

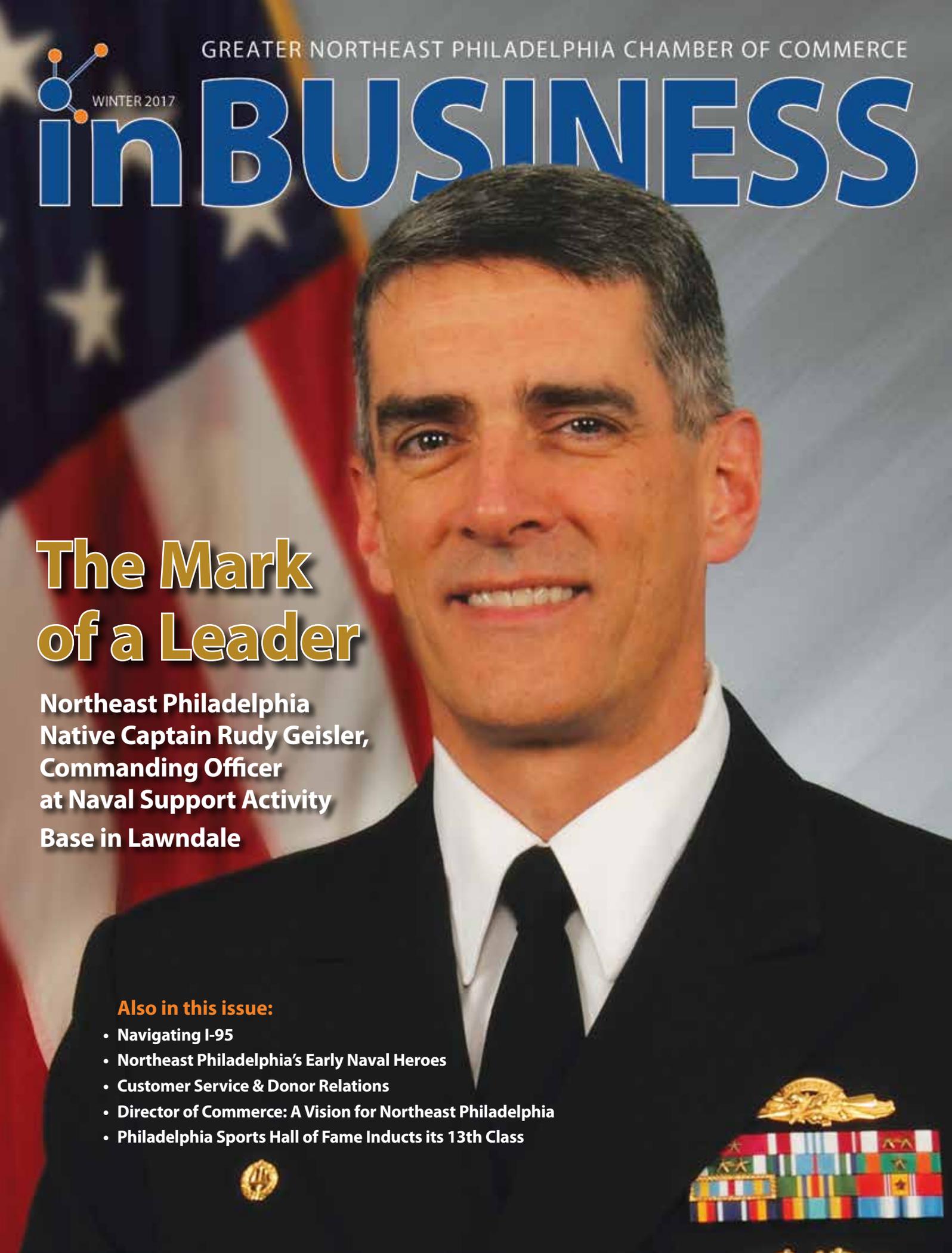
in BUSINESS

The Mark of a Leader

Northeast Philadelphia
Native Captain Rudy Geisler,
Commanding Officer
at Naval Support Activity
Base in Lawndale

Also in this issue:

- Navigating I-95
- Northeast Philadelphia's Early Naval Heroes
- Customer Service & Donor Relations
- Director of Commerce: A Vision for Northeast Philadelphia
- Philadelphia Sports Hall of Fame Inducts its 13th Class





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Letter from the Editor: A Year in Review

It's hard to believe one year ago we were packing up our files, furniture, and framed Charter from 1922 to relocate from the Pennypack Park guard house to the spacious and professional space above the Philadelphia Federal Credit Union. Was it all a dream?

Looking back over 2016, I realize how much we have accomplished in a short period of time. We moved, launched the new Web site, revamped the business expo, added new events like Flavors of the Northeast and our expert panel series, and entered into the world of publishing with our inBUSINESS Magazine. In addition, we have strengthened relationships with city government, business and trade organizations, and other Chambers of Commerce collaborating to support our business community.

So where is this taking us?

As our plans begin to unfold for the new year, we are working on creating a balance of new events while enhancing our traditional programs. Publishing our calendar in advance will allow you to plan your schedule around events that are important to you and your business.

What you can look forward to in 2017:

Monthly: Business Breakfast Club and Informal Networking Luncheons

Quarterly: Executive Luncheon Series, Ask the Experts Panel Breakfasts, and Seminars

Yearly Signature Events: Women in Business Conference, Directors Cup Golf Challenge, BOLD in Business Expo/Flavors of the Northeast, Largest Networking Event in Northeast Philadelphia, and trips to the State Capital and U.S. Capital to meet local Legislators sponsored by the Government Affairs Committee.

We look forward to expanding our organization bringing you quality events, programs, and publications for you, our members.

Cheers to 2016 for a great year and hold on to your hat, we are taking 2017 by storm! ●

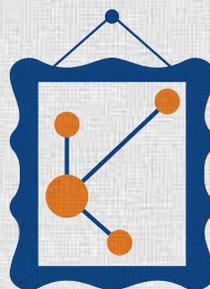
A handwritten signature in black ink that reads "Pam".

Pam Henshall, President

Greater Northeast Philadelphia Chamber of Commerce

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MINGLE AMONG THE MASTERPIECES ART RECEPTION

Greater Northeast Philadelphia
Chamber of Commerce

Capacity Crowd Mingles Among the Masters and Their Masterpieces at GNPCC Offices

PHILADELPHIA, PA – A capacity crowd filled the offices, meeting rooms and hall inside the Greater Northeast Philadelphia Chamber of Commerce's headquarters Dec. 5 as the organization's home base was magically converted into an art gallery for an evening celebration of music, photography, sculpture, and of course, paintings.

"Mingle Among the Masterpieces" art reception was a two and a-half hour event sponsored by Philadelphia Federal Credit Union (PFCU) and six co-sponsors that featured works by aspiring and accomplished artists, students, musicians and hobbyists. The brainchild of GNPCC President Pam Henshall, the event was chaired by Gloria Pugliese and inspired by John Fischer, a Northeast Philadelphia Renaissance man who enjoys a passion for business, wellness and art. Many of his works from John Fischer Studios graced the walls of the GNPCC, 8025 Roosevelt Blvd., in the PFCU building at the corner of Stanwood St.

