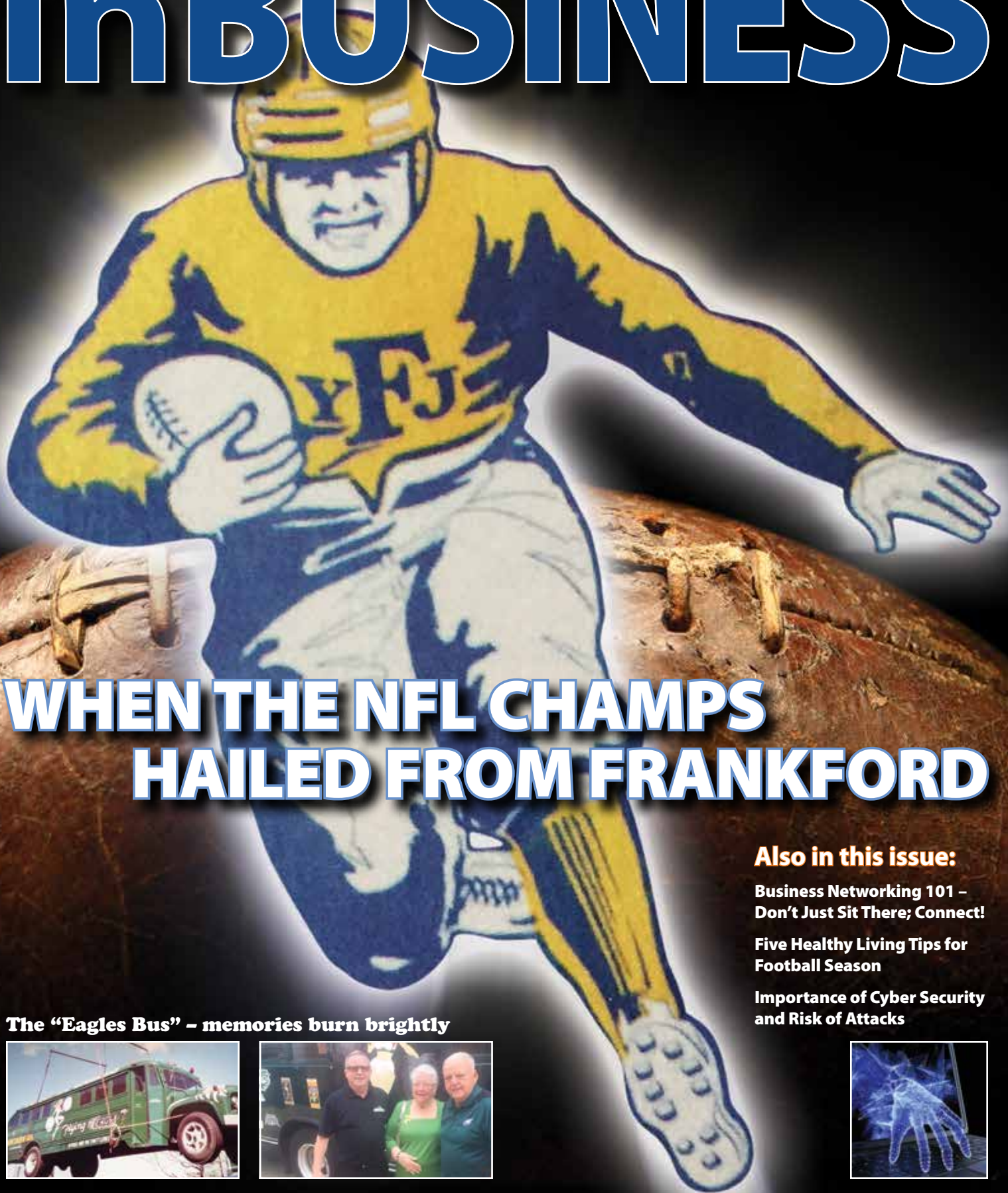


# BUSINESS



## WHEN THE NFL CHAMPS HAILED FROM FRANKFORD

### Also in this issue:

Business Networking 101 –  
Don't Just Sit There; Connect!

