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GREATER NORTHEAST PHILADELPHIA CHAMBER OF COMMERCE

in BUSINESS

PREMIER ISSUE

Changes at the Chamber

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honors
Mayor Rizzo's
legacy via
a classic
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| Entrepreneurship 101: Dan Goldberg | Village Catering | Health Notes: Nancy Cherone

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Letter from the Editor

Welcome!

Welcome to our new quarterly **inBUSINESS** Magazine published by the Greater Northeast Philadelphia Chamber of Commerce.

inBUSINESS Magazine is designed to publish useful information while highlighting some of the unique and fascinating people and places in the Greater Northeast.

Our goal for each edition is to focus on economic development, local government and policies, business feature stories and Northeast Philadelphia history, arts and culture, dining and entertainment.

As you will read in this first edition, the Greater Northeast Philadelphia Chamber of Commerce has rebranded and redirected our focus to more effectively support the business community through new programs, events, and marketing opportunities. This magazine is another example of how you can make Smart Business Connections, which is our slogan.

We share our transformation through our members' perspectives and voices. The business community is the storyteller and the Chamber is the platform for maintaining a strong region.

Please share your thoughts and ideas on how we can continue to more effectively support your business and our community. Let us know what you think about this magazine. Please email me at phenshall@nephilachamber.com.

Or, if you prefer a more personal approach, feel free to visit our new offices in the Philadelphia Federal Credit Union (PFCU) building at 8025 Roosevelt Boulevard at Stanwood St., Suite 200.

I hope to see you at the next Chamber event!

Pam Henshall, President
Greater Northeast Philadelphia Chamber of Commerce

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GNPCC Calendar

Tuesday, May 17

Networking Breakfast hosted by Nazareth Hospital
2601 Holme Avenue, 19152, in Marian Hall, 8:30 am
Members and Invited Guests FREE/Non Members \$10

Tuesday, May 24

Business After Hours
Sponsored by the Philadelphia Federal Credit Union
Hosted by The Ashburner Inn
8400 Torresdale Avenue, 19136, 5:30 to 7:30 pm
Members and Invited Guests FREE/Non Members \$10

Wednesday, June 15

Speaker Series Breakfast: Philadelphia.... At Your Service!
Settlement Music School
3745 Clarendon Avenue, 19114, 7:30 to 10:00 am
\$10 per member & invited guests
\$15 per non-member
Representatives from various city departments will be available for your questions.

Wednesday, June 29 – SAVE THE DATE
Breakfast with Brass - Naval Facilities Northeast Philadelphia

Tuesday, July 12 – SAVE THE DATE
Federal Reserve Bank: NE Phila. Forecast Luncheon

Monday, July 18

Directors Cup Golf Challenge
Presented by PECO
Union League Golf Club at Torresdale, Grant Avenue, 19114
11:30 am – Registration, 1:00 pm – Shotgun Start, \$325 for golf
Corporate Foursomes and Sponsorships Available

For more information about these and other events visit
www.nephilachamber.com.

GNPCC in the Community

GNPCC WELCOMED MAYOR JIM KENNEY

as he addressed members and touched on his plans for the City Philadelphia to a sold out audience at The Union League Golf Club at Torresdale on Friday, April 15. A special thank you is extended to our sponsor Cardone Industries and The Union League Golf Club staff.



City of Philadelphia Mayor Jim Kenney addresses Northeast Philadelphia Business Community | Photo By Teresa Pratt



Engaged guests listen to Mayor Kenney's plans for Philadelphia (left to right) Becky Shoulberg, Ana Melhor, Esq., Dr. Ruth Horwitz, Michelle Saldutti, Ron Davis, Patty Craven, Either Anna Bailey, and Mary Simmons | Photo By Teresa Pratt



GNPCC Thanks our generous sponsor (left to right): George Zauflik of Cardone Industries, Mayor Jim Kenney, and Christin Cardone McClave of Cardone Industries | Photo By Teresa Pratt

A NEW HOME! On Thursday, March 31, GNPCC celebrated moving to a new location after 42 years with a toe-tapping Open House. Many thanks to our sponsors, Alan Giannone of Village Catering, Nancy Morozin of The Dining Car, Sandy Muller of Muller Inc., Chris Hess of Cannstatter V.V., and the electric entertainment provided by TFSquared.



Enjoying the Celebration (left to right): Charlie Boland of Boland Reality, (Board Member), Jennifer MacMullen of Beneficial Bank (Board Chair), Bob Medlock, of M&T Bank (Board Member) | Photo By Don Brennan



Delicious desserts provided by The Dining Car | Photo By Don Brennan



TFSquared(left to right): Frank Porrazza (GNPCC Board Member), Teresa Miller, Frank Miller | Photo By Don Brennan



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TOP5 Health Notes

Nancy Cherone, FACHE

Nancy Cherone, FACHE, is executive director of Nazareth Hospital in Northeast Philadelphia. She joined Nazareth Hospital as vice president, operations in 2009. Nancy has over 25 years' experience in healthcare administration and delivery. A graduate of Philadelphia College of Textiles and Sciences, she began her career as an RN at Delaware Valley Medical Center. She received a Master's Degree in Health Administration from St. Joseph's University and is a Fellow of the American College of Health Care Executives. Nancy previously served as a vice president at Frankford Hospitals, as well as site administrator.

Obviously, based on age demographics, senior healthcare is an important part of Nazareth's mission.

Absolutely. Through our senior healthcare initiative, we bring healthcare to our seniors where they are. We have primary care services at Wesley Enhanced Living--Pennypack and primary and specialist services at Gloria Dei Estates. We have partnered with Wesley to present health lectures and screenings that are open to the entire senior community. And our seniors with cancer now have access to a geriatric oncologist. We have also implemented an extensivist program to ensure seniors at high risk for readmission after a hospitalization have access to primary care follow-up within a few days of discharge. Nazareth has also embedded a senior care nurse navigator in our Emergency Department to make sure that seniors who are discharged from the Emergency Room have access to support they need to prevent another ER visit.

Tell us about Nurse Navigators. It seems like such a great idea, one wonders why it wasn't implemented a long time ago.

Nurse Navigators are helping us transform healthcare. As I mentioned, we have hired an Emergency Department Senior Care Navigator. Our Oncology Nurse Navigator has been with us many years; and last year we hired an Orthopedic Nurse Navigator. The Navigators ensure our patients have what they need during their healthcare journeys. They provide logistical and emotional support and take a lot of stress out of healthcare for our patients. The Navigators are on your healthcare journey with you: they educate, help solve problems, and link patients and their families with resources. Our patients often tell us that the Navigators are a God-send.

