OUTLOOK
MAGAZINE

SEPT/OCT 2019 ISSUE
LBCCC.ORG

LBCCC top events
NETWORKING
this summer
PAGE 12

meet
JENNA WORRELL
and Learn More About Leadership Bucks County
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Editorial Focus
SPORTS & LEISURE, TECHNOLOGY, MARKETING, YOUNG PROFESSIONALS
PAGE 22-27

Lower Bucks County Chamber of Commerce
The Voice of Business

LOWER BUCKS COUNTY CHAMBER OF COMMERCE

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COVER DESCRIPTION
Jenna Worrell, a Leadership Bucks County 2017-18 Graduate.

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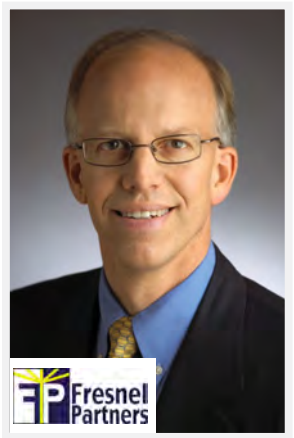
Chairman's Message

from the Chamber's Chairman of the Board



With the summer season of vacations, long weekends at the shore and some difficulty tracking down clients and employees behind us, the pace of business tends to pick up after Labor Day. There are meetings, tighter deadlines and generally more to get done. The same is true here at the Chamber.

We have the Golf Outing in September, the Leadership program starts up, members consider who to nominate as a Champion of Commerce and there will be more attendees at our regular monthly Business Card Exchanges and Keynote meetings. With all that activity, **MEMBERSHIP** is an obvious theme for this issue.

Let's start with the concept of creating **member value** that I discussed at the Annual Meeting, Changing of the Guard, & Volunteer Recognition Luncheon in June. In the same way that a business makes money by adding value for its customers, the purpose of any membership organization such as the LBCCC is to provide value for the members. Members must receive value for their investment of both the dues they pay and the time that they invest into the organization.

As with most membership organizations, no two LBCCC members are alike. Each Chamber member belongs to the LBCCC for a different set of reasons. What's important and valuable to me is different than you and different from other Chamber members. Of course, there are commonalities and themes. A few years back, we surveyed the LBCCC membership and found that our members value three things above all else:

- Visibility for their organization,
- Networking / meeting with others in the local community, and
- Business education / access to useful information.

Just the way a company delivers its value through products and services, LBCCC delivers these things through the many programs we offer. While there are far too many programs to list here, some of the most important include:

- The monthly Keynote meeting and Business Card Exchanges,
- Focused educational events such as the Professionals Summit or the ECONference held in the spring,
- LBCCC also offers sponsorships to organizations so they can highlight their offerings to other businesses, and
- Leadership Bucks County provides a high level of professional development to business owners and employees.

Next, I'll pose the question of whether you're **taking advantage of all that a LBCCC membership** has to offer. Which events do you attend on a regular basis? How effectively do you reach out to other members to build relationships with them and their businesses?

In addition to taking advantage of all that LBCCC has to offer, I'd suggest that there are r**esponsibilities that come along with membership**. Are you sharing ideas for how the LBCCC programs can be more effective and meet your needs better? If you can see a way to improve things, I'll guarantee that others will share your perspective. If everyone stays silent, we'll never move forward. When members are engaged and working together to build a better organization, the benefits are experienced by all.

Another responsibility of members is to get involved. While one way to get involved is to attend at events regularly, a path to deeper involvement at the Chamber is to join one of the committees of the Chamber. Not only can you contribute to a more dynamic and interesting Chamber, you'll get to know other members on a more personal level.

But which committee you ask? Great question and there's no one answer that works for everyone. While the staff can point you in the right direction and make the introduction to the appropriate committee chair, here's another suggestion – join two committees: Pick one committee where you have a particular expertise and can share your experience and abilities. Then select a second committee where you'd like to learn something or meet new people. Attend several meetings of each committee, get to know the committee chair as well as some of the other members. You may find that it is a more comfortable form of networking and getting to know others in the LBCCC community. After all, there's nothing like working together to accomplish something to build relationships.

I welcome the chance to get to know all of our members and help you maximize the value of your LBCCC membership. Give me a call or send me a note and we can set up a time to discuss maximizing the value of our memberships.

215-920-2301 • pclough@fresnelpartners.com

Paul

Paul Clough, Chairman of the Board

KEYNOTE AT TWINING VILLAGE RETIREMENT COMMUNITY

LBCCC Executive Director Minesh V. Pathak and LBCCC Chairman of the Board Paul Clough (Fresnel Partners) welcomed new members to the Keynote in July. From left, Jodi O'Donnell-Ames (Hope Loves Company), Jennifer Runyon (Stumpy's Hatchet House), Kristin Downie w/Frankie (Canine Partners for Life), Paul, Brian Williams (Gross Financial Services), Sue Begent (The Cocreation Zone), Kevin Kelly (Ancero, LLC), and Minesh.

Please Join Us In Welcoming

these new Chamber Members as of 7.14.19

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Linda Ziff, Vice President
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225 Lincoln Hwy., Ste. 190
Fairless Hills, PA 19030
215-736-2620
Fax: 215-736-2783
SaxonOffice.com
Mike Graff, Senior Account Mgr.
Office Equipment & Services
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STUMPY'S HATCHET HOUSE
1501 Grundy Ln., Ste. B
Bristol, PA 19007
267-553-2937
732-267-1202
Stumpyshh.com/BucksCountyPA
Jennifer Runyon, Co-Owner
Entertainment
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TUCKER DISTINCTIVE KITCHENS
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TuckerKitchens.com
Andrew Tucker, Owner
Kitchen
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JOIN LBCCC TODAY: VISIT LBCCC.ORG OR CALL 215-943-7400 FOR MORE INFO.

mission statement

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

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KEYNOTE AT TWINING VILLAGE RETIREMENT COMMUNITY

At the Keynote in July, Julie Anne Hensler Cullen, MSN, RN of MossRehab spoke on "Disability Etiquette – It's Just Respect."

Above: Julie Anne Hensler Cullen, MSN, RN (MossRehab/Speaker), Teresa Long (Twining Village Retirement Community/Host), LBCCC Executive Director Minesh V. Pathak, Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), and Bill Sheffer (First National Bank & Trust Co. of Newtown/Keynote Chair).

TRENTON THUNDER BASEBALL CLUB HOSTS THE BUSINESS CARD EXCHANGE IN JULY!

Hosted by Trenton Thunder Baseball Club with supporting sponsor MassMutual Greater Philadelphia, it was a fun Summertime Business Card Exchange in July! *Above: Alan Giannone of Village Catering with LBCCC Events & Membership Director Jude Martin-Cianfano.*

BUSINESS CARD EXCHANGE AT 225 LINCOLN PROPERTIES LP

It was a great Business Card Exchange at 225 Lincoln Properties LP in June!

Above: Jen Kline Clark (Bucks County Coffee News), Rhonda Okamoto (Legal Shield), and Dianna Gallen (THR Insurance Agency).

BUSINESS CARD EXCHANGE AT TRENTON THUNDER BASEBALL CLUB

Bryan Hughes (Bryan Hughes Business Connections & Total Technology Resources/ BCE & Expo Committee Chair), Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), and Minesh V. Pathak (LBCCC Executive Director) welcomed new members to their first BCE! From left, Bryan, Kendall Lovato (Bertucci's Italian Restaurant), Kevin Kelly & Paul Boyer (Ancero, LLC), Lisa & Howard Chubinsky (New River Search LLC), Jesse Unruh (Chick-fil-A at Oxford Valley Road), Paul, and Minesh.