Five Healthy Living Tips for  
Football Season

Importance of Cyber Security  
and Risk of Attacks

**The "Eagles Bus" – memories burn brightly**





# Burns Family Funeral Homes

*Family Owned & Operated Since 1939*

## **Burns Funeral Home, Inc.**

Joseph J. Burns - Supervisor

1428 E. Columbia Avenue, Philadelphia, PA 19125

**215-634-6858**

---

## **Burns Funeral Home, Inc.**

Gerard J. Burns - Supervisor

9708 Frankford Avenue, Philadelphia, PA 19114

**215-637-1414**

---

## **Martin J. Burns Funeral Home, Inc.**

Lisa Burns Campbell - Supervisor

1514 Woodbourne Road, Levittown, PA 19057

**215-547-3040**

**[www.burnsfuneralhome.com](http://www.burnsfuneralhome.com)**



# Meet the Board

**Pam Henshall, President**  
Greater Northeast Philadelphia Chamber of Commerce

## BOARD OF DIRECTORS

### EXECUTIVE

**Nancy Morozin, Chair**  
The Dining Car

**Sister Maureen McGarrity, CSFN, PhD, Vice-Chair**  
Holy Family University

**Daniel P. McElhatton, Esq., Consulting Chair**  
McElhatton Foley, P.C.

**Robert Medlock, Jr., Vice President**  
M&T Bank

**Jenny Pike, CPA, Treasurer**  
CBIZ MHM, LLC

**Edward McBride, Vice President**  
PECO

**Frank M. Porrazza, Vice President**  
PNC Bank

**Rodney C. Sandmeyer, Vice President**  
Sandmeyer Steel Company

**George Zauflik, Vice President**  
Cardone Industries

### DIRECTORS

**Steven Aberblatt, CPA, CFP** Certified Public Accountant

**Rebecca A. Altemus** Wawa, Inc.

**Charles Boland** Boland Realty, LLC

**John Branka, Jr.** Standard Digital Imaging, Inc.

**Nancy Cherone, FACHE** Nazareth Hospital

**Sally Danciu** Sally's Flowers

**Vincent Emmanuel** 7-Eleven

**Alan Giannone** Village Restaurant & Catering

**Marla S. Hamilton** Philadelphia Industrial Development Corp.

**Dr. Ruth K. Horwitz, Esq.** Elder Law Attorney

**Sandi King** Department of Commerce Philadelphia

**Ronald Kumor** Aria Health Physician Services

**Michael Logan** Allegra Marketing Print Mail

**Ann Markowitz** The Union League Golf Club at Torresdale

**Bria McMenamin** McMenamin Family ShopRite

**Kerry Petratos** Chapman Ford Volkswagen

**Jeff A. Petty** Wesley Enhanced Living

**William F. Rodebaugh, Jr.** Great Awakenings Café/  
Thankful for Grace

**Glenn C. Romano, Esq.** Attorney at Law

**Michelle Saldutti** Parx Casino

**inBUSINESS** is published by the Greater Northeast Philadelphia Chamber of Commerce ©2017.

#### Editorial Contributions

Don Brennan  
Kaitlyn Haney  
Kate Harron  
Jack McCarthy  
Barry O'Sullivan  
Felicia Porrazza  
Hadley Perkins  
Gloria M. Pugliese  
Kathe Romaniello  
Tom Waring

#### Marketing Committee

Kathe Romaniello, Chair  
Don Brennan,  
Director of Marketing  
Gene Burns  
Matt Cherepanya  
Stephanie Davis  
Kaitlyn Haney  
Pam Henshall, President  
Bert S. Max  
Nancy Morozin,  
GNPCC Chair  
Gloria M. Pugliese

**Please direct all advertising and editorial inquiries to:**

#### GNPCC

8025 Roosevelt Boulevard  
Suite 200  
Philadelphia, PA 19152

215.332.3400

info@nephilachamber.com

#### Layout & Design

Gene Burns Graphic Design



## Letter from the President:



What is it about fall that brings out the spirit of competition? Do you think maybe because Philadelphia is a football city? Could be, since it's in our blood. That's why we are so proud to feature the Frankford Yellow Jackets on our cover in this edition. Read the story, and you'll catch football fever, too!