Two outstanding musicians performed as guests enjoyed food and refreshments from Village Catering, slowly walking in and out of the rooms of the GNPCC, carefully inspecting the artwork and sharing opinions. Aaron Patterson, a 16-year-old musician who studies piano at Settlement Music School Kardon-Northeast, performed pieces as diverse as Louis-Claude Daquin's Noel No. 10 and the iconic German folk song O Tannenbaum ala jazz pianist Vince Guaraldi – famous for his legendary work on "A Charlie Brown Christmas." Luke Honer, a Settlement alumnus and teacher, played guitar pieces, including a segment during which Mr. Fischer gave an interactive, live art demonstration.

Participating artists also hailed from the Arts Academy at Benjamin Rush, 11081 Knights Rd., the Center for Autism, 3905 Ford Rd., Community Integrated Services, 441 N. 5th St., CORA Services, 8540 Verree Rd., Holy Family University, 9801 Frankford Ave., Insectarium Institute and Butterfly Museum, 8046 Frankford Ave., New Courtland Senior Living & the Center for Emerging Visual Arts, 1845 Walnut St., PATH, 8220 Castor Ave., Penn State University Abington, 1600 Woodland Ave., St. Hubert High School, 7320 Torresdale Ave., and The Philadelphia Protestant Home, 6500 Tabor Rd.

In many ways, the event marked a significant turning point for the GNPCC, a business-support group founded in 1922 and chartered in the Frankford section of Philadelphia during the days of heavy industry and retailing before the emergence of the Northeast. Under Ms. Henshall's leadership, which began in April 2015, she has sought to move the organization forward with stronger community ties while mindful of the mission to promote regional business. For instance, young people and newcomers who attended remarked it was the first

Continued on page 6

Co-Chair **Rob McElhenney** of
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Continued from page 4

time they had ever been invited to a GNPCC event.

“When we moved here a year ago – largely thanks to our wonderful partners at Philadelphia Federal Credit Union – our team here and the Board vowed that we would use this fantastic space as a way to welcome the community,” Ms. Henshall said. “Tonight was the best example of that so far, and we are planning other forms of outreach like it. In order to make Smart Business Connections, which is our theme, you have to make community connections, too.”

Miles Williams, a 15-year-old student at Agora Cyber Charter School, was one of the stars of the evening. His animation piece, “The Forces of Good,” attracted a huge, admiring audience. Miles, who is on the Autism spectrum, enjoys expressing himself through his art and creating original characters. In this particular piece, colorful characters soar out of blackness, conveying a triumph of good over evil, light over darkness. Miles and his family attended the event.

“It’s an incredible piece,” said Nancy Morozin of the Dining Car in Holmesburg, who chairs the GNPCC Board of Directors. “Every time I look closely, I see something new. It’s very nuanced, very detailed.”

Mary K. Doherty, who has worked more than 40 years at CORA Services in the Northeast, lent three of her incredible landscape photographs to the exhibition: Shepherd’s Shelter in Alborg, Norway; Georgia O’Keefe’s Winter Home in Abique, New Mexico; and Boone’s Plantation in Charlestown, South Carolina. Ms. Doherty’s work drew lots of attention and praise.



Artist John Fischer watches as an attendee paints during a live interactive art demonstration.



Musician Luke Honer performs as artist John Fischer gives a live interactive art demonstration.

The same could be said of Christina Little’s Ocean Blues. A large (34” x 30”) oil on canvas, it depicts a mingling of the human eye, light blue ocean water, and darker blue tears. The piece is evocative, Ms. Little, a pre-Art Therapy Major at Holy Family University, admits since as the colors of the ocean turn deeper as one descends the depths, human emotion can sometimes grow darker upon closer inspection.

“From the perspective of a person,” she writes, “the light blue relates to the outside of the person showing that they’re happy and content. However, as it gets deeper you realize that they’re actually hurting and emotional.”

Pennsylvania State Rep. Mike Driscoll of Northeast Philadelphia, one of the GNPCC’s most vocal supporters, was especially impressed by the event.

“The level of talent on display here tonight is incredible,” he said. “I am so proud that we as a Chamber are supporting these artists. I have to be honest, I am in awe of most of this work.”

In addition to Gold Sponsor PFCU, “Mingle Among the Masterpieces” was co-sponsored by Silver Sponsors Aria-Jefferson Health and Village Restaurant and Catering, and Bronze Sponsors Holy Family University, the Dining Car, Wesley Enhanced Living and Mr. Fischer, the artist, who is also an award-winning sales professional at Northwestern Mutual.

Event chair Gloria Pugliese is the director of advancement and capital campaigns at Dunleavy & Associates. She is a 17-year veteran of non-profit fundraising. Her committee was composed of Mary Anne Benner, Alison Corter, Louis B. Feinberg, Rachel McGonigle and Mr. Fischer. GNPCC Office Manager Stephanie Davis also served on the committee and coordinated activities throughout the evening. ●



Dr. Trudy Brown and friends admire Ocean Blues, by Holy Family University pre-Art Therapy student Christina Little.



GNPCC Chair of the Board Nancy Morozin of the Dining Car with artist Miles Williams. His work, *The Forces of Good*, attracted lots of attention and praise.

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COMMUTING RESOURCES NOW AVAILABLE FOR EMPLOYERS!

by Erika L. Reinhard,
Sustainable Transportation Outreach Coordinator

We all know it's out there: construction to improve Interstate 95 in Philadelphia. It will be great when it's finished, but it will take a while to complete. Ongoing work to rebuild pavement, bridges, and ramps means temporary delays for travelers, especially weekday commuters. Employees need to reach their workplaces on time, and employers need their employees to arrive safely and promptly. To help everyone get where they need to go, the Delaware Valley Regional Planning Commission (DVRPC) and PennDOT have created resources to assist employers and employees with planning and implementing programs to ease commutes.

Some suggestions for employers include:

Encourage employees to commute by transit, bike, or rideshare

DVRPC's Share-A-Ride is a free service that helps employees join car/vanpools, or discover convenient transit services and bicycling opportunities. Emergency Ride Home is a "safety net" program offered by DVRPC for employees who choose to leave their cars at home. In the event of an unexpected personal or family emergency or illness, registered commuters are provided with a free ride to home, their car or to the place of the emergency.

Explore alternative work schedules

Flextime allows employees to alter their arrival and departure times. Compressed work weeks increase the length of each work day, which decreases days involving travel to and from the worksite. Telework allows employees to occasionally work remotely, eliminating the commute altogether.

Implement new commuting policies and incentives

Enroll in RideECO, a program that allows employees and employers to save money by putting pre-tax dollars towards public transit fares and Vride, a vanpool provider. Consider setting up preferential parking spots for car and vanpools or establishing a parking "cash-out" system that reimburses those who don't use parking. Offering incentives or rewards for choosing a better way to commute can make biking, ridesharing, or taking public transit more attractive to employees.

DVRPC is offering a \$100 gas card to any new car/vanpool that is set up and maintained for 3 months and involves commuters who would have otherwise used multiple cars.

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www.dvrpc.org/commute95.

To learn about Clean Air Council's commuter services and commute alternative tips, please visit: www.cleanair.org/sustainable-transportation.