— Continued on page 28 —

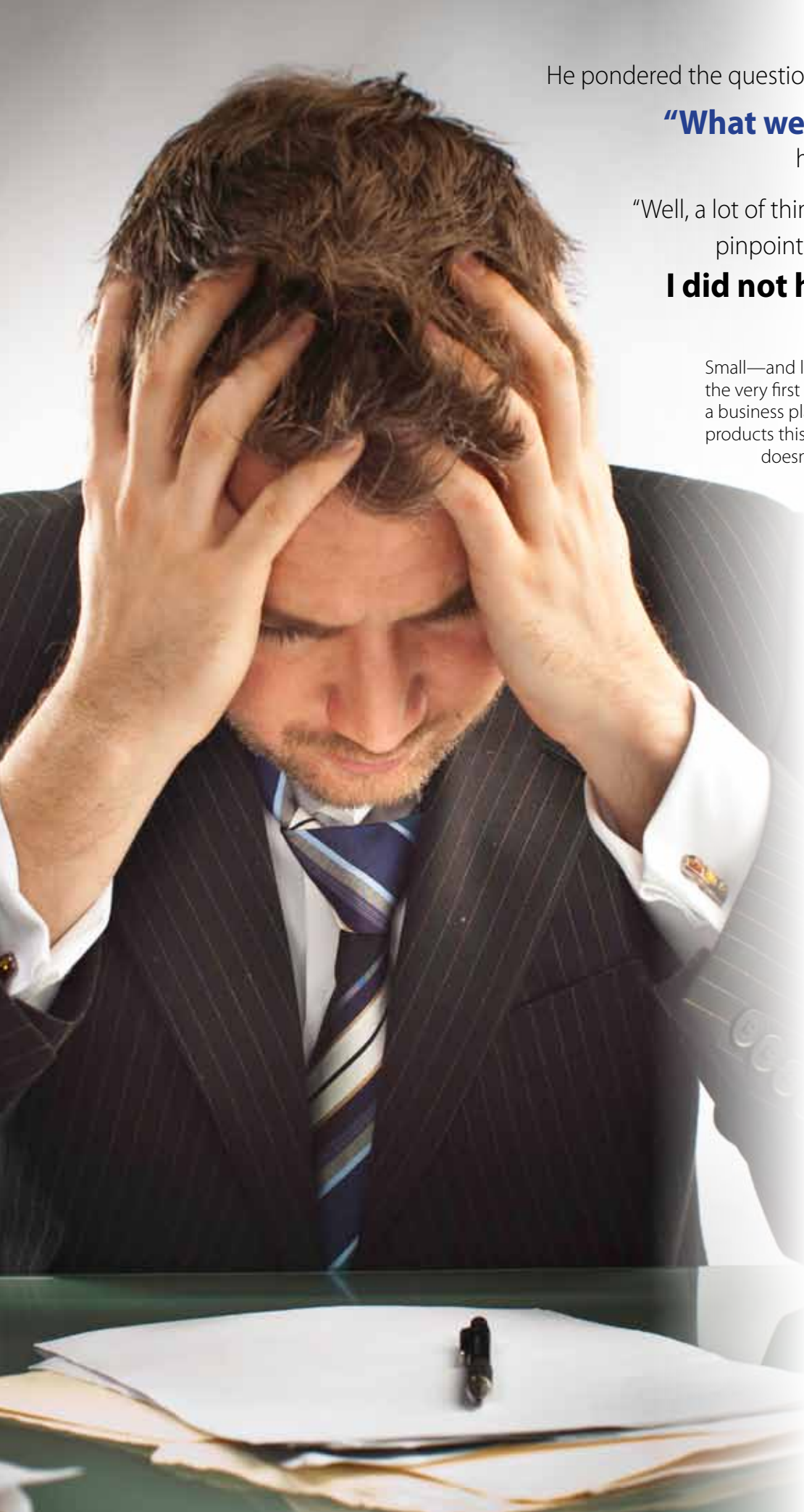


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He pondered the question for one full minute.

“What went wrong?”

he repeated the question.

“Well, a lot of things went wrong, but if I had to pinpoint my first mistake, it is this:

I did not have a business plan.”

Small—and large—business owners all agree: the very first step in starting any business is to write a business plan. Notice I never mentioned the products this young man sold. Why? Because it doesn’t really matter.

What does matter is that he neglected to write a business plan.

“The reality is,” the young entrepreneur said, “if I had sat down and took the time to write a business plan, I would not have tried to open my business at that time. I simply was not ready. I did not have the resources I needed to fulfill my dream.”

In truth, a thorough, honest, comprehensive business plan details in black and white exactly what you need in order to be successful.

And, frankly, it’s stunning that so many would-be business owners fail to take that crucial first step. Yes, it’s time consuming, but, no, it isn’t impossible. In fact, there are free resources one can turn to for help when deciding to write a business plan.

The Pennsylvania Small Business Administration says a business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues.

The key words in that description are “living document.”

Effective business plans are not placed in a three-ring binder and put on a shelf to gather dust. They need to be reviewed and referred to often. They need to be clarified and updated as conditions change. Business is not static, and a business plan should not be either. The following ten tips are generally considered to provide an effective framework when making the decision to write a business plan.

Your first order of business is a

Business Plan

| By Donald Brennan
Staff Writer, GNPCC

Executive Summary

Your executive summary is a snapshot of your business plan as a whole and touches on your business’ profile and goals. This is an important tip that is often overlooked by entrepreneurs. What should be included in the Executive Summary? Read on.

Company Description

A description of your business provides information on what you do, what differentiates your business from others, and the markets your business serves. It is not enough to say, “We offer full service printing,” or “Our store stocks a complete line of health products.” Descriptions like this are far too broad or vague.

Remember, you are very likely entering an industry where competition is fierce. It’s very important at this early stage of the game to ask yourself a difficult but important question: “What makes me better than the other guys?” If you are having trouble answering that, you may have difficulty later.

Market Analysis

Before launching your business, it is essential for you to research your business industry, market and competitors. Here’s where you are going to utilize the Internet . . . and good, old fashioned shoe leather. There is likely an immeasurable amount of information on the Internet about the industry you are entering. The trick is to find the data that is directly applicable to your business. Then, go out and visit the competition (if retail) or check out their websites (if online) or both. Make a list of what they do right and where they come up short.

Keep a close eye on revenue figures. It may sound trite, but it is not: can you make money in this business? Believe it or not, some entrepreneurs have terrific ideas that are not marketable. If no one wants to buy what you’re selling, you’re not in business!

Organization & Management

Every business is structured differently. Find out the best organization and management structure for your business. Be aware of starting out small and saying, “Oh, I am going to do everything since I can’t afford to pay anyone.” Conversely, do not hire a staff of four if you can’t meet payroll by the fifth week.

Service or Product Line

What do you sell? How does it benefit your customers? What is the product lifecycle? Get tips on how to tell the story about your product or service. This is an important part of the Executive Summary and the overall business plan. Don’t assume people know what you are selling no matter how familiar your products are. Look for the edge here, characteristics that separate you from the competition.

