

Southern Exposure

1st QUARTER 2017



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Southern Chester County
SCCC
CHAMBER OF COMMERCE

Leon Spencer delivers his acceptance speech at the 50th Annual Dinner on March 24th at Longwood Gardens



Leon Spencer delivers his acceptance speech at the Chamber's 50th Annual Dinner Celebration

By Chris Barber, Daily Local News

There were a lot of hugs at the Chamber's 50th Annual Dinner on Friday at Longwood Gardens, and most of them were bestowed on Outstanding Citizen Leon Spencer.

It came as no surprise to practically anyone that Spencer was the top choice of the Southern Chester County Chamber of Commerce, in this, its 50th year of honoring great individuals, because most people in southern Chester County either know him or have benefitted from his activities (or both) in one way or another.

Spencer was born and raised in Kennett Square. He attended Kennett High School and later went to work in Ohio. He returned to town in 1991, immersing himself in its culture and becoming, among other things, its mayor and borough council president, as well as a member and leader of multiple boards and commissions.

There was an obvious fondness for Spencer among the guests at the annual gala, as they cheered him on and gave him a standing ovation when he concluded his acceptance speech.

But for Spencer, he was almost self-deprecating in his tone, as he recounted hearing about his selection as the year's outstanding citizen. "I was surprised

Photo credit: Pam Hesler & Associates Photography

(continued on page 8)

50th Annual Dinner

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PRESIDENT'S MESSAGE



Dear Members,

We are excited to have kicked off 2017 with fantastic monthly and featured events including the Annual Meeting Breakfast, the ever-popular Network at Noon! Luncheon, monthly Women in Business Breakfast, 50th Annual Dinner Celebration, and more.

It is then that we recognize and honor Chamber members for their time, effort and commitment to the organization and our community. Listed below are recipients of awards bestowed on very special individuals. If you have not yet met them, please take advantage of an opportunity to do so in the near future. You will not be disappointed.

The Chamber's Board of Directors, led by John A. Jaros, Chairman of the Board, formed a special task force referred to as the "MRC" – Member Retention Committee. The group is reaching out to you, our valued members, and taking time to listen to your goals, objectives and

challenges for the coming year and offer opportunities for SCCC to lend a hand. If you have not received a call from us for this purpose, let me know and we will be sure that you do.

I would like to take this time to shine the spotlight on Board members who chair our committees. These individuals lead groups that support their fellow members through active participation focusing on retention and growth. They take time to share their great skills and creativity, without seeking anything in return, except for your success.

Stay tuned for a full schedule of programs and events, as we head into spring and summer. Take advantage of all we have to offer – dive in - activate your membership. Already doing that? Consider taking the next step and serve on a committee. Give me a call, I would be happy to get together and talk more about it.

Best regards,

Cheryl B. Kuhn, IOM

SOUTHERN CHESTER COUNTY CHAMBER OF COMMERCE 2017 OFFICERS

Chairman of the Board

John A. Jaros, Esq.

Riley Riper Hollin & Colagreco
Attorneys at Law

Chairman Elect

Doug Doerfler

Genesis

Vice Chairman

Erik Gudmundson

Pegasus Technologies

Immediate Past Chairman

Judith Lee

Communication Works Now

Treasurer

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Cyron & Company

Secretary

Trish Evans

Longwood Gardens

President & CEO

Cheryl B. Kuhn, IOM

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Kendal-Crosslands Communities

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Heather Connolly

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Margarita Garcia-Taylor

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Country Fresh Mushroom Company

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Exelon Generation

Tony Scheivert

New Garden Township

Donald G. Sellers

Edward Jones Investments

Andrew Smith

Kennett Area YMCA

James Turner

Chester Water Authority

2016 Member Awards

Ambassador of the Year - Aaron Miner, UFinancial Group

Closer of the Year - Barbara Bolton, Pegasus Technologies LLC

Closer of the Year - David M. Tate, Diamond State Financial Group

Volunteer of the Year - Vanessa Ross, Floor Coverings International Brandywine Valley

SCCCC Committee Chairs

Ambassadors Committee - Michele Berardi, Chairman, Kendal-Crosslands Communities

Communications Committee - Trish Evans, Chairman, Longwood Gardens

Community & Government Relations Committee - Doug Doerfler, Chairman, Genesis

Membership Committee - Co-Chairs: Geoffrey Bosley, LGB Properties & Heather Connolly, Operation Warm

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A LETTER FROM THE CHAIRMAN



Dear Members and Friends:

I'm very proud and honored to be acting as Chairman of the Board for the Chamber this year, having served in this position in 2008.

