

Autumn
2011

Commerce Comments

News of the Eastern Montgomery County Chamber of Commerce • www.emccc.org



October 20

Thursday • 4:00–7:00 P.M.

10th Annual

Business Expo

EMCCC-OPOLY

A Smart Move for Your Business!

Business-to-Business Event of the Year

Exhibits • Networking • Business Resources • Tastings • Raffles • Fun!

Salus University Hafter Center, Elkins Park

SW Corner, Old York and Township Line Roads

Booths are Almost Sold Out—Click to Reserve Yours Today!

Preliminary Tasting Menu

Asher's Chocolates • Brown Forman Korbel Sweet Cuvee • Casual Catering
Chick-fil-A @Willow Grove Park • Eagles Peak Spring Water
Fill-A-Bagel & Breads • Linda Jean's Grill • Pio Imports • Proxima Spirits
Taste the Difference Events • Timber Grill • Velvet Sky Bakery



Presenting Sponsor



Doing what counts.™ | Susquehanna Bank

Host



Supporting Sponsor



Free Parking
Township Line Rd Entrance
Admission Free with
Business Card
Others \$5 at the Door
Minimum Age 21

Linking Your Business to Your
Community and Your World
Founded in 1918
Established in 1933

Highlights

Don't Miss!

2012 & Healthcare Reform: Is Your Company Ready?
Thursday, October 6
Autumn in the Burbs
September 18–October 20
Business Expo 2011
Thursday, October 20
Reserve your booth now!

Jenkintown Streetscape Project, Page 2

Facebook and YouTube For Business, Page 6

Member Link

Be sure to take advantage of our exclusive member-to-member discounts. Offer a discount to attract fellow EMCCC members to your business.

From the President

Good ideas stick around, like Chambers of Commerce. Did you know that the first Chamber of Commerce was founded in 1599 in Marseille, France? It took awhile thereafter for the idea to catch hold, but today there are over 13,000 Chambers of Commerce registered worldwide. In some countries, participation is mandated by law for businesses and professional persons.

Here in the United States we follow what is known as the "private model." We join voluntarily to be part of a network whose goals are to further business interests and to demonstrate a commitment to the local economy. Business investment adds to the tax basis of a community and creates employment.

Chambers of Commerce are centers of influence on national, state and local legislation affecting business. Your Chamber is no exception. Given the state of our economic times, I am pleased to report that EMCCC is prospering thanks to the individuals who constitute staff, members and member volunteers.

We constantly plan ahead anticipating issues that may affect our Chamber and our members. We have a strong, committed Board of Directors who give direction and leadership; we have a very hard-working professional staff whose care and dedication make our Chamber function; we have numerous members who selflessly serve on our committees; and we have a membership which supports our Chamber by attending our programs and events and which refers and encourages others to join us.

I cannot give enough thanks to all of you who participate in some way. If you have not as yet joined a committee or volunteered to help with an event, please contact us. We are always

looking for event sponsors. These avenues provide another great way to network and to give your business valuable exposure.

Belonging to a successful Chamber of Commerce is necessary for a business today in these challenging economic times. We are proudly ranked in the top ten among Chambers in the Tri-State area. Membership provides visibility and accessibility. Through electronic media and our programming we make our members aware of opportunities and the value of membership.

If you have not yet noticed, we are excited about the new *Young Professionals* group now active in our Chamber. Keep an eye on your email, and stay connected to our website for future events.

Are you ordering new calendars for 2012? The Chamber Program Committee is setting in place more interesting and valuable programs and events for the coming year. Take the time now to pencil in these events as a reminder of good things to come. Just like vacation time, if we do not put it on the calendar right away, something else will come along and capture those dates.

If you have not already done so, check out our events for *Autumn in the Burbs*, and save the date for our 10th annual *Business Expo* on Thursday, October 20 at Salus University. This is our largest business-to-business event featuring 80 exhibitors, food, wine and spirits tastings. I hope to see you soon.

Sincerely,



Bob Maher, President

Jenkintown Streetscape Groundbreaking Ceremonies

The groundbreaking of the highly anticipated streetscape project along a portion of Old York Rd. (Route 611) took place on Wednesday, September 7 at 9:00 A.M. at Jenkintown Borough Hall. US Representative Allyson Schwartz, who was instrumental in helping to secure funding for the project was thrilled to be part of the groundbreaking.

Jenkintown Borough's Streetscape plans began as a way to improve pedestrian traffic through the core of the business district along

Route 611. Borough Officials, business and property owners have also recognized this project is a crucial component in economic development and revitalization for the Borough's business district.