Marketing & Sales

How do you plan to market your business? What is your sales strategy? There isn’t an advertising salesperson alive who hasn’t heard the familiar refrain: “I don’t have money for an advertising budget.” Broad Street Media’s publisher Perry Corsetti says it better than anyone before him: I don’t want your money for a one-shot splash; you are not buying an ad, you are buying an ad campaign. Print media, online media, social media, mail, perhaps radio and cable TV—there are multiple ways to market your products. Take the time to do the research before you launch your business.

Funding Request

If you are seeking funding for your business, find out about the necessary information you should include in your plan. Banks are going to be extremely particular about this since they walk a fine line. Yes, they want to invest in your business, especially if it benefits the communities they serve. But, they will only lend responsibly, and you’ll hear that repeated many times as you ask for a start-up loan. The Internet is another great place to research local loan or grant programs from the city or state. Ask a lot of questions before signing on the dotted line.

Financial Projections

If you need funding, providing financial projections to back up your request is critical. Find out what information you need to include in your financial projections for your small business. Again, this is essential. Be realistic, and provide the necessary documentation to support your projections. Not only is it a responsible way to do business, it sets the course for an honest appraisal of your financial expectations.

Appendix

An appendix is optional, but a useful place to include information such as resumes, permits and leases. A small businessperson who sells floral arrangements told me he does this, and says it has proven to be a great landing spot for important paperwork that somehow always gets lost.

How to Make Your Business Plan Stand Out

What makes your business unique? Determining this could help you stand out from the crowd and give you advantages over your competitors. Even though this tip has been covered previously, it bears repeating. Most new entrepreneurs will tell you that “our customer service” sets us apart from our competitors. Maybe so, but that’s not enough to separate you from the pack.

Frankly, good, reliable customer service should be a given. Even successful businesses who fail to provide it quickly get a bad reputation from customers. Your business needs a defining characteristic. Look long and hard for it. It will save you a lot of grief and misgivings later.

Suite 200

Greater Northeast Philadelphia
CHAMBER OF COMMERCE

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Changes at the Chamber

| By Jack Firreno,
Northeast Times

New branding, new location, new website grows membership and opportunities.

We are touching every aspect of the Northeast. Everyone has something unique that we can learn about...

The Greater Northeast Philadelphia Chamber of Commerce looks much different now than it did last time this year. It has a new logo for starters, and the group recently moved into a new space above Philadelphia Federal Credit Union at Roosevelt Boulevard and Stanwood Street. The new office is a far cry from their old location, a former mounted police headquarters a mile or so north of there, where it was housed for decades.

The Chamber has also expanded and customized its programming and has gotten an online makeover, too. The new Web site is sleek and dynamic with more connections to social media and other enhancements.

Those large overhauls and little touches are already making a big impression on the Chamber's members. And, they're just a few of the ways that the Chamber has expanded and improved over the last six or so months.

"The Chamber has always been about the members, but now we're really listening to all their concerns," said Chamber Chair Jennifer MacMullen of Beneficial Bank.

That's even represented in that new logo, which she says is "more professional"

and positions the Chamber as reaching out to its members.

"It shows that without our members we would not be successful," said MacMullen.

That renewed dedication manifests in many ways. The new Web site, for instance, is more user-friendly, with easy links to social media and a blog that's updated regularly. Notably, it now also allows members to update their own profile information without going through an admin.

And, the new location is much more modern, and offers space for clients to make phone calls or hold meetings if they need a room.

The Chamber is also focussing on the specific needs of their varied membership base, and tailoring events around those needs. The effort has resulted in changes like determining whether to hold an event in the morning, afternoon or evening based on the intended audiences

Retailers, for instance, can often attend a networking event in the morning, noted MacMullen, while other business owners are available for dinner events once they've closed for the day.

"The core of the Chamber is still the same, we're just trying new approaches," she explained.

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Already these changes are having an impact. The membership base is growing, according to Board Member Frank Porrazza of PNC Bank. The Chamber is taking on new members at a higher rate now than they have in years. And, the more people that are involved, the better it is for everyone.

"Increased membership means better networking opportunities for everyone," he said. "We're seeing great improvements as we work with our committees to translate our desires into actions. I think the quality of our events has improved over the last six months."

An example of this is the new speaker series. Now, each presentation is on a focused topic designed for a certain demographic within the Chamber's membership. Recently, the group has hosted a speaker talking about the I-95 construction project, or another discussing healthcare.

The tighter focus means that there will be a group of entrepreneurs all at one event, for instance, or people from non-profits at another.

"We change it up every month, so there's a different crowd at these events. That makes networking that much better because of each topic we're discussing," said Porrazza. "It's much better than just having the same 10 people at every networking event. You're getting an opportunity to meet decision-makers."

And, to attract even more members of the Northeast's business community, the Chamber has created the CEO Advisory Council, a new group that caters to high-level people at large companies like PECO or Pepsi, who do business in the Northeast.

"With the CEO Advisory Council, we're creating a higher-level exchange of information, where individuals in very high, if not top, positions can discuss issues that might be common to them," said Porrazza.

These changes have already been apparent, and useful, to Chamber members. For some, even just having more information about the new events and features is an improvement.

"It's been much more engaging recently," said Keith Baldwin of Spike's Trophies, a Chamber member for over a decade. "Instead of me looking for what's going on, it's more being pushed to me. I'm much more aware of what they're doing and the different types of events the Chamber has to offer."

He credits the Chamber's new social media campaigns, with announcements about events on platforms like Facebook and Twitter, along with email announcements.

"It's given me the opportunity to engage more with other members," he said.

One of the most tangible examples of this for Baldwin was being able to help fellow members who were considering an infrastructure improvement that his company made.

"We were one of the first companies to put in a stormwater management system, and we've been able to network with, and coach or mentor, other companies who are considering investing in a system," he explained.

Chamber members and non-members alike can see all those changes in action at this year's business expo on Thursday, May 12. "There are a lot of new touches this year that really elevate the

It's very exciting to be part
of it, listening to everyone's
ideas and working with such
a diversified group.

event for the attendees and presenters," promises Porrazza. "It's a great opportunity for all of our members and non-members to get a flavor of the types of organizations that are part of the Chamber."

And, just like the Northeast itself, the Chamber of Commerce represents a wide array of organizations, from large to small. That's a benefit of the Chamber in and of itself.

"It's very exciting to be part of it, listening to everyone's ideas and working with such a diversified group," said MacMullen. At the Chamber, "You could be working with anyone from a small business owner to a nonprofit to a high-end, high dollar corporation."

"We are touching every aspect of the Northeast. Everyone has something unique that we can learn about: what works, what doesn't work, what struggles they're facing. And, as a Chamber we see what we can do to assist them. We're here to help them grow and develop."