'Tis the season of football, festivals, sweatshirts and jeans, and pumpkin beer. At the GNPCC, it's also the time to gather our thoughts as we adjust our approach to close

2017 and prepare our business plans for 2018. Now is the time to review budgets, marketing plans, and sharpen our sales approach and focus as we enter the busy holiday season.

Over the coming months, we are offering great events and programs to serve our membership and Northeast Philadelphia business community better than ever.

On Friday, October 27, our Executive Luncheon Series will feature Craig E. White, CEO of PGW, and he will speak to an intimate audience about his career and accomplishments at The Union League Golf Club at Torresdale. As an offshoot from our spring Women in Business Conference, on Wednesday, November 15 we are hosting our inaugural Women in Manufacturing and Industry Conference at Cardone Industries from 8:00 – 11:00 am. The conference will offer insights in areas of sales, finance, health, and business culture from some of the most talented experts in our region. Lastly, once again are hosting our 3rd Annual Meet the Legislators Breakfast at Community College of Philadelphia's Northeast Regional Center on Friday, November 17 at 8:00 am.

For more information about our many events and programs, be sure to visit our Web site, [www.nephilachamber.com/calendar](http://www.nephilachamber.com/calendar)

Enjoy all the fall season has to offer, and remember, as broadcast legend Merrill Reese told us at a recent GNPCC luncheon at Philadelphia Protestant Home: "Let's Go, Eagles!" ●

**Pam Henshall, President**

Greater Northeast Philadelphia Chamber of Commerce

# GNPCC Inside

- 7 Business Networking 101 – Don't just sit there; connect!
- 8 When the NFL Champs hailed from Frankford
- 11 For 30 years, PATH has been helping employees with disabilities contribute and excel in local workforce
- 12 PECO: How small- and medium-sized businesses can unlock big savings
- 13 PGW: With EnergySense programs, it's not "business as usual"
- 14 The "Eagles Bus" rolls on through the years, and the memories burn brightly
- 15 Northeast Philadelphia was home to America's first gymnasium
- 16 Getting to know five "Flavors of the Northeast"
- 19 Taxing decisions for small businesses
- 21 Five healthy living tips for football season
- 22 GNPCC in the community
- 26 Importance of cyber security
- 29 CCP helps small business owners
- 30 Mingling with Masterpieces & Butterflies



## Gene Burns Graphic Design

*Created for clarity. Designed for results.*

### Delivering design excellence in all media

Innovative design solutions explain complex ideas and empower your audience to comprehend, understand, and take action.

Advertising  
Annual Reports  
Books  
Brochures  
Employee Communications  
Exhibit Design  
Investor Communications  
Logo/Identity Systems  
Magazines  
Newsletters  
Posters

7342 Shisler Street  
Philadelphia, PA 19111

215.913.5735

[www.burnsgraphicdesign.com](http://www.burnsgraphicdesign.com)  
[gene@burnsgraphicdesign.com](mailto:gene@burnsgraphicdesign.com)

# GNPCC Calendar

**GNPCC Upcoming Events – Save these Dates**

## Tuesday, October 17

### Networking Breakfast

Nazareth Hospital  
2601 Holme Avenue, 19152  
8:00 am Networking & Breakfast  
8:30 to 9:30 am Program

## Thursday, October 19

### Largest Networking Event in Northeast Philadelphia

Village of Cottage Green, 9001 Ashton Road, 19136  
5:30 to 8:00 pm  
GNPCC Members/Invited Guests: No Charge  
Non-Members: \$10 per person

## Friday, October 27

### Executive Luncheon Series

The Union League Golf Club at Torresdale, 3801 Grant Avenue, 19114  
Featured Guest: Craig E. White, president, Philadelphia Gas Works  
11:30 am Registration & Networking  
12:00 pm Lunch  
12:30 pm Program  
GNPCC Members/Invited Guests: \$65 per person