The project will span the east side of York Road (Route 611) from just north of Summit Avenue and run north to Homestead Road. On the west side, it will start just north of Summit Avenue and run north to Cherry Street. It will feature new sidewalks, curbs, shade trees, benches and light fixtures. Funding from the project was received from the Federal Transportation Bill, SafeTea-Lu, The Montgomery County Community Revitalization, PennDOT and the Borough.

Borough officials hope the project, which will create a buffer from York Road, will provide relief for pedestrians who in the past felt vulnerable from automobile traffic, and offer an economic boost to the business community. "Jenkintown is such a great community to live in, but we want more for our residents and visitors," says Allyson Dobbs, Borough Council President. "We want to create an environment that mimics more of a downtown main street feel, where pedestrians feel comfortable to walk and shop along York Road, and in turn, business owners feel they are in an environment they are proud to be a part of to open up and welcome patrons and business."

Pictured are Councilwoman Deborra Sines-Pancoe [foreground] and [left to right] Councilman Michael Golden, Vice President of Council David Davis, Councilwoman Maxine Marlowe, President of Borough Council Allyson Dobbs, Earl Armitage, Pennoni Associates, State Representative Larry Curry, Councilman Jay Conners, US Representative Allyson Schwartz, Dan Gleason and George Dunheimer of PennDOT, Steve Rubino of Road-Con.





*Bringing Business and
Community Together
Fun for All Ages!*

Tuesday, October 11 5:30 – 8:30 P.M.

9th Annual International Food Festival

Signature samplings from 30+ restaurants and beverage purveyors, live and silent auctions, entertainment.

Presented by

*Abington Police Department and
Abington Police Athletic League
Food Festival Committee*

Philmont Country Club
301 Tomlinson Road, Huntingdon Valley

Tickets \$50

www.abingtonpal.org ☎267-536-1100 x1509

Autumn in the Burbs kicked off this year with the annual Jenkintown Festival of the Arts presented by the Jenkintown Community Alliance. Thousands of people celebrated in perfect cool fall weather. There was something for every age—young, old, tweens and everyone in between. Music put the crowd in a great mood as they strolled the streets visiting vendors, admiring and purchasing original artwork, jewelry, fabrics, hats, fabrics, and more. Hundreds enjoyed a spirited dance performance by Edge, a local ensemble.

The EMCCC was proud to be part of the event this year offering people useful information about the many businesses and resources the chamber offers. Kids were attracted to our very own EMCCC-OPOLY game, learning about locations in Eastern Montgomery County and practicing their academic skills when landing on “?”. Be sure to visit the “Chamber Chest” on October 20 to win some valuable prizes at our Business Expo. Many thanks to our dedicated volunteers who helped out at our booth.



September 18– October 20

Bring your family, friends and colleagues to enjoy this wonderful community celebration! The first two events will have passed by the time this edition is issued.

Sunday, September 18
Jenkintown Festival of the Arts

*Presented by the
Jenkintown Community Alliance*
Story and Photos Below

Saturday, October 1
Octoberfest

Presented by Ambler Main Street
Story and Photos in the Winter 2012 Edition

Saturday, October 15 Noon – Dark

Rain Date Sunday, October 16

21st Annual Community Harvest Festival

Haunted hayrides, wacky kids’ games, inflatable amusements, craft sale, delicious food court, live music, fireworks grand finale.

*Presented by Cheltenham Township
Parks and Recreation Department*

Curtis Arboretum•Wyncote
Church Road and Greenwood Avenue

www.cheltenhamtownship.org

215-887-6200 x227 ☎215-635-3255



Presenting Sponsor
Special Thanks to our Autumn in the Burbs Sponsors!



Thursday, October 20 4:00 – 7:00 P.M.

Business Expo 2011

EMCCC-OPOLY

A Smart Move for Your Business

The business-to-business event of the year! Exhibits, Networking, Business Resources, Food, Wine and Spirits Tastings.

*Presented by the Eastern Montgomery
County Chamber of Commerce*

Salus University Hafter Center
8360 Old York Road, Elkins Park

Admission Free with Business Card
Others \$5 at the Door•Minimum age 21
www.emccc.org ☎215-887-5122

Young Professionals

The new EMCCC Young Professionals Network [YP] has held its first two Happy Hours, and participants were very enthusiastic about the many professional connections they made. In late Fall, they will hold a seminar on *Strategies for Effective Networking: Generating Opportunities and Leads*. If you would like to be involved with planning future events, please contact the chamber office.