SWING INTO ACTION

Monday, July 18, 2016

The Union League Golf Club at Torresdale
3801 Grant Avenue, Philadelphia, PA 19114

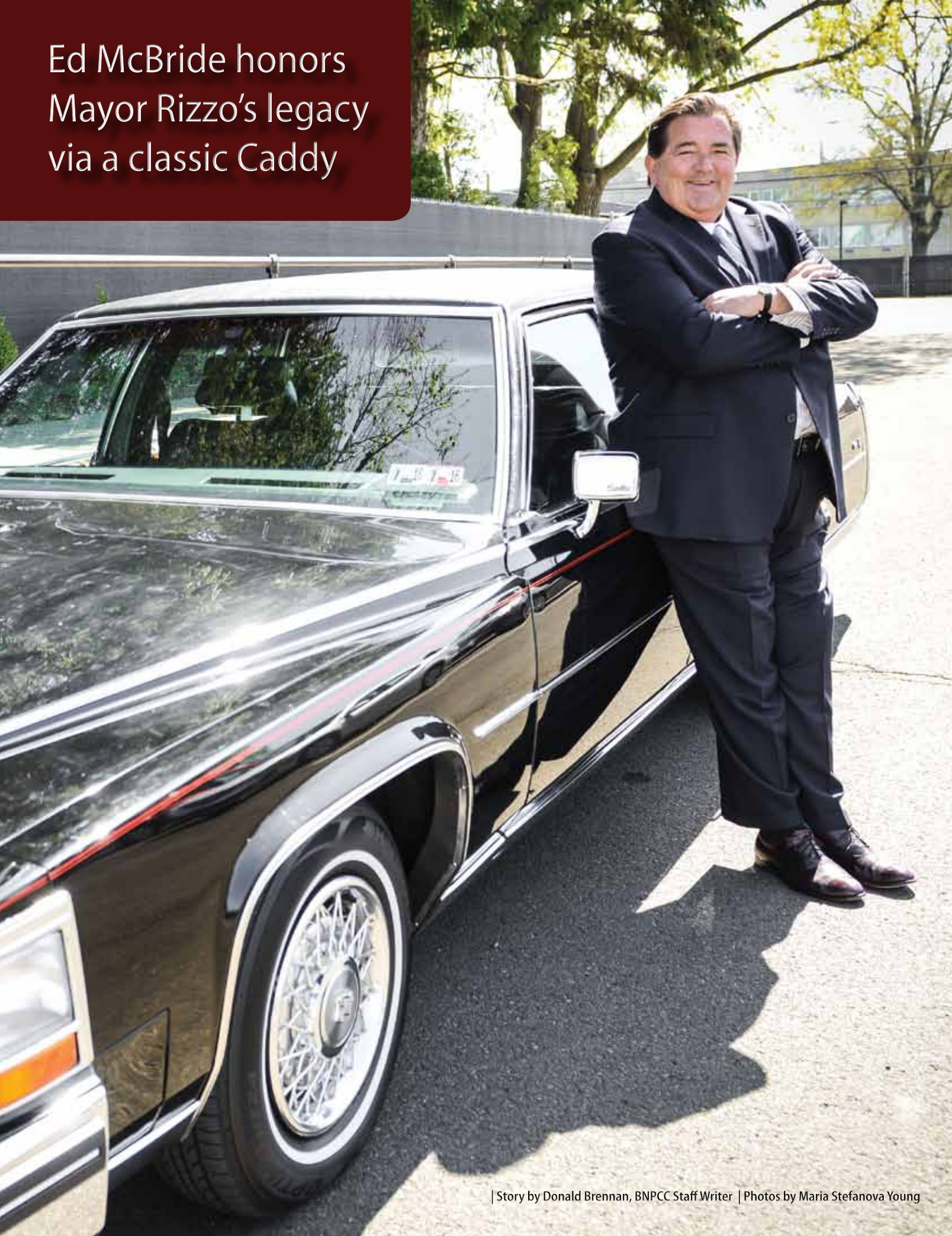
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Ed McBride honors
Mayor Rizzo's legacy
via a classic Caddy



Caddy Cruisin' with Ed McBride

Much has been written and said about the late Frank L. Rizzo, who served as Philadelphia's mayor from 1972 to 1980. He was a larger than life character who was both loved and reviled by many from his days as Philadelphia's high-profile police commissioner. An imposing 10-foot bronze statue of Mr. Rizzo walking down steps and waving stands outside the Municipal Services Building in Center City as a tribute to the South Philadelphia native.

Often overlooked in profiles of the former mayor was his fastidiousness. Anyone who even spent 30 seconds with him, knew Mr. Rizzo was a fanatic about his appearance. He wore immaculately tailored size 52-long dark suits, heavily starched gleaming white shirts, and fashionable wide ties, always tightly knotted at his 20-inch neck. The oft-repeated phrase, "You could see your face in his shoes," must have been written about Mr. Rizzo, since he was particularly meticulous about keeping his size 11-E Florsheims shining like black glass.

As mayor, news cameras would capture him exiting the front passenger seat of his chauffeured car in his shirt . . . then put on his suit coat, which had been hung on a large, wooden hanger to prevent wrinkles. Even in pouring rain, Mayor Rizzo, standing under the largest black umbrella ever manufactured (so it seemed), appeared as if he had just stepped out of the dry cleaners.

So it should come as no surprise that he was as equally neat when it came to the car he drove. Enter the former mayor's 1980 Fleetwood Cadillac Brougham, a jet black and chrome V-8 classic from the bygone era of big cars that was a retirement gift from his son, the former Councilman (and former GNPCC board member) Frank Rizzo Jr.

Equipped with a wood-trimmed, tilt and telescoping steering wheel, dual-comfort leather seats, cruise control, opera lamps, heated outside mirrors, spoked wheel covers and white-walled steel-belted radial tires, the car originally sold for \$17,724, according to reports. And, of course, it was meticulously cared for, garage-kept, and rarely driven.

After Mr. Rizzo's sudden death in 1991, Councilman Rizzo took responsibility for the Cadillac, carefully maintaining its appearance and performance, and taking it out of the garage only once or twice a year.

About five years ago, Ed McBride, a longtime board member of the GNPCC who also served as chair, wrote the Rizzo family a letter that he and his wife would be interested in buying the car if they ever decided to sell it. The younger Rizzo had been quoted in news accounts as saying he would like to establish a

maintenance fund for his father's statue, and perhaps the sale of the Fleetwood would jump-start the effort.

Mr. McBride, who works as an executive for PECO, had known Mayor Rizzo and worked on two of his mayoral campaigns. He was immediately stricken by Mr. Rizzo's love of Philadelphia.