## Thursday, November 9

### Business After Hours

Spike's Trophies, 2701 Grant Avenue, 19114  
5:30 to 7:30 pm  
GNPCC Members/Invited Guests: No Charge  
Non-Members: \$10 per person

## Wednesday, November 15

### Women in Manufacturing & Industry Conference Breakfast

Cardone Industries, 5501 Whitaker Avenue, 19124  
8:00 to 10:00 am  
\$40 per person

## Friday, November 17

### Meet the Legislators

Community College of Philadelphia NE Business Center  
12901 Townsend Road, 19154  
8:00 to 11:00 am  
GNPCC Members/Invited Guests: No Charge  
Non-Members: \$10  
Sponsored by Cardone Industries

## Friday, December 4

### Mingle Among the Masterpieces Art Reception

Featuring Art from GNPCC Non-profits and Member Art Programs  
Philadelphia Insectarium and Butterfly Pavilion  
8046 Frankford Avenue, 19136  
6:00 to 8:00 PM  
\$25 per person

**For more information about these and other events visit [www.nephilachamber.com](http://www.nephilachamber.com)**

# Having my annual breast cancer screening was **easy as pie**

---

thanks to the **3D mammography technology**  
and caring staff at Nazareth Hospital.



04-10249

**Live better**

with Mercy



**Nazareth Hospital**

A member of Mercy Health System

**1.866.629.2738 | [mercyhealth.org](http://mercyhealth.org)**

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

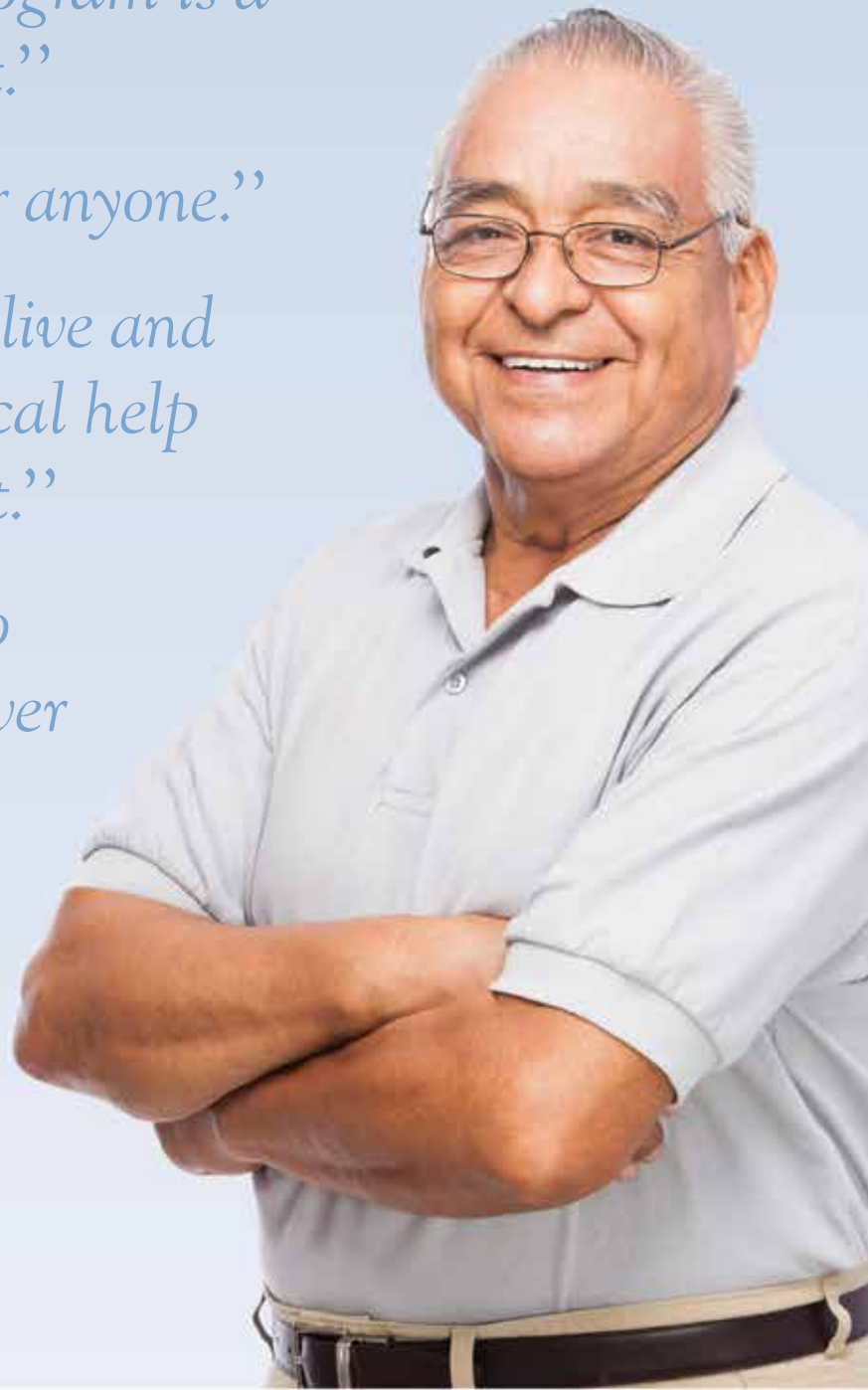
*“It’s really accessible for anyone.”*

*“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.”*



**NEWCOURTLAND  
SENIOR SERVICES**

*Seniors. Services. Solutions.*

**Call us today to see what  
everyone is talking about!**

**PHONE: 1-888-530-4913**

**WEB: [NewCourtland.org](http://NewCourtland.org)**





## Business Networking 101 – Don't Just Sit There; Connect!

| By Kathe Romaniello, Renaissance Coaching Group

**The simplest definition of marketing is telling people what you do, over and over. Customers do business with people they know, like and trust. There are six key strategies to marketing your service business:**

- Direct contact and follow up
- Networking and referral building
- Public speaking
- Writing and publicity
- Promotional events
- Advertising