SHARE YOUR ENTHUSIASM

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

DON'T FORGET TO LIKE AND SHARE OUR PAGES:

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LBCCC.org/young-professionals

editorial calendar focus

NOVEMBER/DECEMBER

- Restaurant Guide
- Education, STEM
- Entrepreneurship

JANUARY/FEBRUARY

- Economic Development
- Real Estate
- Women in Business

MARCH/APRIL

- Non-Profit
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Lower Bucks County Chamber of Commerce

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NEW HOPE, PA
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Lower Bucks County Chamber of Commerce

For registration or sponsorship info, contact Jude Martin-Cianfano at jcianfano@LBCCC.org!

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EXCEPTIONAL VOLUNTEERS HONORED

With the conclusion of the Chamber's 2018-19 fiscal year in June, an Annual Meeting, Changing of the Guard, & Volunteer Recognition Luncheon was held at the Washington Crossing Inn. Thanks to our supporting sponsors, Capital Health, TD Bank, Trenton Thunder Baseball Club, NJM Insurance Group, and Partners in Sound Productions Philadelphia, this event recognized our wonderful volunteers. 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!

EXECUTIVE COMMITTEE

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

Above: LBCCC 2018-19 Chairman of the Board Bill Koelewyn (225 Lincoln Properties LP) thanked his Executive Committee in attendance for all their hard work during his year! From left, Paul Clough (Fresnel Partners/2019-20 LBCCC Chairman of the Board), Kathy Zelenka (Gormley Furlong Wealth Advisory Group / Janney Montgomery Scott), Brandon McFadden (BB&T), Suzy Buehler (Fred Beans), Bill, Minesh V. Pathak (LBCCC Executive Director), Bill Pelosi (Litchfield Cavo LLP), and Randy Beaman (Univest Bank & Trust Co.).

THEY'RE SHOT IN THE ARM WITH ENTHUSIASM "SITAWE" FOR LBCCC!

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

Above: Bill Koelewyn (225 Lincoln Properties LP/2018-19 Chairman of the Board), left, and Minesh V. Pathak (LBCCC Executive Director), right, with "SITAWE" Award recipients Paul Bencivengo (Visit Bucks County), Bill Davis (Ameriprise Financial Services), and Michael Einbinder-Schatz (Jobecca Technology Group).

CEREMONIAL PASSING OF THE GAVEL

Left: Bill Koelewyn (225 Lincoln Properties LP/2018-19 Chairman of the Board) passes the gavel to our new Chairman of the Board, Paul Clough (Fresnel Partners) as LBCCC Executive Director Minesh V. Pathak looks on.

SHINING STAR AWARD

This award 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 Kim Solis of Sesame Place! Congrats Kim!!!

Right: *Kim Solis of Sesame Place.*

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 his 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.

Left: The Chamber Staff and our new Chairman of the Board, Paul Clough of Fresnel Partners, congratulated outgoing Chairman of the Board, Bill Koelewyn of 225 Lincoln Properties LP on receiving the Mitchell/Connor Award, as well as his outgoing award for serving as Chairman of the Board. From left, Tracy Petock, Ann Marie Robalik, Kim Bloemker, Jude Martin-Cianfano, Susan Harkins, Minesh V. Pathak, Paul, and Bill.

GET ACQUAINTED WITH YOUR CHAMBER

Sponsored by First Bank and Bertucci's Italian Restaurant, a 'Get Acquainted' luncheon was held in July. This event is for new and perspective members who want to learn more about what LBCCC has to offer.

Left: Kendall Lovato of Bertucci's Italian Restaurant spoke to the audience about the restaurant!

RIBBON CUTTINGS, GRAND OPENINGS AND MORE!

LBCCC Executive Director Minesh V. Pathak and Board Members Paul Clough (Fresnel Partners/LBCCC Chairman of the Board), Brian Zavodnick (Process Plus Legal Services, LLC), Denise Bowman (Antheil Maslow & MacMinn, LLP), and Kevin Wiener (Advanced Merchant Services) joined representatives from Jersey Mike's Feasterville and Smoothie King as they both cut the ribbon for their grand openings!

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PROFESSIONALS SUMMIT

Presented by the Young Professionals Committee

The Chamber's Professionals Summit took place at Woods Services in June. The event, sponsored by Bucks County Courier Times, Chick-fil-A – Bensalem, Fred Beans, Penn Community Bank, Univest Bank & Trust Co., and Woods Services, was put on by the Chamber's Young Professionals Committee.

After breakfast and networking, attendees heard from two speakers, Larry Lowry (Farmers Insurance & Dale Carnegie) who spoke on "Sharpen the Tools in Your Business Tool Belt," and Brynne Tillman (LinkedIn Whisperer & CEO, Social Sales Link) who discussed "Leveraging LinkedIn for Business Development." Next, they heard from a panel of LBCCC Board Members who talked about networking. The panel consisted of Moderator Kristen Erway-Farry (Woods Services), Randy Beaman (Univest Bank & Trust Co.), Minesh V. Pathak (LBCCC Executive Director), Jessica Sweeney (Penn Community Bank), and Jenna Worrell (Visit Bucks County).

Keynote Speaker Kyrus Keenan Westcott (1SEO Digital Marketing) spoke to the audience on "Spreading Good Vibes & Positivity through Your Professional Network."

register today at LBCCC.org

Pre-registration is greatly appreciated!

KEYNOTE
Networking & Breakfast Meeting
2nd Thursday of the Month
September 12 @ Pennsbury Manor
October 10 @ 1SEO I.T. Support & Digital Marketing
7:30 – 8:00 a.m. – Networking & Registration
8:00 – 9:15 a.m. – Program

BUSINESS CARD EXCHANGE
Wednesday, September 18 @ Penn Community Bank
Tuesday, October 15 @ Inspire Federal Credit Union
5:00 – 7:00 p.m.

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

GET ACQUAINTED WITH YOUR CHAMBER
Tuesday, September 25 @ LBCCC
12:00 – 1:30 p.m.

LEADERSHIP BUCKS COUNTY 2019-20: WELCOME MEETING
Class being formed, Limited seating, Eight-month program Sept. through May
Tuesday, September 25 @ LBCCC
12:00 – 1:30 p.m.

WOMEN IN BUSINESS CONFERENCE
Tickets & Sponsorships Available
Thursday, October 3 @ Cock 'N Bull (Peddler's Village) 8:00 a.m. – 1:00 p.m.

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

Lower Bucks County Chamber of Commerce

COMMITTEES

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

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

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

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

ECONOMIC DEVELOPMENT
Chair: Bill Koelewyn, 225 Lincoln Properties LP

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

GOVERNMENT
Chair: David Steil, Micro Trap Corporation

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

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

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

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

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

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

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

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

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

TECHNOLOGY
Chair: Chris Mangano, Mercadien Technologies

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

YOUNG PROFESSIONALS
Chair: Kim Solis, Sesame Place

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

SPECIAL ROUNDTABLES

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

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

WOMEN IN BUSINESS
Chair: Rhonda Okamoto, Legal Shield

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

GET INVOLVED & JOIN ONE OF OUR MANY COMMITTEES & ROUNDTABLES

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

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

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, September 18, 2019
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

Penn Community Bank

118 Mill St. • 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 Penn Community Bank.

LBCCC MEMBERS — NO CHARGE TO ATTEND.