"He was really a great guy," Mr. McBride said. "He was just entertaining. He had so many great stories about Philadelphia. I could listen to him for hours. And the thing that has stayed with me for all these years is his love for the city. He truly loved everything about Philadelphia."

The Rizzo family decided to sell him the car, and they couldn't have chosen a better caretaker. Ironically, Mr. McBride is as fastidious as Mr. Rizzo. A big man like the former mayor, Mr. McBride can be seen in a tailored suit, shirt and tie walking the hallowed halls of City Hall on behalf of his employer. And, yes, his shoes are always shined. Even dressed in khakis and a golf shirt, these guys could have modeled for GQ.

Ed treats the Fleetwood with the same level of care as its original owner.

"You know," Mr. McBride said, "when the Rizzo family called me—on Father's Day—and told me they wanted to sell me the car, I was really thrilled. Not only is this a piece of history, it's part of Mayor Rizzo's legacy. It tells a lot about him as a man."

One of the more fascinating features of the car lies in the trunk, where tools for the Fleetwood are stored in custom-crafted black leather pouches. There is not a single speck of dirt, a stray blade of grass or a thread visible. The trunk, like the car's spacious interior, is immaculate.

"He had the pouches made to the perfect specifications to fit the tools," said Mr. McBride with a chuckle. "I doubt he ever removed a tool once he placed it in the pouch. You have to admire a man who pays that much attention to detail. It fascinates me."

These days, Mr. McBride showcases the Fleetwood at area car shows, including the South Jersey shore areas. Mr. Rizzo's reach extended far beyond Philadelphia's borders, and retired residents of the vacation communities often share great memories about him. When the big black Caddy bearing the license plate "F.L. Rizzo" shows up at a car show, inevitably folks passing by for a look have their own "Rizzo story" to share.

"He had a real connection to people," said Mr. McBride. "He left an impression on people. He certainly left an impression on me."

"It tells a lot about him as a man..." 

What are your 3 favorite things to do in Northeast Philadelphia?



Abby Gilbert,
Program
Manager,
NORC

My three favorite things to do in the Northeast are to meet friends for coffee or lunch at one of our fabulous diners or at Espresso Cafe on Castor Ave, catch the latest movie while reclining at the Regal Theater on Grant Avenue, and enjoy fellowship and learn from interesting speakers at meetings of community civic groups such as Rotary Club and the neighborhood civic associations. These organizations build community in the Northeast through their participation in service projects and fundraising events.



Jonathan Saidel,
Former City
Controller and
Attorney with
Cohen, Placitella,
& Roth, PC

Pennypack Park is one of the best things about Northeast Philadelphia. It's a great place to get out into nature without leaving the city! The trails are great for running, cycling or just going for a walk to enjoy the wildlife that live in the park. Another Northeast gem is the Mall. It's not only a great shopping destination, but also a good place to meet up with friends and family. Speaking of family, I have to say the best thing about Northeast Philadelphia is the family friendly environment. Knowing this is where my family lived and flourished means the world to me.



Pam Henshall,
President,
Greater Northeast
Philadelphia
Chamber of
Commerce

Where do I begin to list my three favorite things to do in Northeast Philadelphia? As the new kid on the block, I can say this year has been a wonderful experience and I love the diversity, business climate, arts and culture, history, and people of the Greater Northeast! As a history and cultural buff, I am in awe of the jewels located in the region. Northeast Philadelphia has the oldest surviving roadway bridge built in 1697 located on Frankford Avenue in the Holmesburg section. The Klein Life Center, formerly known as the Klein JCC, is the location where Olympic gymnasts and World recognized ballet performers practice on a daily basis. Settlement Music School boasts an extensive list of renowned alumni including Kevin Bacon, Albert Einstein, and composer Alex North who wrote over 50 scores for such movies as A Streetcar Named Desire. Each day I continue to learn and develop a passion for Northeast Philadelphia. I'm proud to call this my adopted home.



Sister Maureen
McGarrity,
CSFN, PhD,
President,
Holy Family
University

It's difficult to narrow a list like this down to three absolute favorites, but here are a few things that I enjoy immensely. One is The Dining Car – while my “usual” is oatmeal, I like to splurge occasionally on their French toast and, even more, their apple cake. I am also excited about The Union League Golf Club at Torresdale's facilities. Holy Family University partners with them for our annual Golf Classic and, while I don't golf, I look forward to walking around the event and experiencing the venue. I hope that residents in the Northeast get a chance to experience the incredible beauty in nature which surrounds us here off the beaten path. In that vein, Glen Foerd and Fluehr Park are also beautiful spaces that I appreciate in the Northeast. And lastly, I love sharing Sunday Liturgy with our community at St. Katherine of Siena Parish and Father Kennedy!

ENTREPRENEURSHIP 101:

You Don't Know Everything

Dan Goldberg will tell you that the best entrepreneurs admit they don't know everything. Continuous learning must be part of the DNA of successful entrepreneurs. Goldberg should know. He's the founder, former owner and CEO of For Eyes Optical Company, one of his many business ventures.

Goldberg is also a published author, having written three books on entrepreneurship. He's written numerous articles, given dozens of interviews, and provided consulting services for a long list of regional and national companies, including AT&T, AAA Mid-Atlantic, and Keystone Cement Company, to name a few. He believes entrepreneurship can be learned. In fact, he points out that many people start a business out of necessity and learn entrepreneurship along the way.

Goldberg is Lead Faculty for the Entrepreneurship and Innovation program at Penn State Abington. There, he teaches students everything they need to know to start, build and run their own business. He focuses on teaching students how to think and lead like an entrepreneur so they can create new ventures. Goldberg guides his students to develop skills for success, including thinking creatively, analytical problem solving – finding solutions people don't know exist yet, and expanding their thoughts. "Don't say 'think outside the box' because there is no box, and if you're in a box, you're dead," Goldberg explains.

Diversity is key to successful business ventures – especially diversity of thought. Entrepreneurs come up with great ideas, but they have to tap into people who think differently to pull their ideas together and implement a new venture. "An Entrepreneur who thinks he knows everything has a faulty perspective," says Goldberg.

Entrepreneurs struggle for many reasons. Some people start a new business because they lost their jobs and need to do something to make money. Goldberg emphasizes the importance of starting by doing something you love, because starting a new venture is hard work, and entrepreneurs stumble along the way. "Any entrepreneur who says they haven't had losses is lying," Goldberg asserts. He says entrepreneurs have to have the passion and determination to get back up, gather their thoughts and move forward.

Goldberg describes the beauty of being an entrepreneur in the 21st Century: "You could go home tonight, think of an idea, go online, form an LLC, build a Web site, reserve a domain, go on social media, market yourself, and be a business tomorrow." He recognizes that health insurance and other benefits are a major concern for many who want to start their own business.

He suggests that many entrepreneurs take jobs for necessity and work to build their business on the side. It takes a lot of time, but as Goldberg point out, "you can't manage time, but you can manage your schedule."

