition.

That said, diving headfirst into mobile marketing can seem intimidating. Do you have the technological capabilities? Will it cost a fortune? These are common concerns, but mobile marketing doesn't necessarily mean launching a costly mobile app (in fact in 99% of cases it doesn't). Mobile marketing isn't about flashy apps that no one uses or trendy technology that will fall out of fashion in a matter of months -- it's about doing everything you can to be present on mobile when your users are, and meeting their needs whenever they encounter your brand in a mobile setting. Here are 6 key areas you can focus on to improve your mobile marketing efforts.

Mobile-optimized site

Hopefully by now this one is a dead giveaway, but it never hurts to reiterate it. In order to meet the needs and expectations of mobile users you absolutely must have a website that's thoroughly optimized for mobile. Every aspect of the website experience should be tested on mobile devices and tailored to the behaviors of mobile browsers.

That means content should be designed to be easily digested by a multi-tasking mobile user (think: short paragraphs, bulleted lists, and favoring scrolling over clicking), form fields should be accessible using thumbs and fingers, checkout information should be auto-filled as much as possible, and, perhaps most critically, load times must be lightning quick.

Mobile-optimized e-mail

Without question, the e-mails your company sends will be read on mobile devices. This is true even for B2B companies that target users in the workplace. One of the number one activities people use their phones for is e-mail, and we all know that today's modern workers check e-mail at all hours, even long after they've left the office.

All of us are plagued by inboxes overflowing with marketing messages that just keep coming, day after day. It's hard enough to

capture a user's attention. If you do manage to get them to open your e-mail, why risk losing them just because they're reading on mobile and your e-mails are only fully functional on desktop? Users won't be forgiving of lackluster mobile e-mail performance -- they'll trash your message and move on.

It isn't difficult to make sure your e-mails are optimized for mobile and, in fact, many e-mail marketing services offer responsive templates that make the job easy. If you're designing your own e-mail templates, consider how text will appear to mobile users. Remember that what looks like a short paragraph on desktop will take up considerably more screen space on mobile. Use a stacked layout, which is far easier for mobile readers to follow than a column layout. Don't forget that CTAs should be easy to click with a mouse and a thumb.

Mobile-only social channels

Remember how mobile users love to use their phone to check e-mail? Well, social media use is another one of those big mobile activities that account for a lot of user time spent with mobile. Not only is this a good reason to have a robust social media marketing strategy (go where your audience is), it's further incentive to invest in your presence on mobile-only social channels, like Instagram and Snapchat (technically Instagram is no longer mobile-only, but core functionality remains mobile-only.)

Having a strong social presence, and understanding that many, if not most, of the users who interact with your brand on social are doing so from a mobile device, is key to your success with mobile marketing. Investing in paid media on social is also essential to ensure your brand is present on mobile where and when your users are.

Mobile-specific paid social campaigns

While an organic social presence is important, applying a paid spend to some of those mobile-specific social initiatives can be incredibly worthwhile. Create ads for platforms like Snapchat or Instagram with high-quality visual or video content, and apply specific targeting options to ensure you're reaching the right audience, at the right time, and on the right device.

Targeting options for ads on these platforms are becoming increasingly specific and intricate, allowing brands to truly garner the highest ROI possible to users that are most likely to convert. For ecommerce brands where you can take customers directly to the point of purchase, the ability to serve ads to users that engage with other (and similar) accounts frequently, have shopped the products before, or fit into a certain lifestyle demographic, is an incredibly valuable opportunity.

In the example above, Lilly Pulitzer uses a stellar image of planners and notebooks with a simple "Shop Now" call-to-action to drive qualified users to the point of purchase.

Mobile-specific paid search campaigns

The needs of mobile searchers and desktop searchers are not necessarily the same. They might both enter queries that contain the keywords you've determined are valuable to your brand, but their intentions and desired outcomes are likely distinct. That's why it's a mistake to simply copy your desktop paid search campaigns over to mobile. How do you know whether the ad copy and bid strategies that work for your desktop audience will be equally effective for mobile audiences? Running a smart mobile search campaign means taking the time to design them specifically for mobile audiences.

Video, video, video

There's one more thing mobile users love -- video! In 2017 over 60% of mobile users will be watching digital video on their devices. As a marketing channel, video is growing, and user appetite for video content is high.