In June, YP hosted over 60 people at Redstone Grill in Plymouth Meeting with complimentary hors d'oeuvres and cash bar. Everyone enjoyed relaxing and networking outdoors on Redstone's patio. Special thanks to Lance R. Kraemer Associates, PC, SarahCare of Jenkintown, Temple University Ambler and Abington Communications for their sponsorship.

If you are age 21-40 and would like to join the YPs or if a colleague, employee or friend may be interested, contact Meredith at the Chamber office.

**Catch the Chamber Spirit...
Patronize
EMCCC Members!**

In September, another nice crowd gathered at the Drake Tavern in Jenkintown.



Kelly Schempp (Radio Disney), Nick Raynes, Amanda Sedgewick (Radio Disney)



Meredith Conlon (AFLAC) was the lucky winner of a Sean McCoy Eagles Jersey.



Rocco Casciato (Dave & Buster's Plymouth Meeting) was the lucky winner of a Phillies gift pack presented by Brett Kraemer (Paychex Corporation).



Alyssa Keebler (Normandy Farms), Bebin Thomas (Sam's Club of Willow Grove)



Nikki Rineer (Research Pharmaceutical Services); Rachel Berger (Temple University Fort Washington), Scott Nyce (Wells Fargo Bank)



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A Special Offer to
Members of EMCCC!

**Fill A Bagel
& Breads**

424 Old York Road, Jenkintown, PA 19046
phone 215.887.8577 fax 215.887.3777

6 FREE Bagels
with the purchase of a Bakers Dozen!
not to be combined with any other offers.

Marketing Your Business Through Facebook and YouTube

A sold out crowd gathered at Penn State Abington @ 611 for a three hour workshop focused on Facebook and YouTube for business. Kristin Kane, Director of Social Media & Recruiting for Kane Partners LLC was the featured presenter.

Kristin began her presentation by identifying six steps for social media success in 2011. Identify your goals, define your online target audience(s); know where your audience is online; engage with creative content; implement measuring and tracking tools; and create a social media plan.

She described Facebook as an opportunity for online networking and conversations and the importance of cross promoting your business using both your website and social media tools. She emphasized the fact that timing is very important as you want to carefully plan when your target audience will be online to receive your message.

She explained how to create a YouTube account as well as how to make a playlist so that you can feature videos that you can recommend visitors watch. An easy and free way to substitute for a video if you don't have any video equipment is to make a slideshow of photos at animoto.com or flixlab.com.



She explained that it is necessary to first create a personal Facebook account and page before creating a Facebook business page. The homepage is what YOU see, it is not your wall, simply a "newsfeed" of your network.

To differentiate friends from professional contacts, she suggested the creation of lists so that you can better manage privacy issues. Once you have a personal facebook profile, you can then create a new facebook page for your business, company, organization, etc.

A lot of material and information was shared during the three hour session and attendees were advised to use the materials received to begin or enhance their use of Facebook and YouTube as another method of marketing and growing their business.



Watch for EMCCC current technology programs planned for 2012

Welcome to Susquehanna!

We're combining resources with Abington Bank

to offer more options and places for banking. Enjoy the convenience that comes from:

- Susquehanna's network of hundreds of additional ATMs
- More than 200 added offices across PA, MD, NJ and WV
- On-the-go access via Mobile Banking, Text Banking and Internet Banker with Bill Pay

We are honored to be part of this community and to share Abington Bank's 140-year mission of personal service, professional expertise and community responsibility. We look forward to doing what counts — for you!

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Susquehanna 

Doing what counts.™ | susquehanna.net | 800.311.3182

Susquehanna Bank

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Our extremely well-attended business card exchanges offer members opportunities to connect with new and familiar faces in an interesting, relaxed setting. Hosting one of these occasions is an ideal way to show off your place of business and raise awareness of your services.



Faulkner Nissan hosted a very festive, packed business card exchange in September to begin the fall season. Over 75 business people enjoyed an evening of networking, refreshments, and generous raffles donated by Faulkner Nissan.

After months of renovations and remodeling, the dealership has been expanded and updated as a magnificent two-story space with an expansive showroom, offices and an extensive repair and service center.

Their official grand reopening is scheduled for Monday, October 10. Special thanks to all of the contractors, Vic Letizzi and the Faulkner team for their efforts to get the showroom completed in time for our event.

Rich Burnett (Guardian ID Tech, Inc.) and Stuart Novoy (Jaguar Press) get to know one another at the event.



Thank you to **Chuck Lindsay** and **Bryn Athyn College** for hosting a wonderful card exchange at the magnificent new Brickman Center in July. The setting was just perfect for a business card exchange. Despite the sweltering heat outside, over 50 attendees enjoyed the ambience and opportunity to network and learn more about the programs and unique learning opportunities offered there.