Prioritization is key. Goldberg adds that in addition to his teaching, research, publishing and consulting, he also supervises business and accounting interns. Yet, he asserts that he still gets 8 to 9 hours of sleep every night. Good schedule management is the key to maintaining balance, he says.

Of course, about 50% of small businesses fail within the first five years. Goldberg teaches his students what they need to know to succeed. Students in his classes develop ideas for business ventures and show that they can create a viable business. Students take the lead in different areas of venture development, including location and design (for bricks & mortar businesses), marketing, product, and management. Instead of textbooks, Goldberg focuses on practical, hands-on, experiential learning.

In their final course, students work in groups to develop and present an actual business. This semester, they're creating a restaurant. Goldberg's goal is for students to go through the steps necessary to create a business, so that when the course is over, they can take the information from the class and transmit everything to their own venture.

Goldberg emphasizes that these skills are not only for students, but also for existing entrepreneurs. Successful entrepreneurs must have focus while also being open-minded. They must be flexible enough to make changes as needed, and

they must always look for new ideas, asking themselves, "How do I make it better, different?" Some people become serial entrepreneurs – they start a business, sell it, and start another. "After a while, they can't work for someone else," he says.

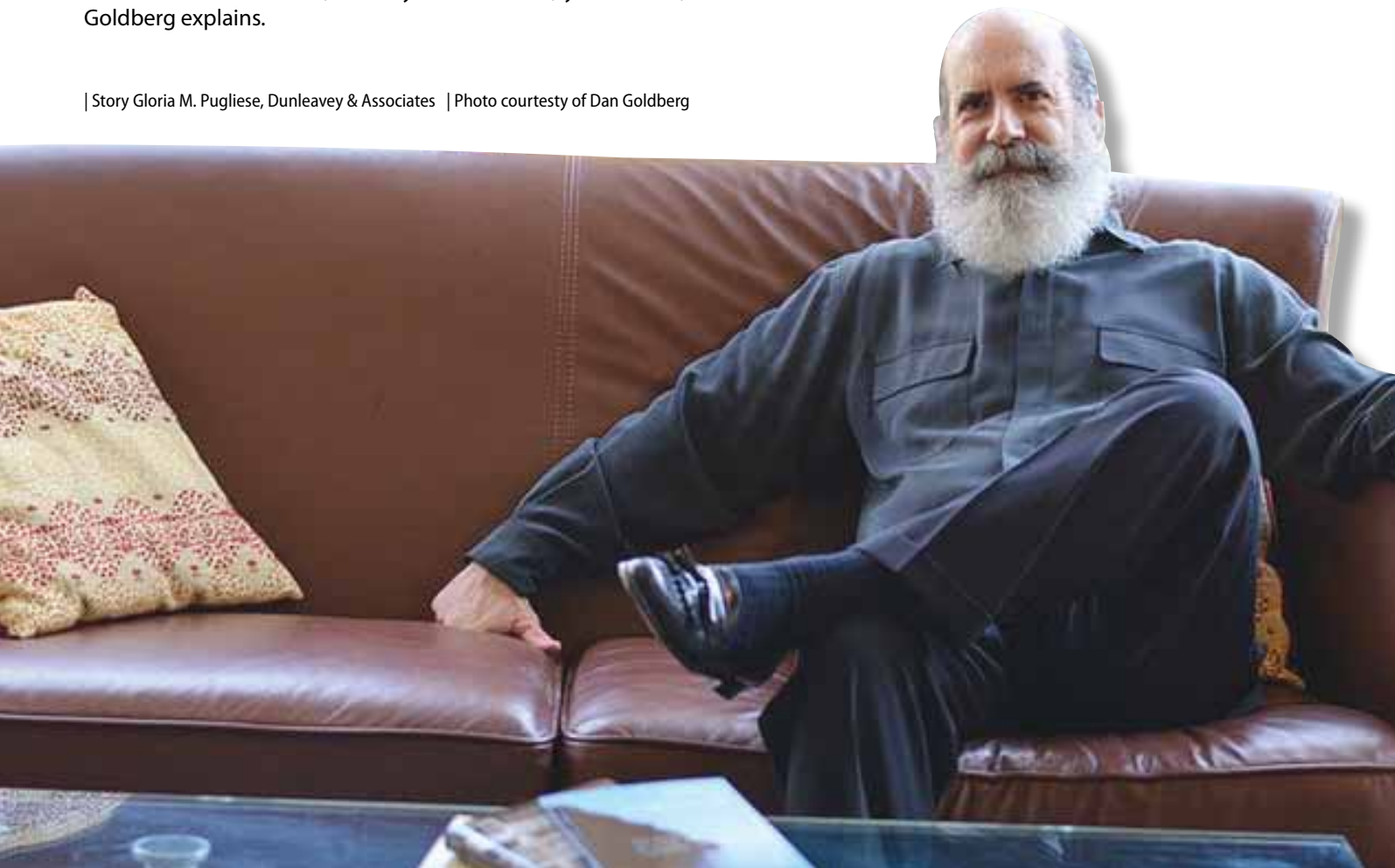
Goldberg points out that Philadelphia is a hub for entrepreneurship. He says the city is perfectly located between the mountains and the ocean, and between New York and the DC/Baltimore metro area. Philadelphia "is emblematic of entrepreneurship because the country started here," he points out. Plus, government agencies and nonprofit organizations are in place to help entrepreneurs get started.

Don't say 'think outside the box' because **there is no box, and if you're in a box, you're dead.**

The Philadelphia area has more college and university students than any other area in the country. This helps the region's innovation. Goldberg discusses the area's many assets, including its strength in medical research, health care and pharmaceuticals, great restaurants, media, technology, and film production. Philadelphia is a city of firsts – "why not entrepreneurship?" he asks.

You can learn more about Dan Goldberg on his Web site www.dangoldberg.com. For more information about programs and courses at Penn State Abington, visit abington.psu.edu.

| Story Gloria M. Pugliese, Dunleavy & Associates | Photo courtesy of Dan Goldberg



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Creating Connections

Philadelphia is known for having one of the largest urban park systems in the country. The Delaware River City Corporation (DRCC) is working to expand that system through Northeast Philadelphia along the Delaware River from Port Richmond to Glen Foerd on the Delaware. Formed in 2004 by a task force led by former Congressman Bob Borski, the DRCC is charged with the implementation of The North Delaware Greenway Master Plan. The plan calls for a system of parks and continuous trail that will connect from Port Richmond to Bucks County. This initiative is part of a larger project – the East Coast Greenway – which is working to create almost 3,000 miles of urban greenways and trails linking the major cities of the Atlantic coast from Calais, Maine to Key West, Florida.