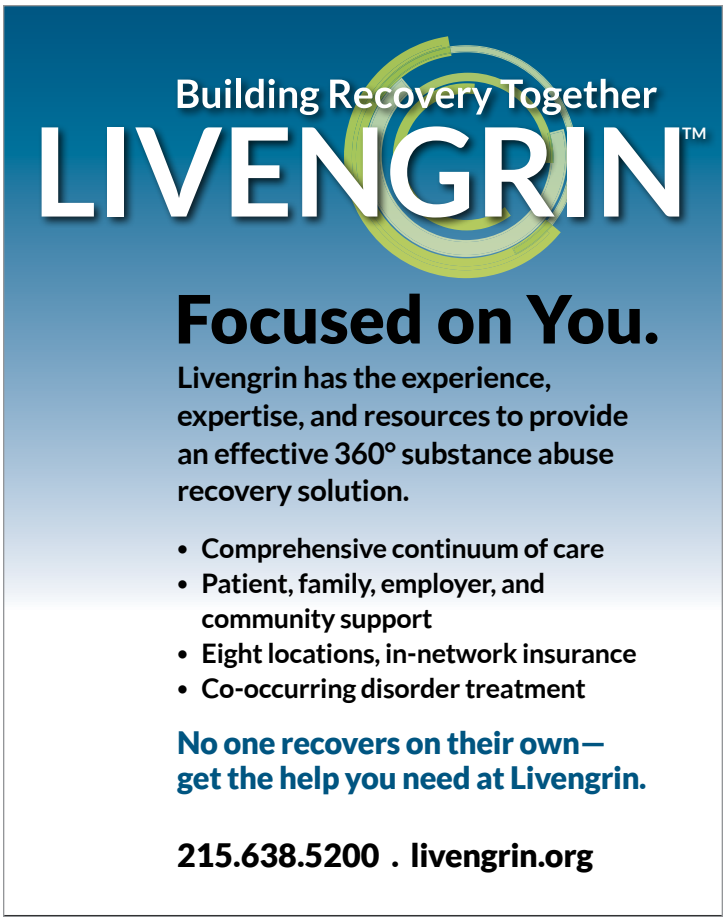
Investing in the creation of video content is a smart move from a content marketing perspective. The attention and investment brands are now funneling into content marketing means that it's becoming increasingly difficult to differentiate yourself. Video is one way to make your brand stand out. When done right, it can attract a lot of attention. It also has the potential to reach audiences that are distinct from those that are likely to read your blog or other written content.

But not only is video a smart content marketing play, it's a smart mobile marketing play as well. Because mobile users are such avid consumers of digital video, investing in video content offers additional opportunities to reach that coveted mobile audience.

Mobile is the word on every marketer's mind in 2017. Searching for ways to connect with mobile audiences is a key focal point of a forward-thinking marketing strategy. Mobile marketing can't be an afterthought -- it should be central to every aspect of your marketing efforts. From site design to e-mail templates, social engagement to paid search, plan for mobile across the board and in every campaign you execute.

Article by: Gabriel Shaoolian

Source: https://www.forbes.com/sites/gabrielshaoolian/2017/06/21/mobile-marketing-strategy-essential-guidelines-to-drive-mobileconversions/#f3ef8a36c4a7



Employees of Bucks County Bank

volunteered at a Habitat for Humanity build in Morrisville in June. Working side-by-side with the soon-to-be homeowner Tina, the group was tasked with painting and trim work. "We felt this was a rewarding and enriching event, and working right next to Tina brought the volunteer experience full-circle. The Bank is proud to sponsor Habitat for Humanity," Rick Battaglia, Chief Retail Division Officer said. Bank employees echoed his enthusiasm, saying that it was a fulfilling experience to help a worthwhile cause in their community.

Pictured left to right (all are Bucks County Bank employees unless otherwise noted): Bob Monk, Jackie Ahern, Tina (homeowner), Rick Battaglia (top of sign), Allison Kearns, Jason Rupe (construction manager), Chris Ponsart, Gabe Dragos, Brittany Houston, and Gwen Fisher.

Monument Bank

launched its 10-month charitable giving initiative by presenting the Wrightstown Food Cupboard with a check for $500 and a non-perishable food donation at Monument Bank's Newtown branch. "Giving back to our community is engrained in our company culture at every level," said Chris Nardo, President and CEO, Monument Bank. "It's an important part of who we are as a local business and as individuals. We're thrilled to be able to support the Wrightstown Food Cupboard and other organizations who share our desire to strengthen our community."

Univest Bank and Trust Co.

celebrated the opening of its newest location in Richboro with a traditional ribbon cutting ceremony. Univest first began operating in Richboro last year through the acquisition of Fox Chase Bank.