Southern Chester County continues to thrive. It has become inhabited with large, midsize and small

businesses to essentially constitute a place where people continuously want to live and work. In the nine years since last serving in this role, I have not only seen the region grow, but I've seen this Chamber grow as well.

Our members constitute influential business leaders and professionals, not-for-profits, institutions, legislative leaders and more. Now located in the former Dansko headquarters building in West Grove, owned by Cabot Kjellerup Realty Trust, the Chamber hosts more than 70 events and programs each year and offers a maximum return on investment that extends beyond your business to the communities we call home in the Southern Chester County Region.

Southern Chester County continues to offer a distinctly favorable business climate that stimulates economic development and business growth. There are two primary functions of the Chamber of Commerce. First, it acts as a spokesperson for the business and professional

community, and translates the group thinking of its members into action. Second, it also renders a specific project or service that can most effectively be of a benefit to you, the organization members as a whole. As we move forward into 2017, our objectives this year are simple and focused ones.

The first goal is to have a member-centric focus, concentrating on you, our membership, to discover how we can become a better organization to serve you. Who better to direct us as to how we can continue to make this Chamber an organization to better serve you than our existing members? We are adopting a member-centered philosophy which through our various committees, especially the Member Retention Committee, communicate directly with you, our membership, as to what you need and what you desire and how we can better service you.

Our second goal this year is, as it is every year, to grow membership. An organization such as ours must grow in order to continue to provide the best service and opportunities to its membership. One of the basic fundamental business principals out there is that if you are not growing, then you are headed for irrelevance. Dynamic organizations such as ours figure out how to reinvent and reinvigorate their membership development and membership retention practices, and pay very close attention to what their members want and need and reassess what they offer.

Our third goal this year is to continue to enhance the Southern Chester County Chamber of Commerce's image, visibility and presence. I plan to work with our committees and their respective chairman and members to enhance, and hopefully invigorate our image throughout the region.

I want to thank our leadership – the Board of Directors for their teamwork and united governance of the Chamber; and to the Chamber staff - Cheryl; Melissa; for their continued hard work and dedication.

I want to pose a challenge to our members and ask that you participate in one or several of our various committees. Our committees consist of the Ambassadors Committee, Communications Committee, the Community; Government Relations Committee and the Membership Committee. So please, I encourage you to reach out and join one, or more than one, of these committees and get involved. Your participation is invaluable in moving our organization forward.

Thank you for the opportunity to serve as your Chairman this year and I look forward to talking with many of you in the several months to come.

Sincerely,

John A. Jaros, Esq.
Chairman of the Board, SCCCC
(Riley Riper Hollin & Colagreco Attorneys at Law)

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www.solitudelakemanagement.com

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www.unioncommunitybank.com

IN THE NEWS

2017 Annual Breakfast Sees Record Attendance



Pictured from left to right: David Tate, 2016 Closer of the Year (Diamond State Financial Group), Barbara Bolton, 2016 Closer of the Year (Pegasus Technologies LLC), John A. Jaros, Esq., Chairman of the Board (Riley Riper Hollin & Colagreco Attorneys at Law), Vanessa Ross, 2016 Volunteer of the Year (Floor Coverings International Brandywine Valley), Geoffrey Bosley, SCCC Board member and Membership Committee Co-chair, and Cheryl B. Kuhn, SCCC President & CEO; Photo credit: Danielle Vennard Photographer LLC

The Chamber welcomed a record crowd of 120 members, dignitaries, and board members to the Annual Breakfast at Hartefeld National Golf Course, which celebrates the Chamber's accomplishments in 2016 and shares its strategic initiatives for the year ahead. In addition, the Annual Breakfast introduces the officers and board to the membership and recognizes outstanding service to the Chamber with the announcement of the Volunteer of the Year, Ambassador of the Year, and a new award, the Closer of the Year.

The 2017 officers include John A. Jaros, Esq., Chair; Doug Doerfler, Chair-Elect; Eric Gudmundson, Vice Chair; Patricia Evans, Secretary; Michelle Cyron, Treasurer; Judith Lee, Immediate Past Chair; and Cheryl Kuhn, President.

The newly appointed members of the Board include Heather Connolly of Operation Warm, Tony Scheivert of New Garden Township, Donald G. Sellers of Edward Jones Investments, Andrew Smith of the YMCA of Greater Brandywine, and James Turner of Chester Water Authority.