The DRCC has two goals. First, DRCC provides project management, partnering with Philadelphia Parks & Recreation, and coordinating with PennDOT, the Philadelphia Streets Department, the Delaware Valley Regional Planning Commission and other agencies on implementing the project. This work includes budget management, coordinating permits and inspections, negotiating agreements, and construction oversight, to name a few. DRCC also seeks funding and business partnerships to supplement the federal and state funding the program receives. They coordinate volunteer activities for businesses and other groups interested in clean up events and other activities to support their work.

Once the multi-phase construction of the trails and parks is completed in 2021, DRCC will focus its attention on promotion and maintenance. DRCC will coordinate with the City of Philadelphia Department of Parks and Recreation on maintenance and security of the system. In addition, DRCC will promote community participation, targeting the six neighborhoods within the greenway as well as those in adjacent areas. Ongoing volunteer and philanthropic support will be needed to ensure the long-term viability of the greenway. The DRCC's Master Plan estimates the regional economic impact of the project at approximately \$2.5 billion (not including revenue from increased city and state taxes) and an annual return on investment of over \$20 million. For more information, visit www.drcc-phila.org.

Along the Delaware

| Story Gloria M. Pugliese, Dunleavy & Associates | Photo Julie M. Kichline



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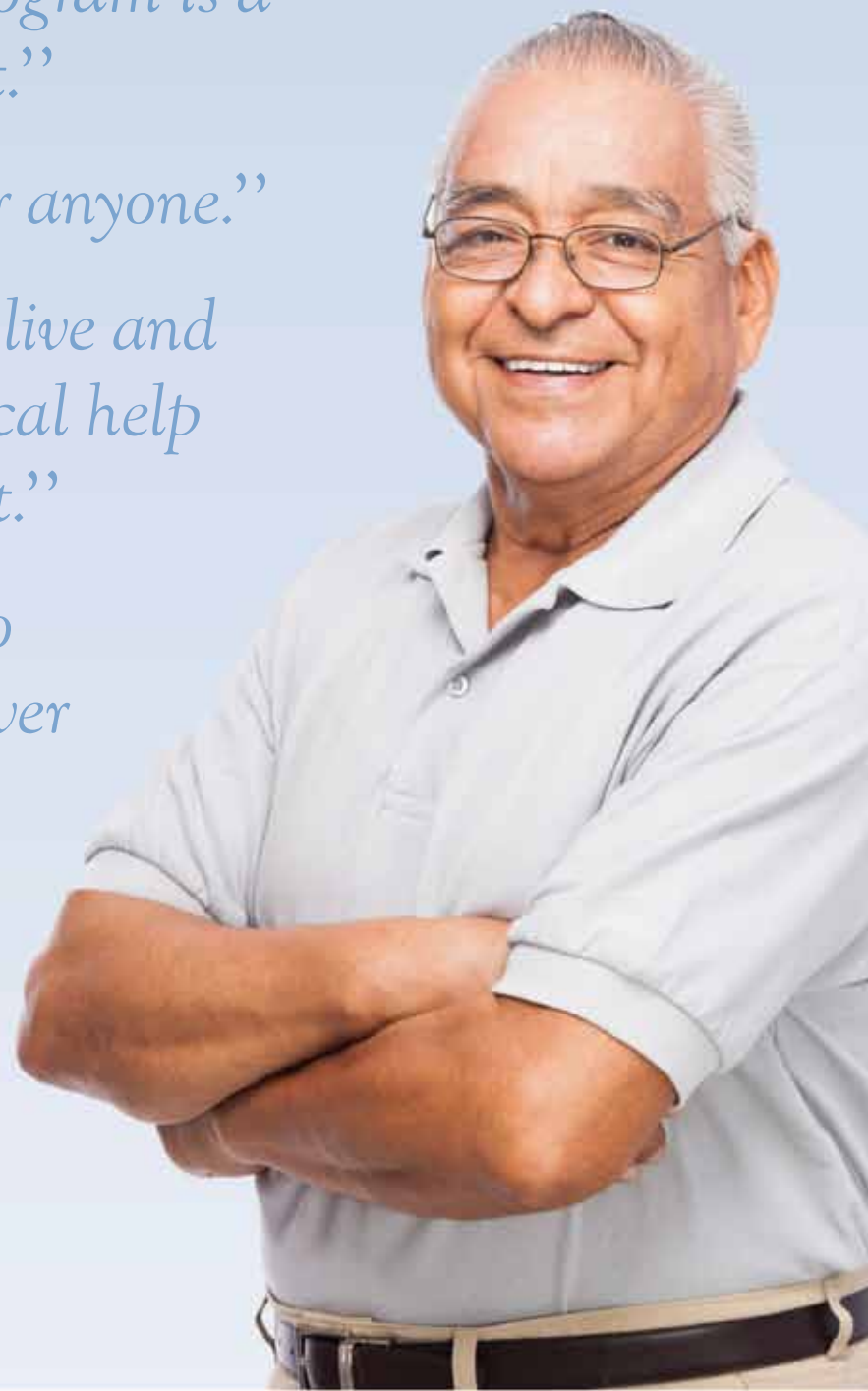
“It’s really accessible for anyone.”

“I want to stay where I live and they’ve provided medical help when I really needed it.”

“There is so much to do here; we’re bubbling over like champagne!”

“It’s just what I need.”

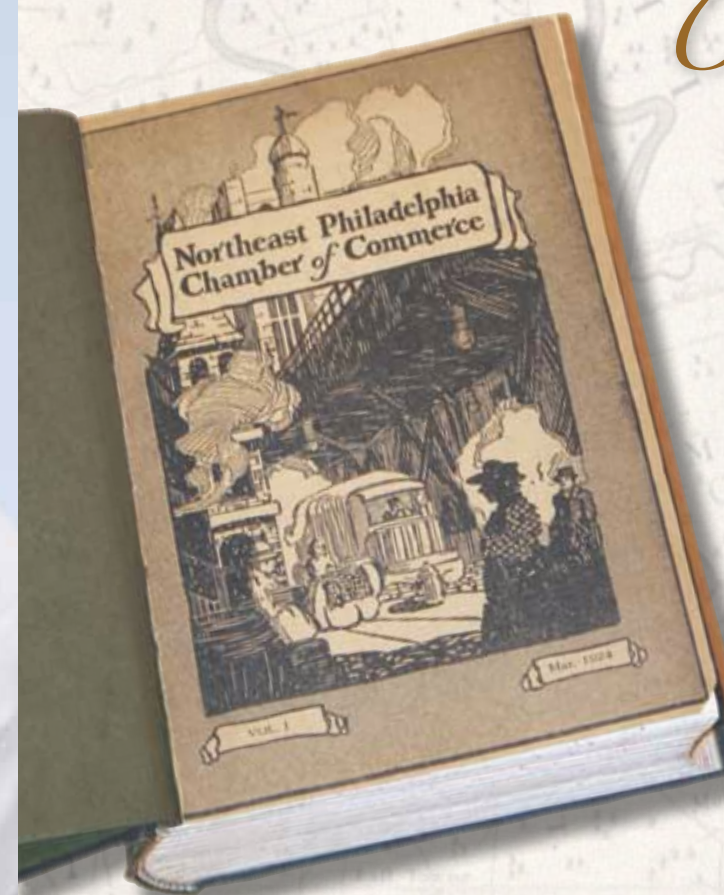
“They didn’t care for a patient, they cared for my uncle.”