The 2012 calendar is just about full!
If you are interested in hosting,
please contact the chamber
immediately to learn more.

EMCCC Ambassador Elizabeth Loera (Nobre Computers) introduces Ida Wilson (Marquis Vacations, LLC) to some new EMCCC members.



Debbie Hancock [left] (All-In-One Office Products & Interiors), Marlene and Robert Stocks (Senior Transition Services) welcome new member Letonya Jones (Springfield Residences) to her first EMCCC card exchange.



Welcome, New Members!

ADVERTISING/MARKETING/PUBLIC RELATIONS

Delai, Inc. • Elkins Park
AUTOMOBILE DEALERSHIPS & SALES
EmpireCovers.com • Jenkintown

BANKS/FINANCIAL INSTITUTIONS

Wells Fargo Bank • Plymouth Meeting

BUSINESS CONSULTANTS & SERVICES

Kane Partners, LLC • Lansdale

CONTRACTORS • AIR CONDITIONING/HEATING

Laredo Mechanical LLC
• Plymouth Meeting

CONTRACTORS • BUILDING & REMODELING

Power Plastering & Drywall • Hatboro

FINANCIAL SERVICES

Springleaf Financial • Roslyn

HEALTHCARE

Livengrin Foundation • Bensalem

HOME HEALTH CARE

Home Care Providers, Inc. • Southampton

IDENTITY THEFT SOLUTIONS

Guardian ID Tech • King of Prussia
INTERIOR DESIGN/DÉCOR

Glenna Stone Interior Architecture
& Design • Philadelphia

MANUFACTURING REPRESENTATIVES

Cusick Electrical Sales, Inc. • Willow Grove

RESTAURANTS

Boardwalk Fresh Burgers
& Fries • Huntingdon Valley

SENIOR SERVICES

Springfield Residences • Wyndmoor

TELECOMMUNICATIONS

Abington Communications LLC

• Abington

VIDEO PRODUCTION

EAV Productions, LLC • Lafayette Hill

WHOLESALE

KDM Supply LLC • Royersford

EMCCC AMB★SS★DORS

Ambassadors can be easily identified by their name badges. Please feel free to ask them for guidance and assistance at Chamber events. They will be more than happy to make introductions and assist you in any way they can. This Fall three new stars joined the team.

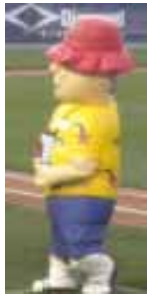
Proudly wearing new Ambassador badges are [left to right]: Howard Coff (Visiting Angels), Debbie Hancock (All-In-One Office Products & Interiors), and Jayden Sampson (Wells Fargo Advisors, LLC).





EMCCC's seventh Chamber Night at the Reading Phillies drew almost 1,000 EMCCC fans, guests and community groups for a fabulous evening of fun, entertainment, networking, great baseball and even fireworks! The stadium was sold out as fans took advantage of the beautiful weather, the magnificent newly renovated stadium and refreshment area. Mascots entertain the crowd with games and non-stop laughs.

EMCCC guests were thrilled with the up-close and thoroughly entertaining experience of minor league baseball. **Brandywine Assisted Living at Dresher Estates** and **Kirkland Printing** sponsored this memorable evening. Thank you!



R-Phils Chamber Night



① Ready for the ceremonial first pitch, EMCCC Past President Marge Jacoby [left] and Ellen Newman (Executive Director) of Brandywine Assisted Living at Dresher Estates. Relaxing and cheering the home team...
 ② Leon Singletary (First Contact HR), family and friends, ③ The Gillespie family (Walker-Clay, Inc.), ④ Bob Carber (Robert H. Carber, PC).
 ⑤ The Dresher Estates "delegation" [left to right]. In the second row, Ellen Newman, Harris Gubin (First Contact HR) and fiancée; up front, Dan (Baederwood Pharmacy) and Marge Jacoby (Dresher Estates) plus 50 Dresher Estates staff, families and friends.

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Events Calendar

Additional Information • www.emccc.org

215-887-5122 • FAX 215-887-3220 • info@emccc.org

First Fridays • October 7, November 4, December 2

8:30–9:30 A.M.

Chamber 101 for Prospective, New and Veteran Members. Meet Board Directors, Ambassadors and Executive Director over coffee and muffins from Fill A Bagel & Breads

It's All About Your Business

EMCCC Office, Jenkintown • Free

By Appointment, 215-887-5122

[BRIC, Business Resource Information Center](#)

Helping to guide your new or established business to the next level
One-on-one consultation—a great resource for small businesses!