During the event, Chairman of the Board, John Jaros, shared his vision for the year ahead and Immediate Past Chair, Judith Lee, presented a summary of the previous year's accomplishments.

Jaros gave a brief overview of the Chamber's mission and values, and outlined the goals for 2017, which include adopting a member-centered philosophy, growing membership, and continuing to enhance the Southern Chester County Chamber's brand and visibility.

Immediate Past Chair Lee shared brief remarks following a slide show depicting the plethora of events, networking, educational, and service opportunities the Chamber presented in 2016. Familiar faces popped on the screen highlighting the camaraderie, dedication, and commitment of the members. Highlighted events included the Annual Dinner at Longwood Gardens, Network at Noon at The Gables of Chadds Ford, ribbon cutting ceremonies for La Comunidad Hispana and new Chamber offices, as well as monthly Young Business Leaders networking events all across Southern Chester County.

As is fitting for the Annual Breakfast, President Cheryl Kuhn took time to recognize members who have gone above and beyond for the Chamber in 2016. Award winners include Vanessa Ross of Floor Coverings International Brandywine Valley for 2016 Volunteer of the Year; Aaron Miner of UFinancial Group for 2016 Ambassador of the Year, and Barbara Bolton of Pegasus Technologies and David E. Tate of Diamond State Financial Group for the 2016 Closers of the Year for securing the most new members.

The Annual Breakfast is a time to reflect on a great year, while looking forward to the future. If the record attendance is any indication, then 2017 is looking bright for the Southern Chester County Chamber of Commerce. ■

Career Pathways Prepare Businesses as Well as Students

By Judith Lee, Immediate Past Chair



Pictured from left to right: Judith Lee, SCCC past Chairman of the Board (Communication Works Now), C.J. Hoffman, Career Counselor, Avon Grove High School and Erik Gudmundson, SCCC Vice Chairman (Pegasus Technologies LLC)

As presentations go, I was puzzled about how to prepare. But as it unfolded, it became clear that this presentation was more of a dialogue meant to inform me as well as those in attendance.

It was part of Career Pathways, an innovative program at Avon Grove Senior High School that brings business professionals to meet with a small group of students. The business professionals are asked to share "real world" advice about jobs and career preparation, but I found it informing as a business leader and owner. Another business professional who has participated agreed.

"The experience gave me insights into what the future workforce will look like," noted Erik Gudmundson, Vice President of Business Development for Pegasus Technologies and SCCC Vice President.

And the picture looks positive. I met with about 10 students who were interested in learning about a career in marketing, which is the focus of my business, Communication Works Now. The students asked thoughtful questions about college preparation for this field, as well as about what the job entails on a day-to-day basis. The biggest surprise for me was how interested students were in what they could do now, as high school students, to prepare for a future career.

(continued on next page)

Erik, himself a 1997 graduate of Avon Grove High School, spoke with students interested in careers in Information Technology. He was impressed that students were looking beyond academics to future work-life balance.

"They were more practical than I remember being at that age, focusing on their lives as a whole rather than just getting a four-year college degree. For instance, some students were glad to know there are good IT jobs right here in Chester County, and would not have to move to Philadelphia or another big city to find a job," Erik said.

Career Pathways is the brainchild of C.J. Hoffman, Career Guidance Counselor at Avon Grove High School. He explained that students are asked to choose a career interest as ninth graders when they enter high school: "This guides them in selecting courses. Of course, it can change, but we want them to start choosing a direction as soon as possible."

The high school courses are categorized along five Career Pathways: Health and Sciences; Human Services; Business Administration, Management and Finance; S.T.E.M. (Science Technology Math Engineering); Arts and Communication. Each area is aligned with a month in the school calendar, and then C.J. works to bring in corresponding presenters.

"Our goal is an experiential interaction with the business community. Each [attending] student has the opportunity to interact with a business professional, learn about the career, and perhaps find out if it's right for him or her," C.J. said.

He added that SCCCC has responded with great support for the program: "We've had more than 30 presenters, and many of them have been Chamber members. This is tremendous. We've been impressed with the desire of SCCCC members to give back to the community through Career Pathways." ■

Business Program Excites Local Students



Here a 2016 student company takes a much needed break from preparing their advertising and stockholders presentations.

There is an award-winning summer program that for nearly four decades has been exciting the imaginations of high school students throughout Pennsylvania about the world of business and private enterprise. That program, **Pennsylvania Free Enterprise Week (PFEW)**, will be celebrating its 39th storied year this July and August.