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The Mark of a Leader

| By Don Brennan, GNPCC Staff Writer



Sailors from Naval Support Activity Philadelphia perform a number of outreach activities. Annually, Sailors participate in the FOX News "Salute the Troops" program. Last year, Capt. Rudy Geisler, was one of the senior military leaders interviewed at the event.



One of our nation's most cherished symbols – the Stars and Stripes – is meticulously sewn by hand for the president at NSA Philadelphia. Recently Pennsylvania Lieutenant Governor Mike Stack paid a visit to the installation and acknowledged the great work done by this Defense Logistics Agency team.

Northeast Philadelphia native Captain Rudy Geisler, commanding officer at Naval Support Activity base in Lawndale

It's no secret that some business owners employ the tenets of military leadership to achieve success. Some see their market as a battlefield, the workplace as headquarters and their employees as soldiers. This is not to say every boss is a Patton; most are more in the mold of a Bradley, whose firm hand but fair mindedness won him the hearts and minds of the Allied forces who saved Europe from Hitler.

Captain Rudy Geisler, a 49-year-old Mayfair native with 27 years of service in the Navy, is the commanding officer of the sprawling Naval Support Activity facilities in Northeast Philadelphia and Mechanicsburg, Pa. One of seven children, he attended old St. Leo's School in Tacony and Central High School, before earning a Navy ROTC scholarship to study Business Administration at Drexel. He later earned his Master's in Business Administration at Kansas.

A seasoned and professional logistician, Captain Geisler was appointed C.O. at both the Philadelphia and Mechanicsburg facilities in late August 2015. He splits time between the installations, working about four times per month in Lawndale.

He has great memories of growing up in the Northeast, where so many things were within walking distance of his home near Frankford and Tyson aves., and the streets after school were often filled with hockey, stickball or touch football games.



The SH-60 Seahawk is one of several static displays on the installation. Founded primarily as logistics hub for Navy and Marine aircraft in 1942, today Naval Support Activity Philadelphia employs more than 5,500 people.

"Family was so important in our neighborhood," Captain Geisler said. "All those rowhomes, all those people so closely knit together. I had a paper route and I served hundreds of newspapers every day within a short distance. People knew who you were. Believe me, my Mom would get a call from a neighbor if one of us got out of line. It was a tight community and a great place to grow up.

"The big picture description of the Philadelphia installation is this: I have two tenants there – Naval Supply Systems Command Weapon Systems Support (NAVSUP WSS), and Defense Logistics Agency (DLA). NAVSUP WSS does all the planning for aviation logistics for the Navy. They are aviation-centric, and they deal with that we call Depot-Level Repairables or DLRs," he said. "In other words, they take these huge, highly complex aircraft and literally break them down into parts. And then, it is their job to execute plans to make sure these parts are available in places all over the world when an aircraft needs them."

The enormity of the supply mission is not lost on Captain Geisler or the thousands of employees under his command. He is widely respected for his experience and skills as a master communicator, strategic thinker and team leader – three traits all successful business leaders possess.

When you think about it, how many bosses have you worked for that employed, say, only one or two of the three? Maybe they were smart, but never could quite explain to you the goals of the organization or how to achieve them. Or, perhaps, they were glib and able to talk their way around problems . . . without ever really solving them. Or maybe they locked themselves in their offices day after day, chained to their laptops, emailing orders and directives to a confused and spiritless staff.

"Leadership, first and foremost, is getting to know your people," Captain Geisler said. "You have to know your mission. What do you want to accomplish? Where do you want to take your team?"

"Second, you have to clearly convey this to your people. This begins the two-way dialogue. Listen to what they have to say. Be approachable. A mentor once told me, 'You may think you're approachable, but if no one approaches you, then you are not.' I find that you can learn more about your people over a cup of coffee than anything else. What's

Naval Support Activity Philadelphia

Tucked among working class neighborhoods and small businesses in Northeast Philadelphia, Naval Support Activity Philadelphia – with little fanfare and often unnoticed by city residents – is home to several one-of-a-kind defense programs and supports military operations around the globe.

Although specifically established in World War II as the Naval Aviation Supply Depot, a few of the organizations that reside here trace their lineages back to the founding of our nation. Defense Logistics Agency Troop Support founding goes back to 1800 with the construction of the Schuylkill Arsenal. Built to function as a quartermaster and provide the military with supplies, one of its most famous tasks was outfitting Lewis and Clark.

Purchased by the Navy in 1942, the former site of the Keystone Brick Company is today a key logistics facility that employs some 5,500 people working for 34 organizations. Spread across this 134-acre site and with more than one-million-square-feet of office space, military personnel from all services, civilians and contractors, keep Navy and Marine aircraft flying, provide food and clothing for military personnel and ensure national symbols are made to the highest standards.

One of our nation's most cherished symbols – the Stars and Stripes – is meticulously sewn by hand for the president at NSA Philadelphia. Seen at press conferences and White House events – this Old Glory shimmers unequaled to any other. The seamstresses who work for DLA also sew military unit flags for all services.



The most coveted military award – the Medal of Honor for Army recipients – is securely stored behind lock and key inside one of the installations cavernous buildings. The Office of Clothing and Heraldry also makes a complete set of awards for each Soldier upon retirement. Nowhere else in the Army is this work accomplished.

From its founding to today, however, the largest command at NSA Philadelphia remains logistics support to Navy and Marine Corps aviation programs. Naval Supply Systems Command, Weapon System Support, employs nearly one fourth of the people on the base. They ensure the world's most powerful maritime force also controls the air by serving as the primary supply chain manager for all of Naval aviation. In addition, logistics and contract management programs invest billions of dollars across the Navy and Marine Corps from the base.

From its storied past to a promising future – Naval Support Activity Philadelphia – remains a keystone installation helping to ensure our nation's military remains the world's most preeminent force.



Naval Support Activity Philadelphia funeral honors service provides an honor guard for fallen and lost Sailors' funerals throughout the northeastern United States. Last year they provided a final fitting tribute for 1,024 service members.

going on at their job or in their lives that impacts their performance, things like that.”

Once the task is in their hands, Captain Geisler said, avoid micromanaging. “I was guilty of that as a junior officer,” he confessed. “I spent too much time on tasks after I had assigned them to others. Frankly, I stifled the growth of some of my folks because of this. I learned to let people do their jobs. You have to trust them.”

Captain Geisler is not all work and no play. He has learned to balance life and work through faith and family. He largely credits his accomplished wife, Barbara, who earned a doctorate in higher education, while helping to raise two children. He's also had some close mentors along the way to help provide perspective when his drive to succeed went into overdrive, so to speak.

“My wife is an amazing person, because throughout my career I spent a lot of time away from home. And even when I am home, frankly, my hours at work are long. She has helped to keep me grounded and realize that family is a huge part of the reward in life,” he said.

What does the future hold? Captain Geisler will begin a new assignment next summer as the head of NAVSUP WSS in Mechanicsburg.