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

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

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

BEST PRACTICE BANKING

Penn Community Bank offers specialized products just right for professionals like you. You also receive access to Business Boost, a free benefit package that enhances your Professional Checking and Savings accounts:

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- Preferred interest rates on Business Savings account
- Complimentary Business Valuation powered by BizEquity
- Discounted Cash Management services

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Hear from Experts on a Variety of Topics

Network with Over 70 Business Professionals

Build your Brand

Thursday, September 12, 2019

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

Supporting Sponsor: capitalhealth Minds Advancing Medicine

Speaker:
Henning Morales, CEO of eWorld Companies, Motivational Speaker

Program:
Influencers, Brands and Creating Digital Marketing Campaigns

about our program/speaker

Learn the strategies to create and launch attention-getting digital content to attract prospective customers and using incentive loyalty rewards to grow your customer base.

You'll learn:

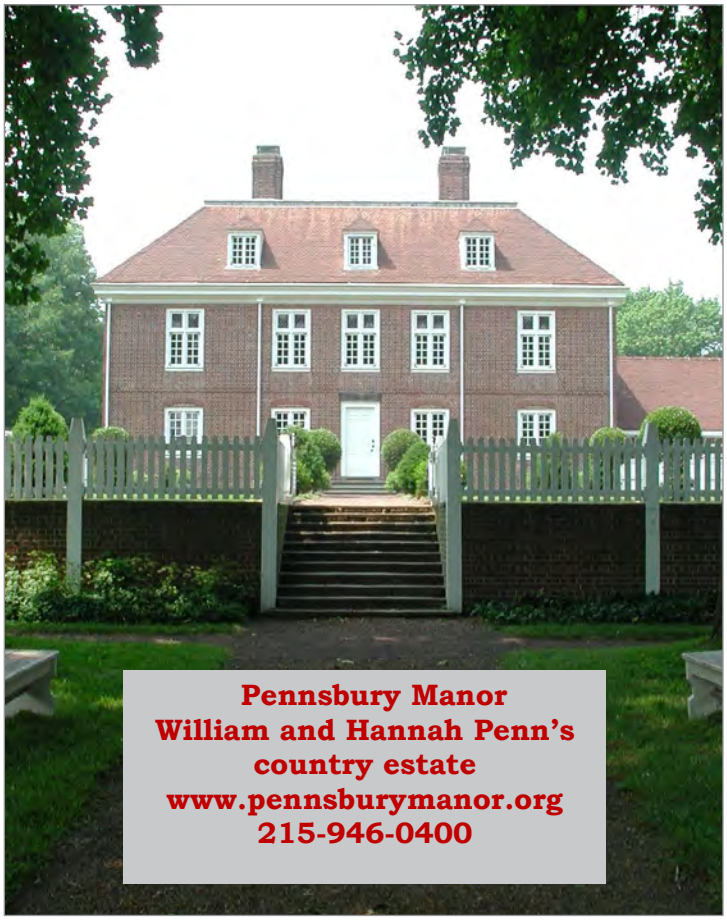
Why the 'influencer' advertising and marketing strategy has become a major force within the advertising industry in recent years, and what you can do NOW to get started.

How I have created a community to plan and implement partnerships with Social Media Influencers and Charities from A to Z and how you can join our community?

How Blockchain technologies have emerged to create Crypto currencies, smart contracts and unprecedented transaction tracking capabilities.

In 2015, the fifteen year public company veteran CEO Henning Morales turned his attention to his core passion: coaching, training and speaking. He is now a bestselling author, professional keynote speaker, critically acclaimed educator and filmmaker. He knows from experience that with the right skills and approach, incorporating influencers in the marketing mix gets the word out faster, attracts raving fans, and most importantly, delivers leads to your doorstep/website.

In 2018, Henning 'tokenized' his film production company, created FilmCoin, and is releasing his first feature film on VAPR, a blockchain based media delivery platform.



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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, October 15, 2019
5:00 – 7:00 p.m.

Host Location & Prime Sponsor:

inspire federal credit union
Our Knowledge. Your Dreams.

3 Friends Ln. • 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 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, October 10, 2019

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

8:00 – 9:15 a.m. **Program**

Host Location:

1SEO.com
I.T. Support & Digital Marketing

1414 Radcliffe St., Ste. 301 • Bristol, PA 19007

Prime Sponsor:

REPUBLIC BANK

Speaker:
Michael DePalma, Datto

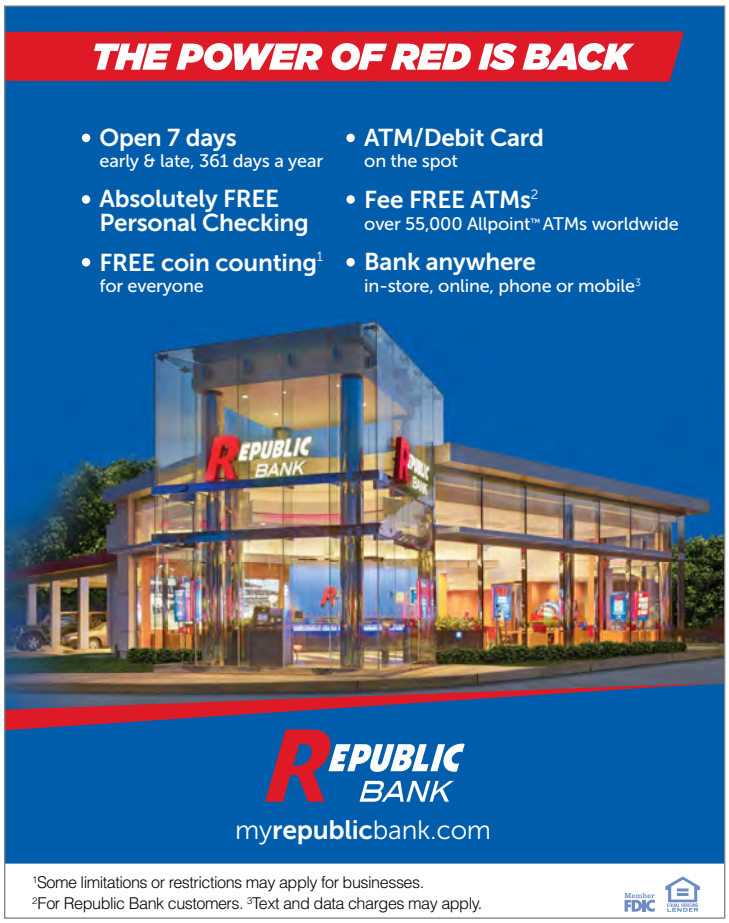
Program:
Protecting Your Business from Ransomware and Other Threats

about our program/speaker

The cyber threats the business community faces continue to grow, increasing the importance of having a multi-layered approach to protecting your data. Around the world, governments have responded to these threats through three main tactics: Investigation, Education and Regulation. Understanding their approach can be just as confusing as the cyber threats they are attempting to combat.

In this session, we will provide updates on the strategies the cyber criminals are using, and ways you can protect your data and ensure your business can continue to operate should you be attacked.