PFEW was founded specifically to teach rising high school juniors and seniors about the American private enterprise system and what it means to our country. Starting with an initial class of fewer than 100 students for a single one-week session in 1979, PFEW now annually holds five sessions in July and August, four on the campus of Lycoming College, and a fifth on the campus of Pennsylvania College of Technology, both located in Williamsport, PA. PFEW expects to receive over 3,300 applications from students across the state eagerly hoping to be in one of the 2,200 seats slotted for this year's program.

The focus of each session is to group the participants into management teams of junior executives who have inherited imaginary companies. These teams, under

the guidance of volunteer "executives-on-loan" called Company Advisors, operate their firms for a computer simulated three-year period of time. To add a sense of reality, they are competing against two other student companies manufacturing and distributing the same product. These fledgling corporate executives are faced with the same decisions business people confront daily. They work with balance sheets, statements of income, market share surveys, etc., and must react to a variety of external factors including global competition, political unrest, government policy decisions, and other unknowns. Sound familiar?

PFEW is designed to give every participant an idea of real-world relevant issues facing today's businesses. Each day's activities include four to five presentations from world-class speakers from across the nation who deliver talks that both inspire and motivate our young entrepreneurs for their futures. Does it work? Consider the following quote from Ms. Morgan Carosi from Perkiomen Valley High School in Montgomery County, "*Not only is one taught the practices of a business that are mixed with activities that enhanced leadership skills, but also an overview of life. The speakers provide a few lessons regarding aspects of life and/or the reality of the business world that led to personal growth for me. This program touches all aspects that will surely affect every young adult's future; this camp has forever changed me for the better.*"

The Chamber is proud to support PFEW and encourages our local companies and civic organizations to provide sponsorship for our students and, if possible, volunteers for the sessions. Every student attends PFEW on a fully tax-deductible \$575 scholarship (the actual value of the scholarship is approximately \$1,500) which is provided by a local firm. Each student wears the name of their sponsor throughout the week and writes them after graduation to report on what they have learned. PFEW is also an approved organization through the PA Educational Improvement Tax Credit (EITC) program.

If you would like to learn more about this award-winning program and how you can help, please call the Chamber directly or contact Scott Lee, vice president of marketing & development for the Foundation for Free Enterprise Education at (814) 833-9576 ext. 101 or e-mail him at scott@pfew.org. **PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance, as well as program applications, can also be found on the website. Questions can be directed to Amber Goss, Schools Assistant for PFEW, by calling her office at (814) 833-9576 ext. 103 or emailing her at amber@pfew.org.** ■

LEON SPENCER DELIVERS HIS ACCEPTANCE SPEECH CONTINUED...

when they told me, and I had only had two other times in my life when I was that surprised," he said. He said the first was on his wedding day when he forgot the words of a song he was prepared to perform for his bride. The other was when Kennett Consolidated School District Superintendent Barry Tomasetti presented him with a high school varsity sports letter and jacket in gratitude for his announcing the football and basketball games.

"I was speechless. He found out it was that easy to shut me up," Spencer said. He then moved on to more serious subjects in his prepared acceptance speech. He said he reads "That Book" every day as part of his morning ablutions. "All of you are in That Book," he said.

He went on to describe accounts of organizations sheltering the homeless, feeding the hungry, caring for the health of children and providing orthopedic equipment for those who could not walk. These actions of benevolence are presented in That Book, but groups exist and operate in the southern Chester County area performing those feats of good will as well.

He told the audience that they, too, were the doers of biblical acts. "We are the citizens of The Book. Thanks be to God," he said. Spencer was introduced by last year's outstanding citizen, Dave Haradon. In his introduction he described Spencer as a friend to everyone who sought to bring rapport to Kennett Square even in tense times of disagreement. "He always has time to listen to your voices," he said.

The annual gala was heavily supported by local businesses, which were given credit by Chamber President and CEO Cheryl Kuhn. Thanks were also given to members of the chamber by two-time Chairman of the Board John Jaros, a partner in the law firm of Riley Riper Hollin & Colagreco. ■



Pictured left to right: John Jaros, SCCC Chairman of the Board and Presenting Sponsor (Riley Riper Hollin & Colagreco Attorneys at Law), Gail Chase, Reception Sponsor and Board member (WSFS Bank) and Cheryl Kuhn, Chamber President & CEO; Photo credit: Pam Hesler & Associates Photography

MEMBERS IN THE NEWS

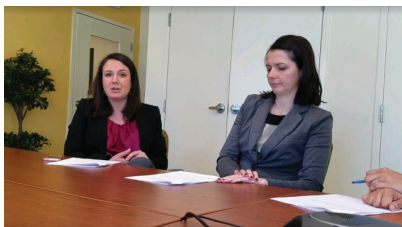
Bernardon Announces New Principal



Bernardon is pleased to announce the newest Principal of the firm, **Michael S. McCloskey, AIA, LEED AP BD+C**. Mike joined the firm in 2007 and became a Shareholder and Associate Principal in 2015. Mike will continue to lead the firm's Philadelphia office, and serve as a vital leader of our design team in the areas of multifamily, mixed use, and urban design.