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*The long history of
the GNPCC is a strong
one. Founded in 1922,
the Chamber has served
the Greater Northeast
Philadelphia community
for over 94 years.*

Building smart business connections: Greater Northeast Philadelphia Chamber of Commerce

For 94 years, the Greater Northeast Philadelphia Chamber of Commerce (GNPCC) has worked for Northeast Philadelphia business people as a resource for networking, sharing ideas, learning, and growing businesses.

In 1922, Northeast Philadelphia was still mostly rural but by year’s end the Frankford Elevated would be open. It was during this time of big change in the Northeast that a group of businessmen met at Frankford Bank on March 28th – Charles J. McGough, President; H.F. Schlater, Vice President; and Alvin A. Swenson, Treasure – and signed the charter for the ‘Northeast Philadelphia Chamber of Commerce’ forming a board of sixteen members – all men.

“According to our 1920’s newsletters, business people were concerned about transportation, promoting business within the community, and the development of the area as a whole – concerns that are a part of our mission in 2016,” says Pam Henshall, GNPCC President.

Pam has spent her inaugural year rebranding and rebuilding the Chamber Web site, logo, social media, and events but many of the business concerns of 1922 resonate today. In 2016, her board is comprised of thirty members – both men and women.

According to an invitation for the 3rd Anniversary Banquet of the Chamber (which was held at Broad and Race Streets) honored guests included Mayor W. Freeland Kendrick and wife and Chas B. Hall President of City Council. The evening promised: music, dinner, speeches, theater sketches, and dancing all for \$5.00 each.

This year the GNPCC hosted Mayor James Kenney at the Union League at Torresdale on Grant Avenue. Luncheon tickets were \$40 each.

Annually, the GNPCC has hosted a golf outing since 1922. The first was held at the Torresdale Frankford Country Club, and this year the newly rebranded “Directors Cup Challenge” will be played there again on July 18th, though it’s now known as The Union League Golf Club at Torresdale.

The long history of the GNPCC is a strong one. The “Directors Cup” title sponsor, PECO, has been a Chamber member since March 1921, a member so committed to Northeast Philadelphia business success that they joined before the organization was officially formed.

Other longtime members include Kingsbury, Inc. since November 1923, NAO, Inc. since 1934, and M&T Bank since September 1937.

| By Elizabeth Hess, GNPCC Staff Writer

From
picnics
& parades
to private
planes &
presidents

Flavors^{of}NE

Village Catering

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It started in 1980 with a little help. Alan Giannone's mom re-financed her home and his landlord lent him the other half so Alan could purchase the Village Sandwich Shoppe, at 9226A Ashton Road.

Back then what later became the Village Restaurant had three employees, along with Alan's wife. They offered lunch and dinner, seating fifty-four people at a time. Within a year they were offering breakfast too.

It was the early 1980s, and it was recession time, and thanks to Alan's personal drive and determination he grew the company to ten employees by 1984 as his catering business was getting its start.

Village Catering's first big gig was for the WPVI Channel 6 Thanksgiving Day Parade and since then they have catered for eleven professional sports teams as well as airlines and private aircraft owners throughout the US, Canada and Mexico. They are the preferred caterer of the Philadelphia Big 5 and the Trenton Thunder. They've catered for a who's who list including: Margaret Thatcher, Presidents Gerald Ford and George Bush, and Michael J. Fox.

This summer when the Democratic National Convention (DNC) comes to town, Village Catering will be handling all of the dignitaries and private aircraft coming in for the DNC at Atlantic Aviation in Philadelphia along with a cafe that they will set up on premises. They have good experience with national conventions: In 2000 they were the official caterer for the Republican National Convention through Atlantic Aviation.

Alan's restaurant and off-site catering are complemented by the Village of Cottage Green a full service on-premise catering facility with five banquet rooms. Today the Village Restaurant offers breakfast and lunch.

Alan has dedicated his business career to giving back to the community that supported him from his early days. His current business operations are only two blocks away from where he grew up, and his companies have grown to employ over fifty people.

Of course, Alan's not stopping with the restaurant, off-site catering, and on premise catering. His next step: to be able to franchise the corporate aviation part of his business while keeping the home office in Northeast Philadelphia.

| By Elizabeth Hess, GNPCC Staff Writer

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You recently moderated a Chamber panel discussion on “The Changing Face of Healthcare” featuring speakers from Wesley Enhanced Living and Mercy Accountable Care, LLC. What is an Accountable Care Organization?

An Accountable Care Organization, such as Mercy Accountable Care, LLC, is a group of physicians and other healthcare providers who work together to become accountable for, and report to payers, the quality, cost, and overall care of a population of patients. The aim is simply better care, better outcomes and lower costs. Mercy Health System formed a physician-led ACO in the fall of 2014 to be successful in the changing healthcare environment.

Forming an ACO is the first of many steps along the path towards comprehensive accountability for the well-being of all those we serve. Mercy Accountable Care is beginning to build the infrastructure to succeed in the changing healthcare environment. Key to success will be supporting primary care physicians as they become the medical home for managing patients’ health. At Nazareth and across Mercy Health System, we are working closely with our physicians and Mercy Accountable Care to build that infrastructure and the processes that help keep people well and better manage chronic illnesses. An example is enhanced care coordination. It’s important to note that there is no cost for a physician to join Mercy ACO or be enrolled in value-based contracts. Participating in the Mercy ACO does not change the way services are billed at the practice level, and is not in any way capitation or physician employment. But when physicians help patients achieve better care, better outcomes and lower costs, the payers can share a portion of those savings with those physicians.

Last year, Nazareth Hospital became a nationally accredited Chest Pain Center. What does that mean?

We’re very proud that Nazareth Hospital has received full Chest Pain Center accreditation with PCI from the Society of Cardiovascular Patient Care (SCPC). It’s about getting patients with chest pain appropriate care, quickly. As a Chest Pain Center, we use a protocol-driven and systematic approach to assessing and treating chest pain, which can reduce time to treatment during the critical early stages of a heart attack, when treatments are most effective. This process also helps us to better monitor patients when it is not clear whether or not they are having a heart attack. The national accreditation itself speaks to the quality of care Nazareth provides: we meet or exceed quality-of-care measures in acute heart care.



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