“Look, at the end of the day, the cornerstone of leadership – and of life, really – is integrity,” he said. “You have to uphold standards, because if you don't, then you don't have any standards.” ●

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MONTHLY

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Jun 1, Jul 6, Aug 3, Sept 7, Oct 5, Nov 2, Dec 7

Informal Networking Luncheon (2nd Tuesday) - Feb 14, Mar 14,
Apr 11, May 9, Jun 13, Jul 11, Aug 8, Sept 12, Oct 10, Nov 14, Dec 12

QUARTERLY

Executive Luncheon Series - Feb 22, May 24, Jul 19, Dec 15

Ask the Experts Panel Breakfast - Jan 13, Mar 16, Jun 21, Oct 11

Business After Hours - Aug 9, Sept 13

Networking Breakfast - Jan 26, May 16

YEARLY SIGNATURE EVENTS

Women in Business Conference - Apr 27

95th Directors Cup Golf Challenge - Jun 26

BOLD in Business Expo/Flavors of the Northeast - Sept 28

Largest Networking Event in Northeast Philadelphia - Oct 19

Awards of Excellence Luncheon - Nov 3

Meet the Legislators Breakfast - Nov 17

Mingle Among the Masterpieces Art Reception - Dec 4

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Capacity Crowd Networks with Area Legislators at Community College of Philadelphia Northeast Campus

Nine elected officials and representatives of five others networked with a capacity crowd Friday, Nov. 18 at the Greater Northeast Philadelphia Chamber of Commerce's 2nd Annual Meet the Legislators Breakfast at Community College of Philadelphia's Northeast Regional Center, 12901 Townsend Rd.

The two-hour event, sponsored by Community College of Philadelphia, Cardone Industries, and Sandmeyer Steel Co., was hosted by GNPCC President Pam Henshall and Kathleen M. Mulray, director of the college's Northeast Regional Center.

Among those in attendance were: U.S. Congressman Brendan Boyle, Philadelphia City Councilman Bobby Henon, Philadelphia District Attorney Seth Williams, Philadelphia City Commissioner Lisa M. Deeley, Philadelphia City Controller Alan Butkovitz, and Pennsylvania State Reps. John J. Taylor, Mike Driscoll, Ed Neilson, and newcomer Jared Solomon.

U.S. Sen. Pat Toomey was represented by Phil Innamorato. Pennsylvania State Sen. John P. Sabatina was represented by Ryan Mulvey. William Dolbow attended on behalf of Pennsylvania Auditor General Eugene DePasquale. Lou Feinberg represented Philadelphia City Councilman at-large Al Taubenberg. Frank Iannuzzi attended on behalf of Philadelphia City Councilman Derek Green.

"We are absolutely thrilled by the turnout this morning," said Ms. Henshall. "We have a great cross-section of federal, state and local leaders, our Board of Directors is well represented today including our chair, Nancy Morozin, and our membership really came out to support this event."

Ms. Henshall said initial feedback from the elected officials was very positive.

"I think they like the informal program, and they enjoy speaking one-on-one with our members," she said. "I made a number of follow-up appointments today to explore



State Rep. Neilson, Congressman Boyle and Pam Henshall

ways we can advance our agenda to help all businesses in the region."

This is the second year the event has been held, and the second year the college's Northeast Regional Center has been the site.

"We love it here," Ms. Henshall said. "The location, the room and the staff here are perfect. Community College is a wonderful partner and we're are grateful for their support." ●



Kathy M. Mulray, Director, CCP Northeast



City Controller Alan Butkovitz



| By Daniel P. McElhatton, Esq. McElhatton & Foley, P.C.

Employment Trends in a Trump Administration. Hold on! Changes ahead.

The victory by Donald Trump has created a situation in Labor and Employment matters which only time can resolve. There are numerous issues, large and small, that can and will be impacted by the Presidential transition. Most pundits and most of the electorate were surprised at the outcome and consequently the speculation about significant policy changes was not front and center. Until now!

Consider the possible scope of the changes ahead. A Supreme Court nominee to replace Justice Scalia; Circuit court judges and District Court judges who have the responsibility to interpret the law in areas of employment cases such as disability, discrimination, retaliation and related areas. While it is true that all judges must follow the constitution and the law the nuances in the interpretations vary with the political climate and perspective of the appointing authority. President Trump armed with Republican majority in the Senate can reshape our judiciary and the employment law landscape.

The scope of the change will initially be felt in the roll back of Presidential Executive Orders signed by President Obama and implemented by the various agencies. President Trump can (and likely

will) reverse some of these Executive Orders and Trump appointees to Cabinet and sub-Cabinet level positions will implement that reversal.

There are numerous instances of the rule making authority previously exercised by agencies that will be modified or reversed The Department of Labor, for instance, has expanded in recent years the rights of employees to organize and form unions and has authorized "quickie" elections for such representation. Employers fought such action unsuccessfully but in the coming months the DOL will likely be led by appointees who will seek to reverse such rulings and administrative holdings.

"Joint Employer" decisions and determinations on who is an "independent contractor" are also controversial areas within employment circles. These issues will receive renewed scrutiny in the Trump Administration. Employers both large and small will laud reversal of some of these interpretations alike.

Be prepared! Changes ahead. ●



**“People with money are friends
with people with money,
and if you treat them well,
they will make referrals.”**

Customer Service & Donor Relations: Two Sides of the Same Coin

| By Gloria M. Pugliese,
GNPCC Staff Writer

Sales professionals are always looking for ways to grow their book of business. That's the key to success. But you can't grow your business if you're losing as many clients out the back door as you have coming in the front. A good customer service program will help you keep your current clients as you seek to add new ones.

Although the terminology is different, the same is true in the nonprofit world. Donor relations – also known as donor stewardship – is the key to keeping donors engaged so that they continue to contribute to your nonprofit.

Insurance Broker, Amy Murray Hyde, talks about what good customer service looks like. She says a lot of agents advocate not spending a lot of time with clients, but she thinks that's not a good way to do business. She acknowledges that it does take more work, but she says the benefits are worth it. And it involves simple things that create personal touchpoints – sending notes on client birthdays and anniversaries along with reminders on open enrollment periods all help build the relationship.

The same is true with donor relations. Think about the nonprofits you support. What happens after you write that check? Best practices say that a donor should receive 5 to 7 communications in between solicitations for a donation. They can come in the form of multiple

thank you's – by phone, email and written note – updates on the organization, and holiday cards, to name a few.

Hyde frequently checks in with her clients by phone, just to see how things are going. “You have to always be on their mind,” she says, which is why she likes to include a photo of herself with everything she sends them. This way, when they need additional services, she's the first person they think of.

There's competition in the nonprofit sector, just as there is in sales, so these tactics apply to fundraising as well. Most donors support more than one nonprofit, and strong stewardship will make them feel good about supporting your nonprofit – and tell their friends about it.

Hyde concurs on this point: “People with money are friends with people with money, and if you treat them well, they will make referrals.” Similarly, if nonprofits treat their donors well, they're more likely to talk about it with their friends, and maybe even bring a friend to your next event.