"Over the past two years, Mike has continued to do an exemplary job in design, project management, and business development," said Kerry R. Haber, President of the firm. "We are delighted that he has agreed to make this commitment to our firm."

La Comunidad Hispana Community Conversation



administration. LCH is committed to being a source of reliable information for those we serve, more than 200 of whom attended this Community Conversation. We have

LCH held a Community Conversation on February 24, hosting a panel of local attorneys, Mexican consulate representatives, and LCH behavioral health consultants to answer questions about immigration, individual rights, and family matters under the new

since made a number of short films of answers to clients' questions, which are all viewable on LCH's Facebook Page - <https://www.facebook.com/LaComunidadHispana.LifeChangesHere/>.

WBENC Certifies BSTI as a Women's Business Enterprise



Brownfield Science & Technology, Inc. Certified by the Women's Business Enterprise National Council

BSTI – a business specializing in environmental assessment, remediation and consulting services – is proud to announce national certification as a Women's Business Enterprise (WBE) by the Women's Business Enterprise Council (WBEC), a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

WBENC's national standard of certification implemented by the WBEC is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

Woman-owned since 1999, BSTI is pleased to join the WBENC-certified WBE community. "Being a part of WBENC offers numerous benefits, most importantly giving us the ability to support our clients in their commitment to supplier diversity," said Debbie Kollmeier, President of BSTI.

About BSTI: Brownfield Science and Technology, Inc. (BSTI) is an earth sciences company specializing in environmental assessment, remediation and consulting services for public and private clients. Areas of expertise include environmental liability protection, field services, real estate consulting, remediation, natural resource management and planning, scientific research and problem solving as well as technical writing. To learn

more about BSTI, please visit www.bstiweb.com.

About WBENC: Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 13,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and over 300 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more information, visit www.wbenc.org.

If you would like more information about this topic, please contact Victoria Charles at 610.593.5500 or email at vcharles@bstiweb.com.

Genesis Picks Exton for Newest Powerback Rehabilitation Center



Genesis HealthCare Thursday broke ground on its 12th PowerBack Rehabilitation location, this one in the Oaklands Corporate Center about 12 miles from its Kennett Square headquarters.

Joined by township, county and state officials, Genesis employees braved the brisk temperatures and strong winds to mark the beginning of the \$19 million project with a traditional ground-breaking ceremony involving hard hats and silver shovels. The building on six acres is expected to open in the summer of 2018.

The Norwood Group of Malvern is the general contractor on the project.

"This is something very exciting to us," said Paul Bach, executive vice president and chief operating officer of Genesis. "We've been hopeful about this project for two years now."

PowerBack Rehabilitation was launched by Genesis HealthCare in 2012 in response to the market demand for shorter post-hospital patient recovery periods and fewer post-discharge setbacks. The other 11 PowerBack centers are in New Jersey, Pennsylvania, Colorado, Maryland and Texas.

Patients who will use the facility include those coming off of hip or knee replacements, people recuperating from cardiac surgery and strokes, those recovering from automobile accidents and more, explained Carol Albright Rohrbaugh, vice president of business development for Genesis in the Mid-Atlantic area. The center treats only adults.

The company chose the location because of the population density and its closeness to a number of hospital systems, Rohrbaugh said.

"Its all short stay," with the average being 10 to 12 days. "With something like that, you could even see people from King of Prussia coming here" because family members could easily drive to visit patients. While the core market is about 20 miles, "they'll come up to 40 miles, it seems," Rohrbaugh said.

PowerBack in Exton will be about 74,000 square feet and will have 120 private suites, a 4,500-square-foot therapy gym with the latest therapy equipment, spa services, a large movie theater, game room and walking trails, as well as bistros, an on-site chef and more. It creates "aggressive, highly personalized plans" to get patients home sooner, Rohrbaugh added.