After covering the California market as a Channel Sales Executive for Datto, Michael joined the Business Development team in February, 2016. In his role as Channel Development Manager, Michael represents Datto at numerous trade shows and technology conferences throughout North America, frequently presenting alongside members of the Department of Homeland Security and the FBI. Over the past two years, Michael has given over 200 presentations, educating business owners on current cyber threats and the role business continuity plays in combatting these threats.



Madison & Belle McMahon,

ARTdoor Media By:
Madison Belle, LLC

Belle McMahon

Madison McMahon

Belle McMahon

Q: Who is the most influential person in your personal life and why?
A: My mom because she has been such a strong role model and inspires me daily to be the best version of myself.

Q: Favorite Quote?
A: "Whether you think you can, or you can't, you're right." – Henry Ford

Q: Most influential or favorite book? and/or Last book you read?
A: Outliers (Malcolm Gladwell)

Q: Favorite place to vacation?
A: St. John – USVI

Q: Favorite place in your house and why?
A: Bedroom – One place where you can both relax/sleep and accomplish things and be productive at the desk.

Q: Favorite time of the day?
A: Late at night (I'm most productive then).

Q: What is your favorite food or beverage?
A: Chicken parmigiana

Q: Favorite TV show, Movie and/or Song?
A: Game of Thrones

Q: Favorite thing to do in your spare time?
A: Ride my horse.

Q: How do you keep a competitive edge?
A: Making attainable goals and striving to achieve them.

Q: What is your life motto?
A: Work hard and be nice.

Madison McMahon

Q: Who is the most influential person in your personal life and why?
A: My Mother! She has a unique way of viewing things & I hope to learn to think more like her #Momtrepreneur

Q: Who is the most influential person in your business life and why?
A: See above.

Q: Who do you admire the most in the business world and why?
A: I'm fortunate to come from a family of entrepreneurs which sculpts the way I view business & success. There's not one person I claim to be like – I want to learn from all & structure what works for me.

Q: What is your definition of success?
A: Working toward goals

Q: Essential business philosophy?
A: Work hard & be kind.

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

Q: Favorite Quote?
A: Winners win.

Q: What is your favorite food or beverage?
A: Mac & Cheese.

Q: If you were stranded on an island, what three things would you have to have with you?
A: My dog, horse & boyfriend…as a Veteran, he'd likely be able to help me and my "kids" survive.

Q: What was your first job?
A: Horse groom.

Q: What do you like the best and /or least about your current job?
A: I LOVE that I'm learning something new every day.

Q: If you could invite anyone (living or dead) to a dinner party, who would you invite (and why)?
A: My grandmother "Mimi" – I'd love to eat junk food & reconnect as I have matured since she passed. There is so much I'd love to ask her & share.

Q: Favorite think to do in your spare time?
A: Horseback ride.

Q: What is a goal you have yet to achieve?
A: Buy & build my own Ranch & Home.

Q: What is the most rewarding thing in your life?
A: Working toward always creating a life I don't need a vacation from.

Rebecca Kelly, Community Relations Manager, Capital Health

For over 25 years, Rebecca has worked in the field of public relations and communications. She began her career at Our Lady of Lourdes Medical Center, in which she successfully developed a major in-depth story for CNN about one of the hospital's many programs. Next, she served as Public Information Officer for the New Jersey Legislature in which she helped promote many groundbreaking bills. While working as Vice President of Marketing for Printfold Co., Inc., Rebecca was honored with their Outstanding Leadership Award (2003). From 2003-2008, she worked for the New Jersey Society of Optometric Physicians as their Director of Public Relations. One of her major initiatives was to help rebrand the association by launching an aggressive educational outreach campaign. As a result, Rebecca secured over 40 television news segments for the society's President, and was awarded with their Communications Award (2004), and twice with their Meritorious Service Award (2007 and 2008). After running her own public relations firm for over 10 years, in 2016, Rebecca assumed her current role at Capital Health as their Community Relations Manager. A member of seven local business associations and chambers, she serves on several executive committees and is the Chair of the Princeton-Mercer Regional Chamber's Healthcare Symposium. She continues to work hard to increase Capital's name recognition throughout the region and educate people about the hospital.

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

A: In addition to my parents, I'd have to say my husband. I'm so grateful to have such loving and supportive people in my life. It's made all the difference in who I am today.

Q: What is your definition of success?

A: Society tends to define a person's success by his or her job title and/or salary, but I completely disagree. A paycheck shouldn't be the sole indicator of success. Think of all the high-powered executives who are miserable, compared to someone making a lot less, but who loves what they do and are overall happier in life. To me, a successful person is doing what he or she loves and who feels truly fulfilled. My dad always taught me, "If you can get paid to do what you love, it'll never feel like work."

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

A: I would say not to overthink things too much and to take more risks now and then. Just because you're young, doesn't mean you don't have something of value to offer, so it's important to have more confidence in your abilities.

Q: Favorite quote?

A: When I ran my own PR-firm, I used to tell my clients, "Show what you know…don't just tell what you sell." I'm a big believer that when you teach people something new, it resonates much more than a "hard sell" ever could.

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

A: My favorite song is "Uptown Funk" by Bruno Mars. Whenever it comes on, I can't help but want to dance or blast it in the car.

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

A: I've been a lifelong competitive swimmer and member of United States Masters Swimming. Swimming is my passion. I also like to sing. I used to do karaoke way back in the day and even won a few contests, but nowadays, it's more of a "carpool karaoke" kind of thing!

Q: Favorite thing to do in your spare time?

A: Anything with my family – I love spending time with my husband and our two kids. Our time together is something I cherish.

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

A: Being the Community Relations Manager for Capital Health has given me the unique opportunity to meet and work with some truly incredible people. Additionally, it's made for an exciting and rewarding experience being able to create new ways to help promote the hospital, and then seeing those ideas come to life.

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

A: I've always wanted to compete in nationals for US Masters Swimming. It would be like going to the Olympics for me! I've started training over the summer and am determined to make this a reality in 2020.

Q: Greatest accomplishment?

A: Professionally, I'm proud of having successfully run my own public relations firm for over 10 years. At the time, it was a huge risk leaving a secure job to venture out on my own, but it was the best learning experience ever. Personally, it was making the decision this time last year to recommit to getting healthy by losing 35 lbs. It's made a huge difference in how I feel and has made such a positive impact in my life.

Q: What is your life motto?

A: "Never let others define you." Know who you are, and what's most important to you, and do your best to always keep your focus on that truth.

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

A: I always love to be creative. That's when I feel most energized and fulfilled. Looking back, when I was in 3rd grade, there was a campaign contest regarding the importance of donating blood. My poster won, so I think that's how I got hooked! Then, in high school, I served as the public relations representative for all four years. So, I guess it's no surprise I ended up in PR!

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

A: My family, hands down. There's no greater joy than being with them.

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1SEO I.T. Support & Digital Marketing thanks Philadelphia & Bucks County for 10 amazing years!

CEO Lance Bachmann with sister and CFO Jolin Bachmann gearing up for the agency's 10th Anniversary party at Em's Place Tavern.

1SEO Looks to the Future as the Startup Hits Its 10th Anniversary

CEO Lance Bachmann pictured with Scott Fcasni.

The 1SEO team looking forward to incredible years ahead!

The numbers show that the typical startup in the U.S. is likely to go bust at one point or another, with the 10-year mark often showing up as a significant litmus test of whether a venture has "made it," as they say.