Hyde says that “when you become my client, you become family.” She knows she does more service work than the average agent, but, she says “I know they're a client for life.” The goal is the same with nonprofits – to have a donor for life who will ultimately remember your charity in his or her will. This hands-on approach does take more work, whether you work in nonprofit fundraising or in sales, but the results are worth the effort. ●



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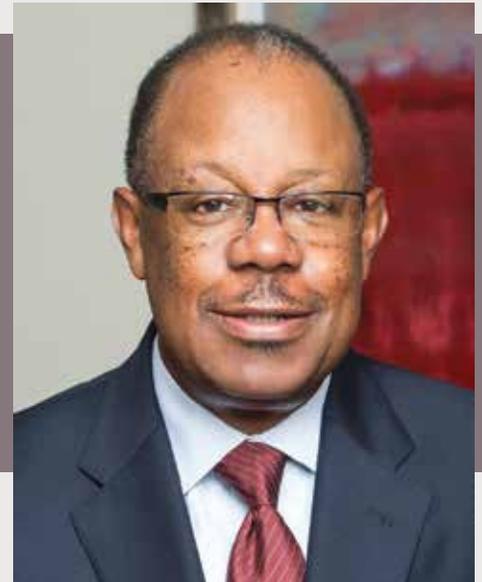
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Harold T. Epps is Director of Commerce for the City of Philadelphia and is a business leader with over 30 years of corporate experience in providing high performance products and solutions for complex and compliance driven industries. As Director of Commerce, Mr. Epps oversees and implements policies to help both small businesses and major corporations in Philadelphia thrive. The city's Commerce Department coordinates activities along neighborhood commercial corridors with small businesses and entrepreneurs, major real estate development projects, large-scale business attraction and retention efforts, as well as efforts to increase minority-owned business contracting opportunities.



Director of Commerce: A Vision for Northeast Philadelphia

Throughout his career, Mr. Epps built a solid reputation for positioning organizations for sustained growth, successfully managing change and restructuring, improving efficiency, spurring innovation and maintaining a focus and discipline of continuous process and performance improvement.

He recently took time to answer four questions for this edition.

1 What brought you to Philadelphia and what was your first impression of the city?

I came to Philadelphia nearly a decade ago for business. Upon my arrival, I knew that this city had something special and I immediately wanted to be a part of the next phase of its growth. Philadelphia has undeniable passion and grit. Those qualities make our city and its residents unique, and they are what has driven much of Philly's success in recent years.

2 How do you envision the support the Commerce Department provides molding the city over the next four years?

One of the Kenney Administration's main goals is to bring the revitalization and success being felt in Center City to our neighborhoods. Some places are already experiencing that, but there is still work to be done. The Department of Commerce plays an important role in supporting economic development in Philadelphia's neighborhoods.

We support and coordinate economic development through three key initiatives: Revitalizing Corridors, Growing Neighborhood-Based Businesses, and Strengthening Organizations. We fund streetscape and beautification projects and run the Storefront Improvement Program to help revitalize corridors. Commerce helps grow neighborhood-based businesses by providing training and access to capital. We also strengthen existing organizations by providing resources to CDCs, Business Improvement Districts and Business Associations.

3 If you were to select one new focus for Northeast Philadelphia, what would it be?

I think one of the greatest strengths of Northeast Philadelphia is its diversity of industry. You have medical facilities, manufacturing, professional service firms, educational institutions, retail, and more. I would like to see that mixture continue. Along those lines, I think it would be great to see the Philadelphia Mills property reimagined for more multi-purpose use.

4 You have made it a point to personally tour neighborhood shopping districts in the city. What are your impressions, and what are the challenges these small businesses face?

The neighborhood tours have been one of my favorite parts of the past year. I had the chance to visit more than 20 commercial corridors throughout the city, and on all of those tours I've seen the dedication of our small business owners. They are creating jobs and bringing great energy to their communities. As in any city, our small businesses face the ever-present challenge of access to capital – that is something Commerce is actively trying to combat with our grant and loan programs. We have also recognize that issues like public safety, which impact the entire city, are a big concern for businesses. Commerce regularly works with the Philadelphia Police Department and other City agencies to help address those concerns. ●



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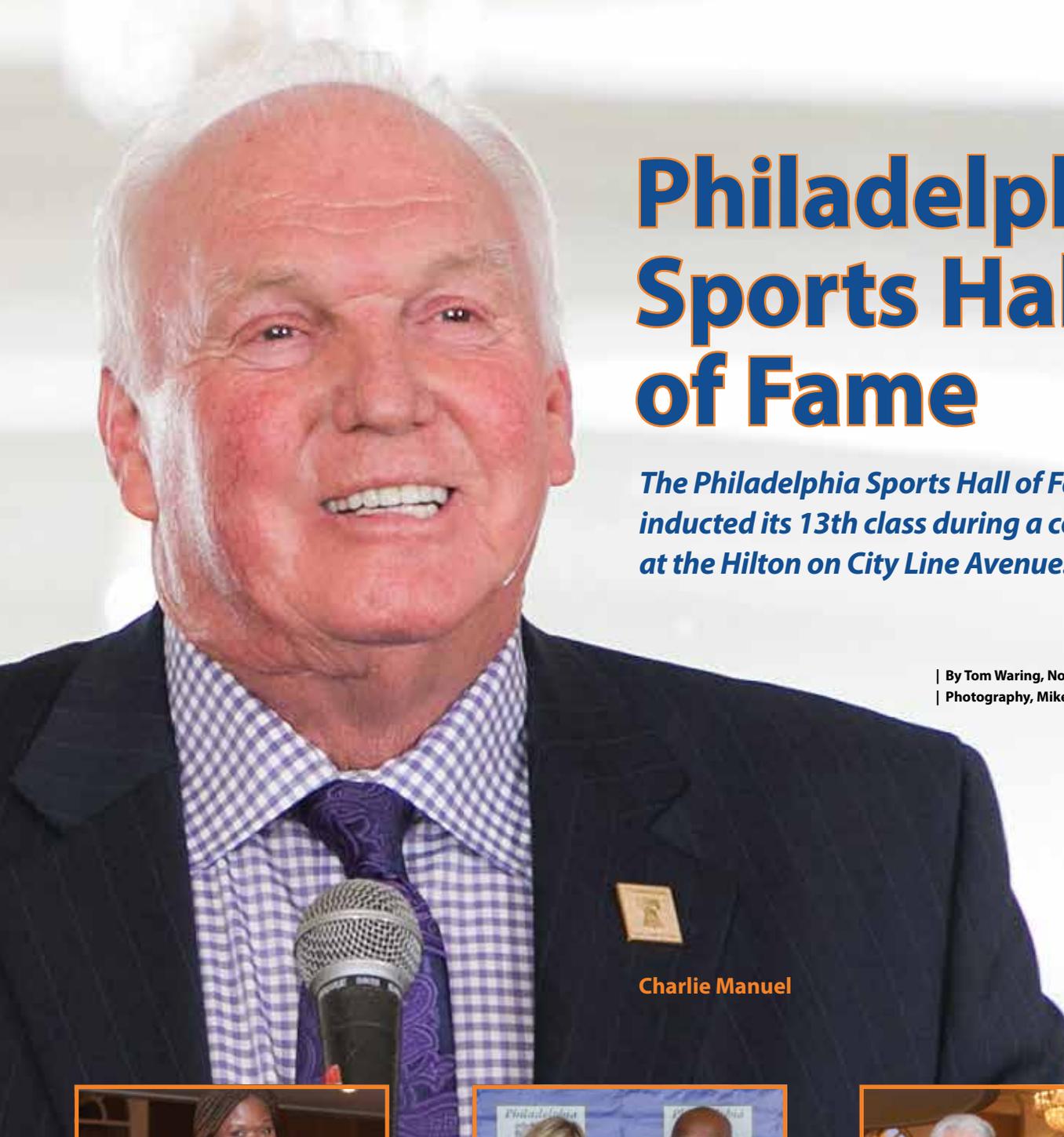
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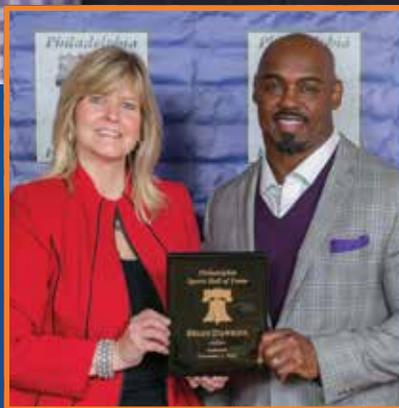
The Philadelphia Sports Hall of Fame inducted its 13th class during a ceremony at the Hilton on City Line Avenue.