"I've had people come in and say, 'are you sure I'm in the right place' " because of its hotel ambiance, Rohrbaugh said.

The new center will employ approximately 250 people, a development that makes area economic development officials happy.

"They are committing not only to the community's physical health, but to its economic health as well by adding 250 jobs," said MaryFrances McGarrity, senior vice president of business development services at the Chester County Economic Development Council.

According to Genesis, All Powerback private suites come with:

- "7-7-7 Rehabilitation" therapy (seven days a week, from 7 a.m.-7 p.m.) in a 4,500 square foot rehab gym;
- "1-2-4" - (Nursing, Therapy and Physician assessments done within first four hours of admission);
- Daily physician/nurse practitioner rounding - full-time physicians and nurse practitioners on staff;
- Care Transition Nurse, for 30 days post discharge;
- Café-style and in-room dining services offering a wide variety of meal choices;
- Therapy pool;
- Wireless Internet, flat-screen TVs and iPads;
- Patients can pre-book their stay by calling before their hospital procedures.

Genesis HealthCare has 500 skilled nursing centers and assisted/senior living communities in 34 states.

Exelon Named to Fortune's World's Most Admired Companies List for 11th Year



Exelon was named one of Fortune's 2017 World's Most Admired Companies, marking the 11th consecutive year that the company has made the list. List ranks companies on criteria such as social responsibility, innovation and quality of products, services and management.

Exelon ranked particularly well for its quality of products and services, social responsibility and people management.

"This distinction reflects our continued operational and financial progress in 2016, with all of our utilities achieving best-on-record or best-in-class operating performance on metrics, including service reliability and customer satisfaction," said Chris Crane, president and CEO of Exelon. "As a result of our continued growth and investment to create a clean, affordable, next-generation energy grid we became the only company in our sector listed on the Fortune 100. Credit for our continued success belongs to our 34,000 employees and their dedication to providing clean, safe, reliable energy nationwide."

The Most Admired list has served as a report card on corporate reputations since its founding in 1997. To determine the annual ranking, Fortune and partner Korn Ferry Hay Group survey financial analysts and leaders from non-U.S. companies in Fortune's Global 500 that have revenues of \$10 billion or more and the 1,000 largest U.S. companies to identify the businesses that enjoy the highest standings within their industries. Korn Ferry Hay Group asks executives, directors and analysts to rate enterprises in their own industry on nine criteria, from investment value and quality of management and products to social responsibility and ability to attract talent.

Exelon's merger with Pepco Holdings in March made it the largest company by revenue in the utility sector and the largest utility in the United States by customer count.

Exelon is a leader in the pursuit of new technology, partnering with top universities, national labs, government agencies, venture capitalists and private equity firms to unleash innovations with the potential to transform the industry, spur clean energy options and provide greater benefits to customers.

Exelon and employees across its family of companies are also known for their dedication to giving back. In 2016 Exelon companies and the Exelon Foundation donated more than \$46 million to nonprofits – the largest amount ever. Employees served more than 170,000

MEMBERS IN THE NEWS CONTINUED...

hours of community service, as well.

Exelon also furthered its commitment to diversity and inclusion in 2016 by expanding its family leave policy and joining over 100 likeminded companies in signing the White House Equal Pay Pledge. In addition, the company has increased spending with women- and minority-owned businesses by more than 200 percent since 2011 to reach \$1.9 billion in 2016.

GH's Attention Grabbing Work Wins Three Service Industry Advertising Awards



Campaigns on 9/11 Remembrance, Financial Strategies and a Wellness App Garner GillespieHall National Recognition, their 70th Award in 5 Years.

"We are strategic story tellers," says GillespieHall (GH) partner Bridget Paverd. "Our job is to share our clients' narratives, enhance their relevance and strengthen their brand. And to do that consistently well, takes a dedicated team, like we have here at GH."

GillespieHall's submissions competed against 1,900 other entries for the prestigious recognition from SIAA, where a national panel of industry specialists judges each piece on creativity, marketing execution, message impact, technology application and innovation of content. Says Paverd, "Everyone at GH thoroughly appreciates having the work we do on behalf of our amazing clients, nationally recognized by peers... nothing like gold to make us smile."

SIAA is the only advertising awards to specifically recognize the achievements of the service industry. Many other advertising awards are dominated by consumer goods, packaged goods and other tangible products. SIAA recognizes the creativity and communication accomplishments of the service industry.