This makes Lance Bachmann, CEO of 1SEO I.T. Support & Digital Marketing, all the more proud of the incredible milestone that his company has reached, having just passed its 10th anniversary this April.

Beginning with just a handful of employees working together in a single office room around the clock, 1SEO has grown in leaps and bounds over the years. Today, with over 100 employees and hundreds of client businesses, 1SEO is an award-winning agency with recognition from Inc. 5000, AVA Digital Awards, and the US Search Awards, having grown into a thought-leader in the digital marketing landscape with no intention of stopping soon.

"We couldn't have gotten this far without the support of our clients," said Bachmann. "They have always been, and will continue to be, our number one priority. We hope to see our current clients and many more continue to grow alongside us."

Following an anniversary celebration for employees and clients alike at Em's Place Tavern, a side business of Bachmann's, 1SEO is now looking forward to opportunities for growth in the future that lies ahead. The agency is continuing to expand like never before, conquering new frontiers in their skills and services while swelling both their team and their client base. Recently, the agency underwent a significant name change as they added I.T. services to their repertoire, headed by President Scott Fcasni while last year, 1SEO opened a new office in Salt Lake City, Utah as they expand their clientele on the West Coast.

Humbled and honored to have reached this milestone in the company's journey, 1SEO I.T. Support & Digital Marketing collectively thanks their clients and the Bucks County community for an incredible decade while looking forward to the coming years.

Business owners who wish to learn more about how they can grow and protect their businesses are invited to check out what 1SEO is all about by visiting 1seo.com/ today.

CONSIDERING A PENETRATION-TEST? KNOW THE OPTIONS: BLACK, WHITE OR GREY….WHICH IS RIGHT FOR YOU?
WHAT IS GOOGLE LOOKING FOR FROM MY WEBSITE? | WHERE TO INVEST YOUR MARKETING DOLLARS TO GROW YOUR BUSINESS
HOW THE BEST BUSINESSES RECRUIT AND RETAIN MILLENNIALS | 7 WAYS SPORTS CAN HELP YOU BECOME A GOOD ENTREPRENEUR
PRO TIPS TO STAY SOCIAL AND PROFESSIONAL ON LINKEDIN

CONSIDERING A PENETRATION-TEST? KNOW THE OPTIONS: BLACK, WHITE OR GREY…. WHICH IS RIGHT FOR YOU?

Before you arrange/commit to a penetration test, understand that the results are driven by the advanced information the researcher is provided. Leadership/Management teams need to agree to the scope-of-work, the objectives and the rules-of-engagement for the organization performing the testing – this process has been neatly packaged into a color-coded system: Black, White or Grey Box testing.

Black-Box testing provides little to no information about the subject-organization. The result is more aligned with what a bad-actor would likely encounter; the evaluator must look at the entire technology-footprint to gain access or identify vulnerabilities and/or weaknesses. Black-Box testing allows organizations to isolate and correct risks that could be targeted by a bad-actor.

With White-Box testing, the subject-organization is usually interested in narrowing the scope to a particular platform, application or program and/or area within the technology-infrastructure. Evaluators obtain an advanced understanding of the system design; this allows for a more robust review of the areas in question. White-Box testing is a honed-specific test, not focused on general access-compromise.

Grey-Box testing lands in-between. The evaluator is provided partial data from the subject-organization related to the target-platform and/or general network design. How much advanced information provided differs from one test to another; the goal needs to be considered with the resulting disclosure of data supporting that objective. Examples could include a limited network-schematic and general-architecture of targeted platform.

Penetration-Testing represents a small part of an organization's overall security-posture. It's important to know/understand that they are simply a snap-shot in time of whatever the test in-question was designed to evaluate. A better starting point is a Risk-Assessment (RA); RA's establish a fundamental/practical blue-print (and baseline) of an organization's security-scheme. Penetration-tests are often executed after an organization has reviewed the results of an RA…and implemented the suggested areas of improvement.

Black-Box	Satisfy audit-requirements; meet compliance & regulatory requirements; establish a clear picture of security-posture; identify & correct points-of-compromise.
White-Box	Test a new or evolving platform/application before it's put into production; test a specific component/area of the network infrastructure
Grey-Box	Satisfy audit-requirements; meet compliance & regulatory requirements; build-out a business/continuance-of-operations plan; test an established security-defense-system to varied outside threats

Article by: Chris Mangano, Mercadien Technologies

WHAT IS GOOGLE LOOKING FOR FROM MY WEBSITE?

Don't take it as a personal assault on your character that your website struggles to appear on page 1 of the search results page for your top keywords. Google wants what they have always wanted…

To present the searcher with the best possible answers to their query.

In recent years, Google has been focusing on determining an author's Expertise, Authority and Trustworthiness of the content they are publishing. They have contracted with over 10,000 "Quality Raters" worldwide to evaluate search results. These Quality Raters

are looking at your website, your competitors' content, citations, business reviews, social media profiles, your personal brand, your business brand, user engagement metrics, technical aspects of your website and so much more.

Google: "Search Quality Evaluator Guidelines" and you will find a 200-page document these "Quality Raters" are using.

In addition to writing great content that is easy to read and verify, you need to optimize it so it is easy to find. Your content (copy, images, video, HTML) also needs to be organized in a way that is appealing to the reader and easy for Google to crawl …regardless of the device they are using. That is where your SEO skills come in. Googlers search using keywords and Voice Search also follow these patterns. Therefore, you will need to think this way when you are optimizing your content.

What exactly am I optimizing?

- Page Titles
- Page Descriptions or Snippets (the first 25 words of your content)
- Page Headings
- URL slugs
- Image descriptions, captions, meta data

The days of superficial websites with "marketing speak" are long gone. Google is seeking high quality user experiences to present to their users. The above guidance is a good start for your website getting found online although I have only scratched the surface.

Article by: Tom Gilmour, e-Xplorations Marketing

WHERE TO INVEST YOUR MARKETING DOLLARS TO GROW YOUR BUSINESS

Let's face it. You are a small business, and usually, budgets are somewhat tight. That's okay! But, it's essential that you are investing your marketing dollars in strategies that you know will help grow your business. In this article, we'll give you some helpful pointers and talk about the right marketing strategies to get the most bang for your buck – and have the biggest impact.

Why do you need marketing to grow your business?

In 2018, Deloitte conducted an analysis of Small Business in the U.S. using digital tools, such as online marketing methods, to access new markets and target new customers. The report, Connected Small Businesses in the United States, found that the more advanced small businesses using these methods:

- Earned 2x as much revenue per employee
- Experienced revenue growth over the previous year that was nearly 4x as high
- Were almost 3x as likely to be creating jobs over the previous year
- Had an average employment growth rate that was more than 6x as high

Pretty impressive, right? And these findings applied to all industries, even industrial and manufacturing. Now that you are convinced you need digital tools and marketing to help grow your business, let's talk about where to invest those marketing dollars.

1. YOUR WEBSITE

Your website is your digital storefront. It tells your customer everything they need and want to know about you. If used correctly, your website can be a lead generation machine. But without a website, your other marketing efforts will be less effective. It all starts with your website.

Why invest in my website?

In the digital age, if you're not online, you are losing customers. The modern consumer is demanding when it comes to digital experiences. 30 percent of consumers won't even consider a business without a website, and 75 percent of consumers admit to making judgments on a company's credibility based on their website design. So not only do you need a website, but it also has to be well-designed. They also care about the content, how fast it loads, how easy it is to use, and the list goes on…

If you aren't a designer, content specialist, or developer, it's nearly impossible to meet those demands, and it's overwhelming. We recommend that you invest in hiring an experienced website design agency to build or revamp your site. An agency knows best practices for usability, design, development, content, and more. If there is one thing to take off your plate, it's your website.