| By Tom Waring, Northeast Times
| Photography, Mike Bertolini

Charlie Manuel



Marilyn Stephens



Ruth Constantine – Inductee Relations & Secretary Board Member of Philadelphia Sports Hall of Fame with Hall of Fame Inductee Brian Dawkins



Ernie Beck and Wali Jones

Phillies public address announcer Dan Baker was emcee for the Nov. 3 event. Baker pinch-hit for Pat Williams, a former 76ers general manager and current Orlando Magic senior executive vice president. Baker read a poem from Williams celebrating the inductees.

The Hall of Fame is based at Spike's, a trophy and awards shop at 2701 Grant Ave.



Marilyn Stephens, 2016 Inductee; Vonnie Gros, 2016 Inductee; Wali Jones, 2016 Inductee, Representing the 1976-77 Champion 76'ers; Jim Watson, Flyers, 2016 Inductee; Alex Severance – Grandson of Al Severance; Steve Dolan – University of Pennsylvania, Director of Track & Field/Cross Country.

The 16 latest inductees represented nine sports.

In addition, the Villanova men's basketball team and the Philadelphia Soul indoor football team each received Pride of Philadelphia awards for winning championships earlier this year.

Coach Jay Wright represented Villanova. Owner Cosmo DeNicola represented the Soul, declaring in his remarks that he is "Northeast Philly born and raised."

The evening included a silent auction featuring framed pictures of Villanova's Kris Jenkins hitting the buzzer-beating shot to defeat North Carolina in the championship game.

Other items featured memorabilia celebrating the likes of Carson Wentz, Joe Paterno, Brad Lidge, Julius Erving, Reggie White, Mike Schmidt, Bernie Parent and Rich Gannon, the Fox Chase native and former NFL quarterback who was inducted into the Philadelphia Sports Hall of Fame last year.

The inductees were:

1966-67 76ers: Finished 68-13 in the regular season and then went on to win the NBA title. Accepting the award was Wali Jones, a player on that team and a member of the Philadelphia Sports Hall of Fame.

Al Severance: Villanova men's basketball coach from 1936-61, going 413-201 and advancing to the 1939 Final Four at the Palestra.

Brian Dawkins: Played 13 years as safety for the Eagles and was a six-time all-pro. In his remarks, he gave a special thanks to the late defensive coordinator Jim Johnson.

Bruce Harlan: NCAA champion and Olympic gold medal-winning diver.

Charlie Manuel: Managed the Phillies to the 2008 World Series championship. Former Phillies first baseman Jim Thome appeared in a video tribute.



Hall of Fame Inductee Jim Watson – Flyers



Guest and Hall Supporter John Runyan and his wife Lorretta



Dick Weiss, Jeff Chandler, Brian Dawkins, Rhawn Short (Son of baseball great Chris Short), Charlie Manuel, Voice of the Philadelphia Phillies and past Inductee and our Emcee Dan Baker, Founder & President of Philadelphia Sports Hall of Fame, Ken Avallon.

Chris Short: A two-time all-star pitcher for the Phillies who, like Manuel, wore No. 41. Rhawn Short spoke for his late father. The younger Short was born in August 1964, just before the Phillies blew a 6½-game lead with 12 games to go to lose the National League pennant to the St. Louis Cardinals, who went on to win the World Series.

Dick “Hoops” Weiss: A basketball writer for the Philadelphia Daily News and New York Daily News who has covered 45 Final Fours.

George Orton: Won gold medal in the 2,500-meter steeplechase at the 1900 Olympics. Accepting for him was Penn track and cross country coach Steve Dolan.

Goose Goslin: Played 18 years as a left fielder in Major League Baseball, finishing with a career average of .316. He won two World Series and is in the Baseball Hall of Fame.

Herman Taylor: Promoted boxers Joe Louis, Jersey Joe Walcott, Sugar Ray Robinson and Rocky Marciano.

Jeff Chandler: Former bantamweight world boxing champion.

Jimmy Watson: A 10-year defenseman for the Flyers, he was on the 1974 and '75 teams that won the Stanley Cup. Played in five NHL all-star games.

Marilyn Stephens: Basketball star at Temple who was a Division I All-American in 1984.

Steve Fredericks: A radio play-by-play announcer for the 76ers and Big 5 basketball. Hosted radio sports talk shows on WCAU and WIP in

Philadelphia and WFAN in New York. Accepting for Fredericks was his former WIP co-host, Mike Missanelli.

Sylvia Wene Martin: Rolled three perfect games in bowling.

Vonnie Gros: All-American in field hockey and lacrosse at Ursinus. Coached West Chester to two AIAW field hockey championships. Coached U.S. field hockey team to bronze medal at 1984 Olympics.

Current Hall of Famers in attendance were Baker, Sonny Hill, Bill Ellerbee, Tina Sloan Green, Bill Bergey, Speedy Morris, Theresa Grentz, Ernie Beck, Brian Propp, Lou Nolan and Ray Didinger.

Local sports figures in attendance included former Rowan men’s basketball coach Joe Cassidy; former Eagles offensive lineman Jon Runyan; Temple men’s basketball coach Fran Dunphy; former Villanova basketball player George Raveling, who later coached Washington State, Iowa and USC; Phillies special consultant Ed Wade, the team’s former general manager; former Flyers Brad Marsh, Doug Crossman Joe Watson and Don Saleski; and Tom Burgoyne, best friend of the Phillie Phanatic.