GillespieHall (GH) is a full-service marketing and public relations firm, with a recognized niche in crisis management, behavioral sciences and digital communication. Based in Hockessin, DE and Philadelphia, PA, GH serves the health, energy, finance, wine, family-owned, and architectural industries, as well as an array of nonprofits.

Riley Riper Hollin & Colagreco Attorneys at Law



In March of this year, Riley Riper Hollin & Colagreco hired **Matthew (Matt) G. Hauber as an associate**. Matt concentrates his practice on a broad range of real estate and business related matters. Matt's clients appreciate his attention to detail and his ability to quickly identify issues in order to avoid or mitigate potential pitfalls and facilitate the successful completion of a transaction or the potential resolution of a dispute.

Prior to joining Riley Riper Hollin & Colagreco, Matt founded and managed Hauber Law, LLC located in Chadds Ford, Pennsylvania where he established a reputation for his tactful representation of businesses and individuals in real estate, corporate and business

matters. Before establishing Hauber Law, Matt was a partner at a boutique law firm in West Chester, Pennsylvania where he likewise handled an array of real estate and business transactions, as well as prosecuted and defended claims for his clients in the state and federal courts in Pennsylvania and New Jersey. In 2015 and 2016, Matt was selected to the Pennsylvania Rising Star list by Super Lawyers.

Representative Matters: Representation of borrowers in connection with negotiating multimillion dollar fixed and revolving credit facilities; Debtor representation pertaining to multimillion dollar loan workout; Representation of sellers and franchisees regarding restaurant franchisees in Pennsylvania; Representation of commercial landlords in connection with various tenant issues including bankruptcy, lease work-outs and possession of premises; Honors and Awards. To reach Matt, please call 610-458-4400.

Kendal-Crosslands Communities Celebrate Five Year Intergenerational Partnership with The Chester Charter School for the Arts



In 2012, residents of Kendal~Crosslands Communities, a not-for-profit continuing care retirement community in Kennett Square, joined Dr. John Alston, then a music professor at Swarthmore College, and Chester city educators and advocates to create an educational start-up for the children of Chester. Five years later, Kendal residents and Chester families and teachers are celebrating the success of their partnership and their school, now known as **The Chester Charter School for the Arts (CCSA)**. CCSA is a public non-profit arts-integrated charter school serving students in the predominantly African American city of Chester, one of the poorest cities in America.

Akosua Watts, CCSA Head of School, states, "Kendal's relationship with CCSA and the contributions of its residents to the founding of the school demonstrate what is possible in retirement and the uniqueness of the Kendal community." Ms. Watts adds, "Kendal residents have dedicated their time, talents, and resources to CCSA. Residents have been instrumental in making our innovative, urban school a reality— sharing ideas and resources, leading tours to engage new volunteers and supporters, and hosting presentations."

When state budget cuts in 2011 eliminated \$900 million in education funding, it was up to local communities to fill the gap. Chester city schools, already struggling, were at a clear disadvantage. More than 80% of Chester children live below the federal poverty line, about 50% of Chester High School students graduate, and the city has experienced a high rate of violent crime.

Many—even most—startups fail, but Kendal at Longwood residents helped CCSA succeed through a powerful and enduring partnership. The school opened in a converted warehouse in Aston, PA, initially serving 320 students in grades K-6. Five years later, CCSA has grown to serve 541 children in grades K-10. CCSA will expand to serve 650 children in grades K-12 in 2018; nearly 10% of Chester's school-aged population.

To accommodate this growth, The Chester Fund, CCSA's charitable arm, is building a new K-12 campus for the school in Chester. The project is funded, in part, through a \$7 million capital campaign. The Chester Fund broke ground on the 11-acre campus last June and the campus will be completed by the end of July 2017. To date, the Fund has raised \$4.6 million towards its goal.

Maurice Eldridge, a founding CCSA board member and retired Vice President at Swarthmore College, states, "It is because of generous and enthusiastic friends like the residents of Kendal at Longwood that CCSA's program and new campus are possible. I can't wait to see our students' faces when they visit Kendal this month for this celebration. They will have the opportunity to meet longtime supporters who are eager to celebrate their achievements. Our young people will find it meaningful to be welcomed into a space to exhibit their accomplishments in the company of a supportive multi-generational audience."

Kendal resident and organizer, Elsa Lichtenberg adds, "Over the last five years, there have been many achievements. We're eager to mark these successes and welcome the children who are extraordinary."

