

## Western Chester County's Future Coming Into Focus . . . . . . Future Focus Study to be unveiled at Annual Dinner

The Western Chester County Chamber celebrates its 81<sup>st</sup> Annual Dinner on **Friday, November 11** at the Coatesville Country Club with exciting news about our year long Economic Development Study. Join us as Triad's Steve Kehs presents a brief summary of our area's top priority projects including:

- Attracting New Industry to existing Industrial/Business Parks
- Constructing a complete interchange at By-pass 30 and Airport Road
- Enhancing the Environmental Integrity and Historical Significance of the Brandywine Creek Watershed and its Recreational Assets
- Farmland and open space preservation and promoting the future of Agri-business
- Downtown and Centers based Retail Redevelopment

Meet and talk with partnering organizations associated with . . . Coatesville Train Station . . . Velledrome . . . Brownfield/Greyfield Development . . . and others.

Sign up to participate in Implementation Projects and Regional Marketing Campaign.

We will keep the same format as last year — a very casual buffet dinner with entertainment provided by performing artist Mojo Stu — [www.MojoStu.com](http://www.MojoStu.com). Also included will be the presentation of our Joseph G. Filoromo Community Service Award and our Elliot R. Jones Award.

We are encouraging all of our members to take advantage of an evening to explore the future of western Chester County.



## Final Future Focus Meeting

### WCCCC Members, Area Stakeholders & Public Urged to Attend

You are invited to be part of our last meeting for the initial phase of the Western Chester County Future Focus Study by attending a meeting on **September 16** from 9-11am at the Coatesville Moose Lodge, 1200 Airport Road, Coatesville.

The first part of the study involved public meetings, meetings with regional stakeholders and monthly meetings with a regional committee of local officials, residents and business operators. Two surveys have been distributed by hand and online. Comments and input have been evaluated and the planners have

completed the process of goal setting and priority project development.

Goals identified include:

- Attracting sustainable new business
- Investing in economic opportunities based upon the area's historic and natural heritage
- Improving and expanding area-wide transportation facilities
- Encouraging development and redevelopment that enhances the quality of life
- Promoting the region by reinforcing its diversity, affordability, and unique strengths and character

Study goals will be implemented via a series of recommended projects. Also, a list of groups and organizations will be identified as responsible for the implementation of key activities. The study anticipates an ongoing regional cooperative effort by municipalities, organizations, businesses and the public to implement the program.

Join us on September 16 and share your thoughts and comments as we continue to focus on our future.

For more information go to: [westernchestercountyfuturefocus.com](http://westernchestercountyfuturefocus.com).



**Our Mission:** Connecting our members to new ideas, resources, and relationships to achieve their goals.

**Our Vision:** A thriving region that is well connected, innovative & accessible for community & business growth.







## Brandywine Trek Provides Excitement & Education

By Jarvis Berry, Brandywine Health Foundation

In June 2011 a group of students from Coatesville Area High School took an exciting week-long journey down the Brandywine River watershed. The students camped, and traveled by foot and canoe from the Brandywine's headwaters near Honey Brook, PA. to its mouth in Wilmington, DE.

Throughout the journey trekkers learned about the science, culture, history and economics of the Brandywine River valley, which is the source of drinking water for close to a million people. This was a trip that challenged them physically, created opportunities for lifelong friendships, introduced them to the science, history, economics and beauty of perhaps the most historic river in America, and taught them how to protect their river and help revitalize their community.

Trekkers will, in turn, become the spokespeople for the watershed, as they educate the public about the critical importance of the river and the need to protect it from abuse. They will also learn about and educate others on the vital connections between the city of Coatesville and its downstream neighbors.



Finally, the trek offered a unique experience that included learning outdoor skills, camping, self-awareness and team building. Trekkers were given cameras and journals to record their experiences, which were posted daily on a trek website. Their recorded experiences will be the subject of a post-trek public exhibit which will be placed in various locations throughout the Greater Coatesville Area.

The Trek was sponsored by the Stroud Water Research Center in Partnership with the Brandywine Health Foundation and the Coatesville Youth Initiative.