Small Business Counseling

EMCCC Office, Jenkintown • Free

September 18–October 20

Bringing Business and Community Together!
[Event Listings](#)

Autumn in the Burbs

Thursday, October 6

8:30–10:00 A.M.
[Register Online](#)

2012 Healthcare Reform: Is Your Company Ready?

DeVry University, Fort Washington
1140 Virginia Drive, Room 104 • \$10
Lori Rothschild, National Speaker on Healthcare Reform
Networking, Continental Breakfast, Seminar

Thursday, October 20

4:00–7:00 P.M.

[Booths Still Available—Reserve Now!](#)

10th Annual Business Expo • EMCCC-OPOLY

Salus University Hafter Center, Elkins Park
Old York and Township Line Rds (Parking, Township Line Entrance)

Business-to-Business Event of the Year!

Admission Free with Business Card • Others \$5 at the Door • Minimum Age 21

Wednesday, October 26

Noon–1:30 P.M.

[Reservations Required by October 24](#)

Women's Business Network Luncheon

Abington Free Library Community Room • 1030 Old York Road, Abington

\$15/Person Includes Lunch

Women and Personal Safety

Thursday, November 3

5:00–7:00 P.M.

[RSVP online](#) or Jordan.fleisher@presbyinspiredlife.org

Business Card Exchange • Rydal Park

1515 The Fairway, Abington (New location not listed in 2011 At A Glance)

EMCCC Members Free/\$25 Non-Members*

Networking, Door Prizes, Refreshments

Thursday, November 10

Noon–2:00 P.M.

[RSVP Directly to the EMCCC](#)

Recognition Luncheon

Chef Salvatore Restaurant, 602 Skippack Pike, Blue Bell

\$20, Reservations Required, by Invitation Only

Thank Autumn in the Burbs and Expo Sponsors and Volunteers
Welcome New Members! Indulge!

Wednesday, November 16

Noon–1:30 P.M.

[Reservations Required by November 14](#)

Women's Business Network Luncheon

Abington Free Library Community Room • 1030 Old York Road, Abington

\$15/Person Includes Lunch

Holiday Entertaining Made Simple

Friday, December 2

Noon–1:30 P.M.

[Registration Required](#)

Holiday Business Card Exchange • Baron Rowland Funeral Home

1059 Old York Road, Abington • \$25 Non-Members*

EMCCC members Free with unwrapped Toy for Tots or donation to Neiman Scholarship Fund
Networking, Beautiful Holiday Décor, Refreshments

Thursday, December 8

8:00–9:30 A.M.

[Register Online](#)

Municipal Managers' Breakfast

Hilton Garden Inn • 530 Pennsylvania Avenue, Fort Washington
(New Location since 2011 At A Glance) • \$10 members/\$20 Non-Members
Eastern Montgomery County Municipal Managers
Bringing Business and Local Government Together

Thursday, January 12

5:00–7:00 P.M.

[Register Online](#)

Meet the Old & the New/Business Card Exchange • The Oaks

240 Barker Road, Wyncote

EMCCC Members Free/\$25 Non-Members*

Networking, Refreshments, Door Prizes

*First-time visitors, please call the EMCCC for your reservation

emccc

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2012 & Health Care Reform: Is Your Company Ready??

*Featuring Special
Guest:*

Lori Rothschild

Member of the National Health Care Reform
Implementation Team for United Healthcare

How is it going to affect
your business?

*Health Care
Reform?*

Do you know the
timeline for
implementation?

Is it unconstitutional?



Will you pay a
penalty?

How will the
state exchanges
work?

Thursday, October 6th, 2011

8:30 - 10:00 am

DeVry University
Fort Washington Campus
Room 104
1140 Virginia Drive
Ft. Washington, PA 19034

*Continental breakfast,
networking, and seminar*

Register online
www.emccc.org
\$10 members
\$15 non members

emccc
eastern montgomery county chamber of commerce

436 Old York Road Jenkintown, PA 19046
215-887-5122

Thursday, November 3rd
5:00-7:00 P.M.

Join us for a Business Card Exchange Hosted by Rydal Park

*Be Among The First
To See Our New
Health Center*

Rydal Park
1515 The Fairway
Jenkintown, PA 19046

*Refreshments
Provided & Tours
Available*

Please Register By Contacting Jordan Fleisher at (215)376-6292,
Via Email at jordan.fleisher@presbysinspiredlife.org
Or Online at www.emccc.org

For More Information About Rydal Park Visit Our Website at www.rydalpark.org