This past year, 85% of first graders were reading on grade level; when CCSA opened in 2012, only 25% of students were on grade level. CCSA has a 98% attendance rate, comparable to attendance rates in affluent suburban school districts in the Philadelphia region. CCSA offers a comprehensive program in dance, visual art, drama, and choral and instrumental instruction to all students. Studies show that providing children with arts instruction lowers stress levels, improves math, English, and SAT scores, and increases college graduation rates.

The Building Bright Futures event also offers a time for supporters to reflect on friendships forged through service. Event organizer Peggy Brick shares, "Kendal's interest was sparked when residents Marjean Willett and Elsa Lichtenberg organized trips to the school. For each of us the visit was a powerful experience: a brilliant head-of-school, enthusiastic teachers, fascinating artwork, a wall display celebrating each child's reading success, and happy children eager to show us their work. Here, in a nation of deteriorating inner-city schools, we witnessed a model of education as it should be: sophisticated, caring adults nurturing each child in a joyous community. Of course, we became supporters!"

Phil DeBaun, Chief Executive Officer at Kendal~Crosslands Communities, says, "Kendal's partnership with CCSA is an excellent counter example of life in retirement: you can in fact grow your connections, be entrepreneurial, and find purpose by engaging in projects that have tremendous social impact. Sometimes there are misconceptions regarding retirement communities – assuming that residents are inactive or isolated from the wider world." ■

SOUTHERN EXPOSURE ADVERTISING OPPORTUNITIES

*Advertise your products and services to the Southern
Chester County business community.*

Reach your audience with a full color advertisement. The quarterly newsletter is mailed to SCCCC business members, posted on the Chamber's website and emailed to more than 1,200 business email addresses. In addition, the online version includes a live link to your website and e-mail address in your ad.

2017 End of Year Special: Place a half page or full page ad and receive an e-mail banner ad for FREE. Special ends December 31, 2017. Ad rates are for one-time insertion. Ads must be high resolution PDFs or JPEG files.

Premium Positions	Price	Size
Inside Front Cover	\$375	8.5" x 11"
Member Full Page Advertorial	\$500	8.5" x 11"
Outside Back Half Page	\$250	8.5" x 5.5"
Outside Back Quarter Page	\$150	4.25" x 5.5"

Standard Positions	Price	Size
Full Page	\$325	8.5" x 11"
Half Page Horizontal	\$225	8.5" x 5.5"
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Business Card Ad	\$39	3.5" x 2.0"

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2017 CALENDAR OF PROGRAMS & EVENTS

Please visit www.scccc.com for a complete list of events and programs.



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APRIL

SCCCC Business After Hours with Young Business Leaders of Southern Chester County

Tuesday, April 18

5:00 - 7:00 p.m.

Member Host: The Hilton
Garden Inn, Kennett Square

SCCCC Member Orientation

Friday, April 21

8:00 - 9:00 a.m.

SCCCC Office, 8 Federal
Rd., West Grove, PA

SCCCC Network at Noon!

Luncheon Event

Thursday, April 27

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

NEW Member Venue: The Hilton
Garden Inn, Kennett Square

Event Sponsor: Grieco
Family Funeral Homes

MAY

SCCCC Women in Business

Wednesday, May 3

8:30 - 10:00 a.m.

Visit www.scccc.com for details.

SCCCC 3rd Inspirational Breakfast

Thursday, May 4

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

Keynote Speaker: Amanda McGrory
Visit www.scccc.com for details.

SCCCC New Member Event:

Kennett Copy & More

Friday, May 12

12:00 Noon - 3:00 p.m.

Grand Opening Celebration
& Ribbon Cutting
739 W. Cypress Street, Kennett Square

SCCCC HAPPY HOUR

Tuesday, May 16

5:30 - 7:30 p.m.

Sawmill Bar & Grill
201 Birch Street, Kennett Square

SCCCC Network at Noon!

Luncheon Event

Thursday, May 25

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

NEW Member Venue: The Hilton
Garden Inn, Kennett Square
Event Sponsor: Red Hound Stables

JUNE

SCCCC Women in Business

Wednesday, June 7

8:30 - 10:00 a.m.

WIB GIVES BACK!
Friends Home in Kennett
147 W. State Street, Kennett Square
Visit www.scccc.com for details.

SCCCC Network at Noon!

Luncheon Event

Thursday, June 29

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

NEW Member Venue: The Hilton
Garden Inn, Kennett Square
Event Sponsor: Connoisseur Travel

Dates for the following

June events are TBD:

Visit www.scccc.com for details.

SCCCC HAPPY HOUR

**SCCCC Young Business
Leaders Event**



SOUTHERN EXPOSURE

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