**The Trek became a reality in Coatesville when Chamber member Bob Holliday brought together Jarvis Berry from the Youth Initiative and Jamie Blaine from Stroud to discuss collaboration opportunities.**

For more information on The Coatesville Youth Initiative contact Jarvis Berry @ [jberry@brandywinefoundation.org](mailto:jberry@brandywinefoundation.org) or 610-380-9080 ext. 105.

## Coatesville Little League Team Hits the Big Time

By Mark Milanese, Milanese Remodeling

For the first team in Coatesville's 61 year Little League history, the Senior Little League team advanced to the Pennsylvania championship tournament held at Emporium in Cameron County. Before each game the players, coaches, umpires and fans all recited the Little League Pledge, and the Coatesville team lived up to that Pledge — they played fair, they strove to win, and they always did their best.

Coatesville's team did not win the State title, finishing a respectable fifth in the State. We can all be proud of the effort the players made, and of their conduct, both on and off the field. The Coatesville Team became local favorites because of their on field play, but also because of a mechanical malfunction that endeared them to the live radio broadcast team, the public address announcer and the fans in the stands:

*During pregame opening ceremonies, the CD of the Star Spangled Banner stopped in mid song. The announcer apologized for the malfunction and called out "Play Ball." But the Coatesville kids didn't put their hats back on and head for the dugout, instead after a short pause they took up the National Anthem where it had left off, singing without musical accompaniment, making them fan favorites throughout the tournament.*

Last year almost 300 children participated in the Coatesville Area Little League program, and they deserve our continued support. This is one of the finest programs in the city for our young people, teaching not just how to play a sport, but more importantly good sportsmanship. Stop by and see a game, meet the players, coaches, umpires and parents.

The Coatesville Area Little League is funded primarily through player registration fees. Although the League's funds are limited, they have NEVER turned away a child because their family has financial difficulties. A determined group of volunteers has always found a way to provide every Coatesville area child with the opportunity to be part of a team.

**Thanks go out to those throughout our region who have sustained this wonderful program, and to the generous support of the members of the WCCCC. Without the backing of local businesses and individuals, this team would not have been able to represent the community and take their shot at the Championship.**

To learn more about volunteering as a board member, committee member, coach, or in any way; and for sponsorship and donation opportunities; please email the Coatesville Area Little League President, Denise Chesnet at [CoatesvilleBaseball.cville@gmail.com](mailto:CoatesvilleBaseball.cville@gmail.com).

For more information about Coatesville Area Little League visit their website at: [www.eteamz.com/CoatesvilleLittleLeague](http://www.eteamz.com/CoatesvilleLittleLeague).

## Leverage Your LinkedIn Connections

By Judith Lee

For professionals and business owners, LinkedIn is an essential social media channel, now considered to be second only to Facebook in number of users. For B2B companies, it's the best way to connect with other business leaders. Here are some simple steps to follow.

**Get a great profile portrait.** Some people have no portrait, and others have posted an out-of-focus photo or something cropped from a group photo. Are you kidding me? This is often the first impression that people have of you, and we all know that the first impression is the most lasting one. At least obtain a professional photograph. I went several steps further, investing in a high-end photographer who is a former model ([www.lindypowers.com](http://www.lindypowers.com)) to make me look my very best. This is what the big corporations do, and you should, too.

Photo courtesy of Lindy Powers



**Maximize your profile.** Make sure you put in all your qualifications and credentials so that people searching for your service/product can find you. Place your keywords in your title; I changed mine from "President" to "Director of Social Media." There aren't that many companies searching for a president, but (hopefully) they are looking for social media experts. There are many other ways to fill out your profile and there's even a book about it written by a local author ([www.donnaserdula.com](http://www.donnaserdula.com)).

**Seek and accept connections.** Every time you connect with someone, LinkedIn will suggest other people for you to connect with. Dig in, and send out invitations. The benefit you will receive from LinkedIn is only as large as your network! Once you have connected with someone, you can see their connections, and that's the biggest benefit of all.

**Your connections' connections.** On the right hand top of the LinkedIn page you will see a search box with the word "advanced" to the right of it. Click on it, and you can do a focused search of the people you want to meet – including your connections' connections! Send a note to your connection, and ask him or her to introduce you to their connection. This is called a "warm" introduction, and it sure beats cold calling. Once I have an introduction, I schedule a short phone conversation, and often get new business as a result.

There's more to say about LinkedIn, but this will get you started. Like all Social Media, it doesn't do you any good unless you use it.