The public is invited to view the Hall of Fame gallery at Spike’s on Saturdays from 9 a.m. to 1 p.m. or by appointment. ●

For more information, visit Phillyhall.org – Tom Waring can be reached at 215-354-3034 or twaring@bsmphilly.com

For sponsorship or volunteer information please call Ruth Constantine at 267-334-9341



Brian Dawkins



Ruth with Hall of Fame Inductee Jay Wright (Villanova) and his wife Patty



Daughter of Marilyn Stephens, Brian Dawkins and Marilyn Stephens

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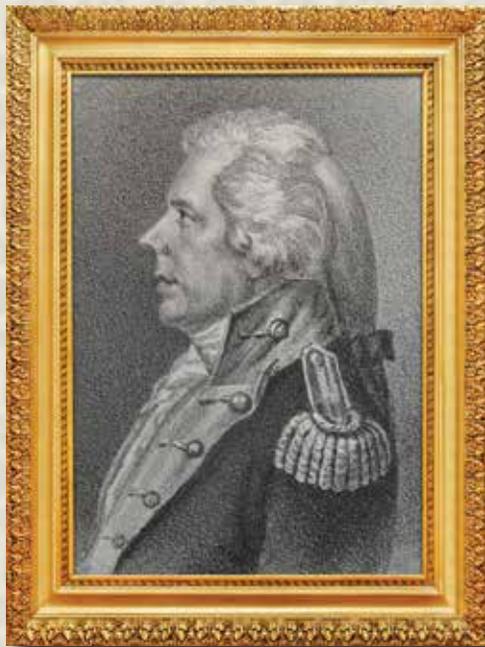
Captain Stephen Decatur Senior and Commodore Stephen Decatur Junior:

Northeast Philadelphia's Early Naval Heroes

| By Jack McCarthy, Author/Historian

Northeast Philadelphia was home to two important figures in US naval history: Stephen Decatur, Senior, generally referred to as "Captain," and his son Stephen Decatur, Junior, referred to as "Commodore." Both had distinguished careers in the earliest years of the US Navy.

Born in Newport, Rhode Island, in 1752, Stephen Decatur Senior grew up in Philadelphia. By 1774 he was master of a Philadelphia merchant ship and that same year he married Ann Pine of the city. The Decaturs were patriots during the Revolutionary War and when the British occupied Philadelphia in 1777 Ann moved temporarily to Maryland, where Stephen Junior was born in 1779. Captain Decatur Senior commanded privateer ships during the War and captured several British vessels. Following the War, he was a captain of Philadelphia-based merchant ships. On one of his voyages he took along young Stephen Junior, leading to the latter's lifelong love of the sea.



Captain Stephen Decatur Senior

Stephen Decatur Senior was commissioned a captain in the new US Navy during America's 1798-1800 Quasi-War with France. He commanded the ship that captured the first French vessel of that War and in 1799 he was given command of the newly built frigate Philadelphia, in which he captured several other enemy ships. The Philadelphia would play an important role a few years later in his son's most renowned military exploit.

Captain Decatur retired from the Navy in 1801 and lived for a time in Byberry Township on what is now Decatur Road. In 1803 he purchased a powder mill property in Frankford and lived there until his death in 1808.

Stephen Decatur Junior was raised in Philadelphia like his father. He studied at Episcopal Academy and briefly at the University of Pennsylvania. There are also historical accounts that he studied at Byberry Friends School and briefly at Lower Dublin Academy in Holmesburg, but these cannot be verified.



Commodore Stephen Decatur Junior

Stephen Decatur Junior entered the US Navy in 1798 and quickly rose through the ranks, serving in the Quasi-War with France at the same time as his father. The military campaign that made him famous was the Barbary Wars, America's early nineteenth-century battles with the North Africa states that had been seizing US ships in the Mediterranean Sea. On February 16, 1804, then Lieutenant Stephen Decatur secretly guided the US ship Intrepid into the enemy harbor in Tripoli and destroyed the US ship Philadelphia, which had been captured by Tripoli. This was the same ship his father had commanded five years earlier. The successful attack was called the most bold and daring act of the age and made Stephen Decatur Junior a national hero. He was soon promoted to captain, the youngest man to achieve that rank in US history.

Later promoted to Commodore, Stephen Decatur Junior again distinguished himself during the War of 1812 with acts of heroism and the capture of key British ships. He returned to the Mediterranean after the War as commander of a US squadron that dictated peace terms with the Barbary States in 1815, finally ending that long running conflict.

Following these campaigns, Commodore Decatur was appointed to the Board of Naval Commissioners in Washington, DC, where he settled with his wife in 1816. In 1818 they built a fine home across from the White House on Lafayette Square. It is still known as the Decatur House.

Commodore Stephen Decatur was mortally wounded in 1820 in a duel that was the result of a long simmering dispute with another naval officer. He died March 22, 1820 at his home in Washington at the age of forty-one. Dozens of American cities, schools, and roads are named in his honor, including several in Northeast Philadelphia. ●

“I live alone and the program is a big help. It’s important.”

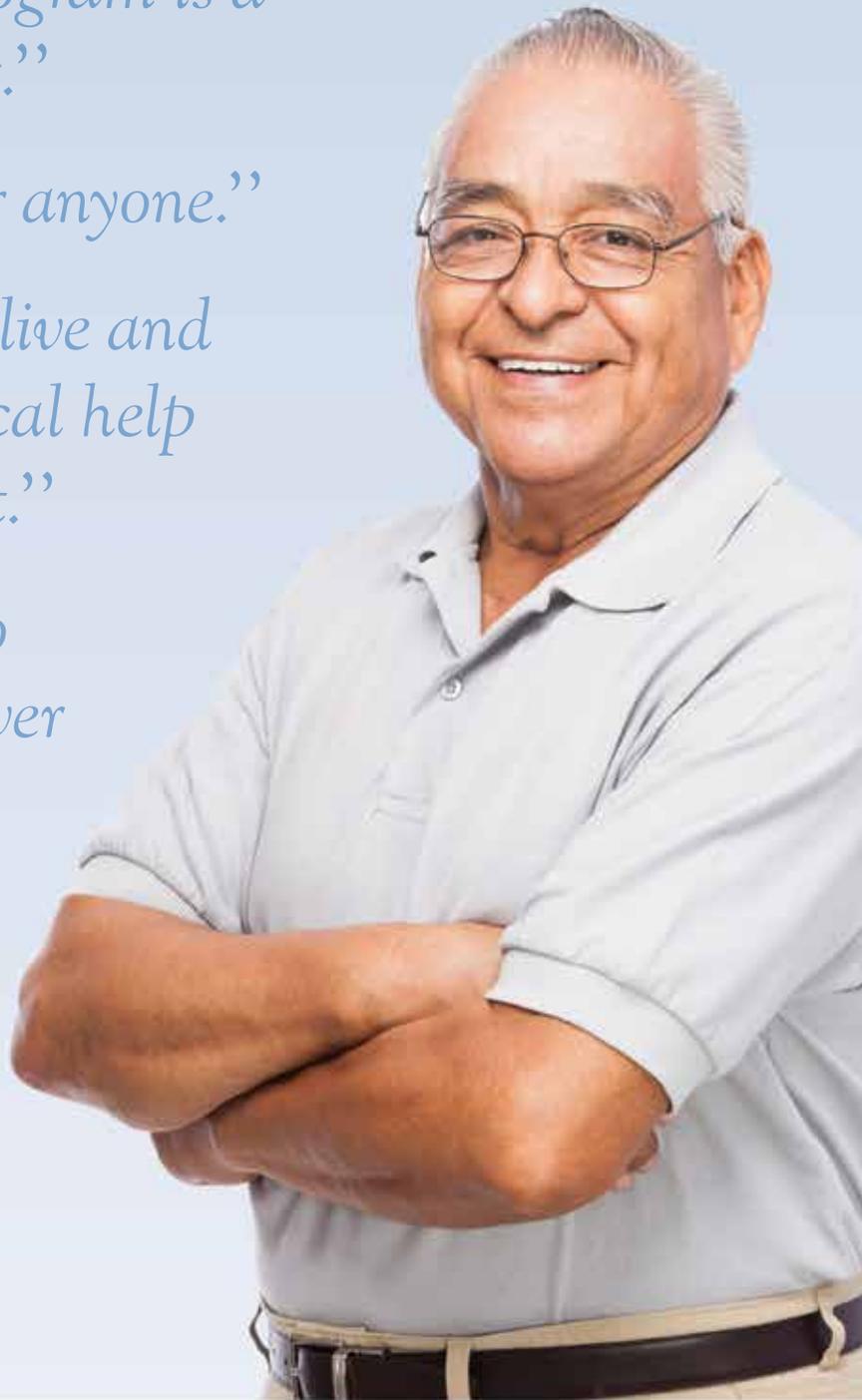
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5 Ways to Integrate Your Online and Offline Marketing