In the simplest terms, networking is about building relationships. When done well, networking is one of the most effective marketing strategies to fill your marketing funnel so you have a constant inflow of potential customers. Despite the benefits, many people avoid networking because it makes them uncomfortable.

Rather than avoid networking altogether, here are some success strategies to implement BEFORE you attend your next event:

Define your ideal client or customer. Be as specific as possible. Every person you meet is NOT your ideal client. When you're clear on this, your networking results will improve and it will be easier to pinpoint the networking venues that may be more beneficial to you.

Create a 10-second introduction of yourself/your business and how you help your clients. Also develop a 30-second "commercial" that goes into greater detail of your services. Keep your description crisp and direct so people "get it" immediately. You want to stand out and be remembered. If you're not clear about what you do, people will forget you immediately after the conversation.

Whether you're attending as a business owner or an employee of a business, the key to mastering the art of networking is to have a plan. Here are some suggestions:

Experiment with different networking groups. GNPCC offers many networking opportunities to meet other business professionals and

potential clients. But don't limit yourself to just the Chamber. Try other groups or associations that cater to your ideal client. You might also consider joining a weekly leads group such as BNI or LeTip, or you might attend a few local Meetups in your target area or start your own!

Set a goal for yourself – it can be as simple as meeting three new people and getting their business cards.

View every new connection as an opportunity to increase your visibility or that of your company. Not everyone you meet will be your ideal client or customer, but they may know someone who is!

It's more effective to collect business cards from other attendees than it is to hand out yours. Why? When you receive cards from other professionals, you're able to control the next steps – a short note following the event or a warm call to get to know more about their business needs or ask them for a referral. If you just hand out cards, the next steps are in someone else's control.