Judith Lee ([www.CommunicationWorksNow.com](http://www.CommunicationWorksNow.com)) is a WCCCC member and a social media expert. You can reach her at [judithlee@epix.net](mailto:judithlee@epix.net).

## Locally Owned Small Businesses Pack Powerful Economic Punch *continued from page 4*

Big-box and large corporations have internal systems for services such as accounting, legal, supply and maintenance that are not necessarily based within the county or state. In addition to outsourcing services that were once provided by community businesses, nonlocal large companies may displace more entrepreneurial small firms. Examples of non-locally owned large companies include retail chain stores such as Wal-Mart and Best Buy, and service providers such as U.S.-based call centers for car rental agencies, banks, health care providers and telecommunications firms.

According to Goetz, small businesses and startups provide more than just jobs for community members. They also can improve innovation and productivity on a local level and use other businesses in the community such as accounting and wholesalers, while larger businesses develop their own infrastructure.

The researchers, who report their findings in the current issue of *Economic Development Quarterly*, studied data from the Edward Lowe Foundation on the economic growth and residence status of business owners in 2,953 U.S. counties, including both rural and urban counties.

"This is really a story about startups," said Goetz. "Many communities try to bring in outside firms and large factories, but the lesson is that while there may be short-term employment gains with recruiting larger businesses, they don't trigger long-term economic growth like startups do."

Goetz, who worked with David A. Fleming, graduate student in agriculture, environmental and regional economics, said the economic benefit of locally owned businesses appears to diminish as the firm grows. Medium-sized and large-sized businesses owned by residents are not associated with faster economic growth in later years.

Goetz said a better strategy to promote economic growth may be encouraging local businesses rather than recruiting large outside firms.

"We can't look outside of the community for our economic salvation," Goetz said. "The best strategy is to help people start new businesses and firms locally and help them grow and be successful."



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## SBA Plays Matchmaker to Assist Small Businesses

The U.S. Small Business Administration and SCORE will co-host “Meet the Lenders,” a Lender-Borrower Matchmaking event on September 21 from 8:30 am to 3 pm at the Radisson Hotel, 1160 First Avenue in King of Prussia.



The event will feature a “speed dating” format to connect as many entrepreneurs with lenders as possible. The event is free-of-charge.

The Matchmaking Event will have 15-minute “pitch periods” for each entrepreneur to present their financing needs to a lender one-on-one, and if they are interested lenders can schedule follow-up appointments.

“This event is a very practical means by which local lenders and entrepreneurs can short-circuit the recession’s grip on lending,” said Dave Dickson, SBA’s Philadelphia District Director. “It is the SBA’s mission to insure that access to capital does not block their marketplace momentum.”

If you are interested in attending “Meet the Lenders,” you must register by sending an email to MeetTheLendersPA@SBA.gov. Your email subject line should read “Registration—Meet the Lenders 9/21/2011.” Please include your name, business name, phone number, email address, and mailing address. Attendees should bring the following items:

- Cover Sheet containing all contact info and business information;
- Detailed Loan Request – providing a breakdown of Use of Proceeds;
- Up-to-Date Business Plan – Including 3 Years Historical Financial Statements and/or 2 Years of Projections
- Personal Financial Statement; Personal Tax Returns; Credit Report.

For additional information contact Donald Jefferson, SBA Business Development Specialist, at: 610 382-3079 or donald.jefferson@sba.gov.

## 2011 Scholarship

WCCCC is proud to announce our 2011 Scholarship winner, **Brooke Abrams**. Brooke graduated from Coatesville Area Senior High School and is attending Penn State University pursuing a degree in International Politics and would like to continue her education with International Law.

Brooke has been extremely active through various volunteer experiences including “Thanksgiving for Veterans,” Angel Tree and Good Works. She has participated in Upward Bound programs through Penn State and Lincoln University, has been in the Chester County Leadership Conference for girls and was a part of Chester County Futures.

We wish Brooke every success in pursuing her dreams and invite the Chamber membership to help support our scholarships with their donations. Please contact our office for more information.



Left to right Theresa Sargent, Coatesville Area Senior Center; Greg DePedro, Coatesville Flower Shop; Brooke Abrams, Scholarship Winner; Bill Shaw, WCCCC President and Life Transforming Ministries

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