When it comes to marketing your business, a lot of business owners are torn in many different directions. Some decisions are made based on what one has always done while other times a conference or Chamber of Commerce event is attended where new ideas are talked about and soon enough, those ideas are now actions for new marketing endeavors. Both offline and online marketing works and the key is that they need to be tied together, in fact, digital marketing is more effective when used in conjunction with offline marketing efforts (<https://www.entrepreneur.com/article/273529>).

| By Matt Cherepanya, Inverse Paradox, LLC



Here are 5 ways to make sure you are maximizing those dollars:

1 Have a decent functioning website

It goes without saying that a website is needed in today's society. What makes a website "decent"? Since we live in a world of devices, make sure it's built responsively. Don't shy away from content and using real imagery and most importantly, make sure there are clear calls to action such as phone number or forms where visitors can easily get in touch with you. Depending on how much you rely on your website, a good website should last anywhere from 3-5 years until you should strongly consider revamping it.

2 Be Consistent with your brand

If you taking out a print advertisement, use similar colors, fonts, tone and style as you do on your website. If you have worked with an agency or a graphic designer in the past, they can certainly assist in helping to keep these assets consistent for you in the future. This can seem to be an overwhelming task especially if you don't have an internal marketing individual. If that is the case, make sure you have a good relationship with a marketing agency or graphic designer. If both are not an option, then consider making time once a month or at least once a quarter to review everything you have done (social media posts, website messaging, direct mailers, etc) to make sure you are being consistent to help build trust.

3 Measure, test, analyze

While you want to be consistent, it's important not to confuse consistency with lack of change. It's important to measure the success of your endeavors. If you have a website, make sure it has Google Analytics on it as it will tell you information such as where people came from, how often your website was viewed, which pages are viewed the most and you can setup goals such as phone calls inside of there. If you are doing a mailer, make sure you have an action item on it and more importantly, count how many are used and send them to a specific page on your website to learn more.

4 Develop your brand "voice" and persona

It's very easy to think of a brand as a logo and colors, but it's so much more than that. Remember, your brand includes your mission as a business, your culture a shared voice and your personality. It's very common in service based businesses that an individual wants to do business with someone they trust and can connect with so when you are putting something together, be real and be you.

5 Get out there!

Host an event, sponsor, exhibit, or even speak at an upcoming event. Those types of actions have both offline and online actions to them and allow for people to meet the real you. It also forces you to go through that evaluation experience and to get live feedback directly from individuals you meet. ●

Strong Steps to Employee Wellness

| By Elizabeth Hess, GNPCC Staff Writer

As employees and employers alike are thinking about a healthier new year, there are some great changes going on with employers in the region who have taken strong steps towards actively engaging their employees to wellness.

Felicia Porrazza, a licensed dietician www.porrazzanutrition.com, has seen in her practice how an engaged employer can make a difference. Often the catalyst to a healthier lifestyle is the result of a medical change for a person; it's infrequent that she sees clients who come with only prevention in mind.

But when a company endeavors to make their business healthy by investing in healthy employees, Felicia gets to work with clients who are having a program created especially for them before a medically changing life event occurs.

Companies small and large are offering health fairs or wellness days with health screens such as BMI, cholesterol, blood glucose, and also mindfulness and cooking programs.

As a dietician, Porrazza is asked to execute services on site, such as lunch-and-learns, seminars, cooking demos, nutrition education, and individual counseling.

She recommends cooking seminars as a popular inroad to nutrition because employees appreciate having a new skill to take home. A recipe for a healthy meal that's easily prepared is something that boosts employee morale and health.

Employers taking the step to introduce a dietician bridge a gap. People are wary because they fear the food police will stop all the fun in eating. But once on site Porrazza reassures new clients it is not about policing



or taking away favorites; it's about teaching individuals to make better choices so they can enjoy food they love by eating healthy and creating a good balance.

Her advice: Don't make this a onetime thing. Many health insurances cover a certain number of dietician visits. Encourage your employees to take advantage of that.

When choosing a program – know your employees, do a little research. Tailor the program: find out the wellness goals and work schedule of employees.

Derek Tancredi, Operations Manager at Aria-Jefferson Health, www.ariahealth.org, has found that employee motivation is key. He has been spearheading the new wellness and fitness initiatives at Aria-Jefferson where they have renewed focus on the wellbeing of all their employees.

Aria-Jefferson knows that keeping their employees happy augments the high quality care for all of their patients, and Aria-Jefferson has been recognized by multiple health organizations because of it, most notably:

- 2016 SmartCEO Healthiest Organization (2000+ employee category): Aria-Jefferson was a finalist
- 2015 American Heart Association Fit Friendly Worksite

The offerings at Aria-Jefferson are comprehensive.

There is free fitness center access at all sites with over twenty group fitness classes. They've found that in addition to keeping employees happy, healthy, and engaged, fitness forms bonds and connections between co-workers both inter- and intra-departmentally.

Fitness challenges with a competitive edge play a role too. Earlier this year over 500 employees enrolled in their "Walk to Rio" step challenge where teams of at least fifteen tried to get the most steps over a two week time period.

Aria-Jefferson offers great and affordable health benefits to ensure all employees have access to care and are getting their well checks throughout the year.

They have comprehensive diabetes, smoking cessation, and stroke support too. Aria-Jefferson gauges employee success throughout enrollment finding huge increases in the fitness centers due to the new and revamped programs offered.

According to Tancredi, "The long term advantage of offering robust wellness plans and programs is pretty straightforward ... we are keeping our employees happy, healthy, and engaged – all the things needed to have a work staff that enjoys coming to work." ●



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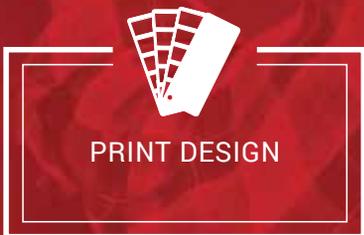
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