2. FACEBOOK ADVERTISING

The world of digital advertising is enormous. There are many different advertising options, and that can be hard to determine which

is best for your company, especially when you are just starting. We recommend beginning by investing in Facebook advertising.

Why invest in Facebook?

A study performed by Priceonomics and Heap found that Facebook has the highest conversion rates of any social media channel at 4.7%. Also, Facebook leads all the digital advertising channels at driving traffic back to your website. So, if you have a limited budget and want to get the most leads out of your money, start with the Facebook!

And that's not all Facebook has to offer. Your target market is there. Facebook has:

- 2.375 Billion monthly active users
- 1.562 Billion daily active users
- 80% of U.S. adults between 25 – 49 and 50% of adults over 50 use Facebook

That's right, Billions! That means about one-third of the world is visiting Facebook monthly, and those people are on Facebook with a buying mindset. You know you're a culprit - making an impulse buy on those shoes you've seen magically appear on your newsfeed multiple times. Don't worry; you're not alone.

- 57% of consumers say that social media influences their shopping
- 44% of that 57% said that of all social media platforms, Facebook was most influential
- 78% of American consumers say they've discovered products on Facebook
- Across Facebook, there are 22 Billion ad clicks per year

3. LOCAL EVENTS

There are many different types of events. When you have a limited budget and want the most for your money, I recommend starting with these three types of events:

- Lunch and Learns
- Conferences and Tradeshows
- Workshops

Why invest in events?

There are many different reasons why you should be investing in event marketing, even if it is just paying to attend local events in your area.

- Live events help 65% of consumers have a better understanding of a product/service
- 51% of marketers believe that events strengthen existing customer relationships
- A recent Bizzabo survey showed that 95% of respondents agree that live events provide attendees with a valuable opportunity to form in-person connections in an increasingly digital world

In-person sales are not dead. Although relationships with customers have changed and become more digital, there is still a lot to be said about building a relationship with customers. Events are great ways to start those bonds. When coupled with digital marketing (during and after), events can be a key revenue driver for businesses, especially small businesses that primarily operate locally.

4. CONTENT MARKETING

You may be asking yourself, what exactly is content marketing? Neil Patel's definition of content marketing is, in my opinion, the best. He defines content marketing as "a long-term strategy that focuses on building a strong relationship with your target audience by giving them high-quality content that is very relevant to them on a consistent basis."

Content is how you tell your company story. Whether it's online via social media, a blog post, or a digital ad or it's physical like a one-pager or mailer, content is what compels your audience to click or even buy. The key to good content is value.

Why invest in Content Marketing?

I know, reading Neil Patel's definition, the words long-term or consistent basis may have scared you. I bet you are saying to yourself, "I don't have time for that" or "that sounds like a lot of work." And it is, but it's worth it. Here are some reasons why:

- 82% of consumers feel more positive about a company after reading custom content
- Events cost 62% less than traditional marketing
- Small businesses with blogs get 126% more lead growth than small businesses without a blog

It's a commitment, but it has a snowball effect. As time goes on, content marketing builds more momentum and grows – at no extra cost to you. When content marketing is done well, it brings in new customers and makes your current customers want to stay.

5. INTEGRATED DIGITAL MARKETING SOFTWARE

Last, but most definitely not least, is an integrated digital marketing software. This is a platform that brings together all the marketing tools you use every day into one place. Think social media, contact management, email marketing, website content, and more.

Why invest in a Digital Marketing Platform?

You're investing in different marketing activities, and you need to access their success to make decisions going forward. Did you get any new business from that event? Which social posts are getting the most engagement? With a digital marketing platform, you can answer these questions and more. It allows you to measure ROI and the success of your marketing activities – in one place. This helps you understand what is working, what's not, and what strategies you need to change.

Many teams use multiple different platforms to perform and analyze the marketing activities mentioned above, but that takes a lot of time. In fact, by bringing all the tools together in one place, your team saves over 3 hours per week (that's 156 hours a year!) on time spent analyzing data from different sources.

Article by: Christine Williams, DirectLync

HOW THE BEST BUSINESSES RECRUIT AND RETAIN MILLENNIALS

Millennials, those born from 1980 to 2000, are becoming a larger and more important part of the workforce. As of 2014, millennials were already 36 percent of the U.S. workforce and that number continues to rise. Successful businesses will understand how to recruit and retain the best and brightest from this generation. What are millennials looking for? Read on to find out.

VALUES MATTER

When looking for work, many millennials don't just look at the job and benefits — they look at the larger organization. PricewaterhouseCoopers (PwC) found that 59 percent of millennials surveyed have or will deliberately seek out employers whose corporate social responsibility reflects their values. Often, they seek out companies that give back to the community.

Businesses don't need to be Fortune 500 companies to make an impact. Some ways to give back include:

- Celebrate the end of the quarter not just with happy hour, but also a canned food drive for a local food pantry.
- Can your product or service help a nonprofit? Give employees pro bono opportunities, or empower employees to find and work with organizations that could use your product or service.
- Use charity events, like 5k runs, as team-building exercises. Coworkers can train together, have fun, and give back to great causes.

Creating unique ways to give back can benefit your organization in many ways. It can be a way for employees to create stronger teams; it can help raise your profile in the local community (potentially bringing you more business); and it can show your company's values to potential millennial recruits. In the end, how you give back can be a factor in helping bring in and retain great talent. Some millennials have reported they'd prefer to start their own business if they can't find a workplace that fits their values.

ROOM FOR GROWTH

More important than wages and benefits, they look for work with career advancement opportunity. They don't just see career advancement as scaling the professional ladder. Instead, millennials look at professional growth as learning opportunities. Millennials are looking for companies that place premiums on career development, whether it's a focus on mentorship or providing continued training or education opportunities. Companies that provide these options for career growth may be more likely to attract and keep millennials for the long haul.

STAYING FLEXIBLE

While they are eager for growth and development, millennials want to work on different terms than previous generations. They grew up with technology, and are used to taking their studies and work outside of the classroom or library to work in a variety of locations and times. As they take these habits into the workforce, many will be looking for flexible working options. Some options they may be looking for include:

- Flexible office hours
- Opportunity for telecommuting
- Compressed work week
- Job sharing

Not all flexible options will fit with every business, but providing some options shows that your business values the millennial mindset of balancing work and family.

While millennials challenge business culture, they are realistic. PwC found that 72 percent of those surveyed had made compromises for their current positions including lower salaries, fewer benefits, or working outside preferred locations. Still, the companies that will recruit and retain the best of this generation are already making efforts toward creating the incentives millennials want in work. Creating more opportunities for giving back, career advancement, and flexible work can help you recruit and retain millennials.

"How the Best Businesses Recruit and Retain Millennials." Paychex.com. PAYCHEX WORX, 11, May 2015. Web. 1 June 2019

7 WAYS SPORTS CAN HELP YOU BECOME A GOOD ENTREPRENEUR

We all know sports are an integral part of our health, but did you know it could help you to be a good entrepreneur? It is common knowledge that most of the best entrepreneurs have some or the others sports that they have been playing for a while. Here we discuss seven ways how sports can increase the health of your business:

GET YOUR IMAGINATIVE JUICES FLOWING

Sports not only tones your muscles but also improves brainpower. Various studies have proven how playing sports can help you increase your cognitive function. This is because exercising can increase the blood flow to the brain. For example, a simple game of football is just what you need before doing a brainstorming session.