The Richboro Financial Center is the latest to feature Univest's new branch model focused on an improved customer experience that partners personal bankers with technology solutions. "We have deep roots in Bucks County and in addition to growing Univest's footprint to serve new communities, we are equally focused on enhancing customer experiences through our new, modern financial centers," said Jeff Schweitzer, President and CEO at Univest Corporation. "This is the third new model we've opened in Bucks County in the last two years to serve the ever-changing financial needs of our customers and communities."

Pictured left to right: Kevin Norris, president of Univest Wealth Management, Lou Spinelli, president of Consumer Banking at Univest Bank and Trust Co. (Univest), Bucks County Commissioner Robert Loughery, Pastor Paul Sorcek of Advent Lutheran Church, Jeff Schweitzer, president and CEO of Univest Corporation, Pam Kouh, financial center manager at Univest, Mike Keim, president of Univest, Barry Moore, chairman of the Northampton Township Board of Supervisors (Board of Supervisors), Dr. Kimberly Rose, treasurer of the Board of Supervisors, Frank O'Donnell, secretary of the Board of Supervisors, and Amy M.B. McKenna, president of Lower Bucks County Chamber of Commerce.

Rosemary Caligiuri

, CASL®, RICP®, Managing Director of United Capital Financial Advisers, LLC completed her semiannual training from America's IRA Experts with Ed Slott and Company, LLC in Kansas City, Missouri earlier this year. The workshop provided in-depth technical training on advanced retirement account planning strategies, estate planning techniques, and new tax laws, including an emphasis on tax reduction methods for retirees as they transition into the distribution phase of retirement.

The Chamber staff

were invited to the annual 225 Lincoln Properties LP 4th of July Picnic that was held on their front lawn. There was great food, conversation, and a mini car show!

Here, Kim Bloemker, Chamber staff, posed for a picture with 225 Lincoln Properties LP General Manager, Bill Koelewyn.

You Can Participate In

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 26th 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 26th and ending with a graduation on May 8th. 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 2017-18! To apply yourself or to nominate someone you know, call the Chamber at 215-943-7400. Class size is limited, so do it today!

SPECIAL THANKS TO

PENNSWOOD VILLAGE

SESAME PLACE

for sponsoring the 2017-18 Leadership Bucks County program.

The 25th Leadership Bucks County Graduating Class

Meet Kimberly Solis!

Company: Sesame Place
Title: Director of Merchandise
Leadership Bucks County Graduate: 2015-16

Q: How has participating in the Leadership Bucks County Program helped you in your Professional Life?

A: The program gave me many connections to different professionals and businesses in the area. It also gave me a new toolbox for handling employee relations, and problem solving different issues and obstacles in the workplace. I have business contacts that I can reach out to for advice, assistance, etc.

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

A: The program is a unique way for employees to grow professionally and learn different skills, such as networking, presenting, working as part of a team, and so much more. The program allows them to work with people from all different backgrounds, and learn from how they approach business situations. There is a large focus on leadership skills, and how to be a leader amongst their peers as well as their respective teams. I found these sessions to be very informative and useful, and consistently bring back my thoughts, experiences and ideas to my own team.

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

A: Every session there is a speaker that comes in and does a presentation on a specific topic, whether it be IT security, presentation skills, networking, etc. These presenters were always a highlight and extremely informative. One of the presenters that sticks out to me was about networking. The presentation was so impactful and memorable, it gave me tips that I use every day when meeting people, even in my personal life. I reference the tips frequently, to pass on the tools to my own teams.

Q: What did you think about the Personal Assessment Tool?

A: It was one of my favorite parts of the program. The tool is very in-depth and allows you to focus your efforts, whether it be communication, coaching, project planning, etc. The facilitators helped me to use the results to capitalize on my own strengths and develop my areas of opportunity to become a better communicator, leader, coworker and employee. The facilitators don't just give the assessment and move on, there are many opportunities to use what you learned and apply them both professionally and personally.

Q: What are your overall thoughts about the program?

A: I think the program gives the participant countless benefits and skills that can be applied in every aspect. I found learning about the area, seeing how different businesses operate, networking with other leaders, and so much more really invaluable. The program has also opened many different professional opportunities, for which I am extremely grateful.

Q: Additional comments?

A: Anyone given the opportunity to participate in the program will no doubt gain countless skills and tools to help them advance in their professional career. The connections they make and the opportunity to be more involved in the community and the Chamber, are really advantageous. It is by far the best professional development opportunity I've had.

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Lower Bucks County Chamber of Commerce

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