HELPS TO BUILD NETWORK

Whether participating in a team sport or simply working out at the gym, fitness can strengthen your existing business relationships and build network with prospective clients. Sports is always played in a team, and therefore, it helps to open up the window into individual personalities and helps you to communicate with people in a very different way. This way a lot of barriers breakdown and you learn more about the clients than you would normally not know.

REDUCED STRESS

Playing sports increases the production of endorphins that gives you a natural high and reduces the stress on hormones. Doing sports before or after work helps you to approach work in a calmer mindset. The more stressed you feel the harder it gets to make good and rational business decisions.

BOOSTING YOUR CONFIDENCE

Whether going through a rough patch or building a business, the smallest of sport can help you gain the self-confidence you need to achieve bigger goals in your business life. Having a great game of sport translates into every area of your life, making you a more accomplished person at the end of the day in everything you do.

OVERCOMING BUSINESS CHALLENGES

Training for a particular sport such as football or badminton can help entrepreneurs re-learn the importance of determination and goal setting. For example, a 58-year-old lady decided to play badminton for at least one hour every day and it helped her to be a more tenacious entrepreneur. She removed the word 'can't' from her vocabulary list and it simply made all the obstacles easy to overcome.

IMPROVING YOUR ENERGY

Ditching your laziness early in the morning and simply heading for a game of sport can energize your body for the whole day. Individuals who normally complain about fatigue increase their energy by 20% and decrease their fatigue by 65% by simply participating in a regular and low-intensity physical activity every morning. Playing a game of sport can help you sleep better and sleeping better means having more energy for the day ahead.

LEARNING TO LET GO OF CONTROL

A lot of entrepreneurs think they have to handle everything on their own, but there is a lot of stress that goes with power, level of control and decision making. When you hire a professional trainer to train you in that particular sport, you directly benefit a lot. When you appoint a trainer, you are acquiescing to someone else and accepting the fact that you are going to let him or her direct you.

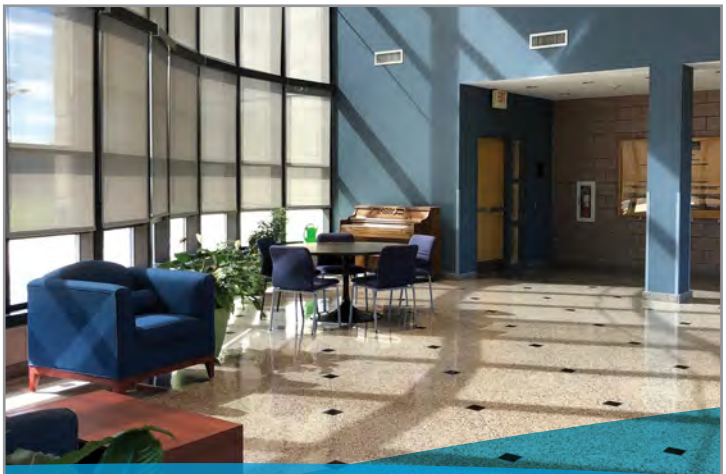
Participating in a team sport can educate control-freak entrepreneurs the importance of trusting others with imperative tasks, demonstrating that for the business to be successful, they don't have to do everything on their own.

Being a good entrepreneur is similar to playing a competitive game. Entrepreneurs need to set goals and in sports, you must score goals. In business, if you want to be the best, you need to defend your brand name and in sports, you need to win over the competitor to defend your title. Business and sports go hand in hand, it's time you realise how playing a sport can do more than just keeping you fit.

[The author of this post is Jimit Shah – Financial Captain at PlayOSport and an avid sports enthusiast.]

Note: The views and opinions expressed are solely those of the author and does not necessarily reflect the views held by Inc42, its creators or employees. Inc42 is not responsible for the accuracy of any of the information supplied by guest bloggers.

Shah, Jimit. "7 Ways Sports Can Help You Become A Good Entrepreneur." https://inc42.com/resources/sports-help-become-entrepreneur/. Inc 42 Magazine, December 2016, Web 1 June 2019



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PRO TIPS TO STAY SOCIAL AND PROFESSIONAL ON LINKEDIN

Insider advice about accepting connection requests, posting photos and receiving endorsements.

Like Facebook, Twitter, Instagram and Snapchat, LinkedIn is a social network. But it's also a professional network, and the place where users advertise their work skills and recruiters hunt for potential hires.

As savvy LinkedIn users know, learning to balance your personal and professional personas on a public forum takes some practice. However, workers who figure it out are rewarded with more profile views, connection requests and pitches from hiring managers.

In the following interview, Blair Decembrele, LinkedIn's official Career Expert, shares how to make the most of LinkedIn's social opportunities while staying within the boundaries of acceptable workplace behavior.

We all get connection requests from strangers. Should we accept or decline them?

You need to think about what you're trying to achieve. Are you trying to build a group of followers and teach a mass audience? Or are you really trying to maintain a tight network? We advise you only connect with folks that you know and trust. You can change your settings, so that people need your email address in order to request a connection.

In that case, how should users connect with people with whom they'd like to network but don't know personally?

The majority of professionals network their way into jobs. Networking is super important, whether looking for a job or trying to build your client base. Sending a connect request to someone you don't know is not something I would advise, because that's a long-term bond.

If you see someone on LinkedIn that has a job you're interested in or has taken a career path that appeals to you but don't have any direct connections to them, you could always reach out to someone you have in common and ask them to provide an introduction for you. That's a great way to build a connection. (The "ask for a referral" tool facilitates these kinds of requests.)

Another great way is using our email tool, LinkedIn InMail. Start slow by emailing them and building that connection. Give some background about yourself and say, 'I've really been so impressed with your career. I'd love to pick your brain about the career path you've taken. Would you be willing to chat with me?'

What kind of "sharing" should users do on LinkedIn with their network of connections?

Once you have that network, make sure you keep it fresh. Make sure you're top of mind. A great way to do that is sharing, and also commenting on other people's content as well.

Professionals have the ability to blog from their profiles, share content [and] record videos. Use that as an opportunity to share an interesting story. Maybe you read a really awesome story on U.S. News that you want to share with your network because it's relevant to your career. Or you feel inspired about a thought leadership tip you read.

You should share photos. I was with some colleagues and I took a photo of us at a conference and shared it on LinkedIn. Always think about it through a professional lens. Make sure that you're sharing and reading and engaging.

Speaking of keeping things professional, what guidelines do you recommend users follow for their photos?

Your profile photo is not the place for your cat photo unless you're a veterinarian. We advise you think about things that are relevant to your career, whether that be your industry, thought leadership or inspiration.

Members who use a photo get 21 times more profile views, 36 times more messages and nine times more connection requests. Make sure your face fills up 60 percent of the frame. Avoid complex backgrounds; I tend to stick with white. Make sure [your photo] aligns with who you are as a professional.

Should users seek public endorsements from their connections?

I think recommendations are super important. It's a great character endorsement to show who you are. I recommend reaching out to the folks you'd like to ask for recommendations, and offer to give something to them in return [by inquiring]: 'Hey, would you be willing to write me a recommendation on LinkedIn? I'd be happy to do the same for you.'

It's a great way to nurture that ongoing network, where you're giving and getting back in return. That recommendation is seen by your network and it's also seen by their network. It's a great tool.

What other social tools are available on LinkedIn?

We have the LinkedIn "career advice tool," if you're looking for a mentor or want to be a mentor. It enables you to find professionals in your industry who can offer advice. We're working to sign up 10,000 mentors this year.

This interview has been condensed and edited for clarity.

Koenig, Rebecca. "Pro Tips to Stay Social and Professional on LinkedIn." Money.usnews.com. U.S. News & World Report, 8 Aug. 2018, Web. 1 July 2019

American Heritage Credit Union (American Heritage) raised $82,000 through its 26th Annual Gelatin Olympics for its Kids-N-Hope Foundation (The Foundation). More than 140 sliders dressed up in their most creative costumes and took the plunge into a pool full of 1,000 gallons of strawberry gelatin to help support the Foundation. "We had an incredible turnout at our flagship fundraising event and are very appreciative of our sponsors for this record-setting event," states Bruce Foulke, American Heritage's President & CEO. "The proceeds will help children and their development at local-area hospitals and enhance their ability to cope with the hospital experience."

Team members from American Heritage Credit Union at the Gelatin Olympics!

Inspire Federal Credit Union announced the addition of Rob Stephan and Karen Madotto. Rob Stephan will assume the role of Director of Relationship Lending and Karen Madotto has joined the organization as Director of Business Development. Stephan will be responsible for the credit union's indirect auto dealership financing program and residential mortgage lending. Rob has spent many years in various fields of mortgage lending and home buying and will bring extensive knowledge to provide members a great home buying and mortgage refinancing experience. Madotto will manage business relationships with local companies and be the key liaison in the community promoting banking services, including all deposit and loan products. Additionally, she will manage the credit union's community engagement initiatives.

William Antheil

Founding Partner William Antheil of Antheil Maslow & MacMinn, LLP received the Pennsylvania Bar Association 50-Year Member Award at the Association's Annual meeting on May 17th. "It is hard to believe how much time has gone by since I first walked up Court Street in Doylestown. There have been many changes in how lawyers do their work, but the core values of client focused service and advocacy have endured. It has been my good fortune to do work that I love with and for people I respect" said Antheil of his many years of practice in the Central Bucks County legal community. William Antheil practices Estate Planning and Administration and Business Law at Antheil Maslow & MacMinn in Doylestown, Pennsylvania.

Habitat for Humanity of Bucks County celebrated the dedication of Evita's new home in Morrisville in June. Volunteers, friends, family, new neighbors, donors and distinguished guests gathered in celebration of the completion of Habitat Bucks' 116th home with Evita and her children. This is one of four new single-family homes on adjacent lots that will pave a much-needed path to homeownership for these families. Evita and her two children, who are currently living doubled-up with family, will make this their home. High rent prices prevented Evita from living independently. She believed that homeownership was out of the question for the same reason, too costly, until she found Habitat.

Evita and her family were congratulated by Congressman Brian Fitzpatrick at the celebration of their new home dedication in Morrisville.

Penn Community Bank President and CEO Jeane M. Vidoni (second from left) congratulates three team members for marking 35 years of service to the bank, including, from left, Mortgage Loan Officer Lenora Williams, Staff Accountant Anne Kriebel, and Chief Relationship Officer Todd R. Hurley.

Penn Community Bank is proud to congratulate three team members for marking 35-year work anniversaries: Chief Relationship Officer Todd R. Hurley, Staff Accountant Anne Kriebel, and Mortgage Loan Officer Lenora Williams. "Our commitment to best serving the financial needs of our community is built upon attracting and maintaining the best possible team to do so," said President and CEO Jeane M. Vidoni. "We are so thankful to Todd, Anne and Lenora for their many years of service to our bank and our communities, and we congratulate them on this career milestone."

Raquel Braemer will be succeeding Neil Gordon, who had formerly held the role of Interim Executive Director for the free dental clinic for low-income, working adults and military veterans located in Southampton. Braemer, a Bensalem resident, started working at HealthLink Dental Clinic in 2012 as the Development Director. After her promotion to the role of Executive Director, she will oversee the administrative, operational, and strategic functions of the 501c3 nonprofit organization. Braemer received a bachelor's degree in political science from East Stroudsburg University and a master's degree from Drexel University. She has been credentialed as a CFRE (Certified Fund Raising Executive) since 2016 and is a graduate of the Nonprofit Management certificate program at La Salle University's Nonprofit Center.

Good Friends, Inc. has been issued a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF). CARF is structured to promote the quality, value, and optimal outcomes of services through an accreditation process that focuses on continuous improvement of services that center on enhancing the lives of the persons served. This achievement is an indication of the organization's dedication and commitment to improving the quality of the lives of the persons served and is the highest rating achievable through CARF.

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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.

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Leadership Bucks County Graduates posed for a picture with Chamber Leadership team members!

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Entering its 27th year this fall, Leadership consists of nine sessions, one day per month from September-May beginning with Get Acquainted with Your Chamber on September 24 and ending with a graduation on May 12. 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.

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Q: HOW HAS PARTICIPATING IN THE LEADERSHIP BUCKS COUNTY PROGRAM HELPED YOU IN YOUR PROFESSIONAL LIFE?

A: The Leadership Bucks County Program was an excellent and incomparable opportunity for my professional growth and development. It allowed me to gain invaluable leadership skills, connections, and information on the county. It enhanced my leadership and management skills and vital skills to survive and thrive in the competitive work force today.

Q: WHAT BENEFITS DO YOU SEE FOR AN EMPLOYER TO HAVE THEIR EMPLOYEE PARTICIPATE IN LEADERSHIP BUCKS COUNTY?

A: It is very important for employers to provide their employees with avenues and opportunities to advance and grow on both a professional and personal level. Having an employee participate in Leadership Bucks County not only directly benefits the employee but most evidently the employer. Aside from allowing the employee to advance themselves and sharpen their professionalism, the Leadership Program allows the employee to collaborate with a diverse group of business professionals to learn fundamental skills, practices, leadership and management approaches to bring back to their teams.

Q: WHAT WAS YOUR FAVORITE PART OF THE LEADERSHIP BUCKS COUNTY PROGRAM?

A: My favorite part of the leadership program was being able to collaborate, share ideas, and learn amongst industry professionals and Bucks County leaders from all different areas of career expertise, management levels, and industries. Although all of our day-to-day jobs and duties were different, we all found we dealt with very similar, relatable situations, and expressed the same underlying key values and themes. The class was an unparalleled experience to bring professionals from all different backgrounds together. We were all mentors to one-another in one way or another throughout the course.

Q: WHAT DID YOU THINK ABOUT THE PERSONAL ASSESSMENT TOOL?

A: The Personal Assessment Tool was an extremely unique and once in a lifetime platform to utilize. I found it fascinating! It allowed me to gain invaluable self-awareness, employee awareness, confidence, communication tactics, management strategies, and problem-solving skills.

Q: WHAT ARE YOUR OVERALL THOUGHTS ABOUT THE PROGRAM?

A: I think the program is an excellent opportunity for any business professional in Bucks County and the surrounding area! The program is applicable and relatable for professionals of all industries, levels, and career paths. I would highly recommend this program to ANY professionals seeking both professional and personal growth!

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