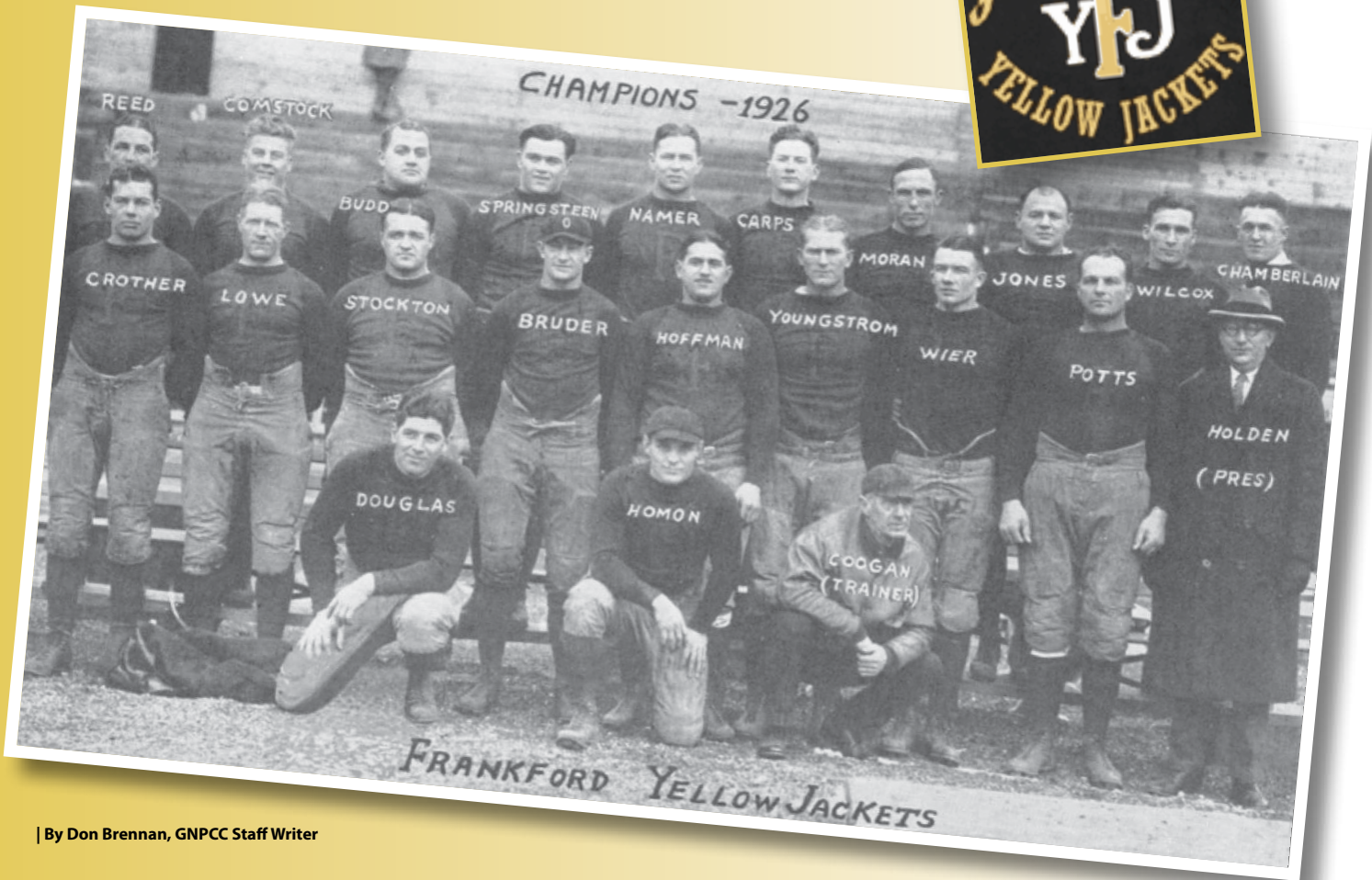
Become familiar with the group's member directory and make a list of people or businesses that you think might offer the greatest potential for a possible sales opportunity. Once you have that list, reach out to the event sponsor to see if you can get a list of the registered attendees so you can target specific people to meet. If there's time, send a warm email to registered attendees BEFORE the event (if possible) and mention that you are looking forward to connecting with them.

RELAX and focus on the other person. The more events you attend, the easier it gets. The goal is to make a connection and show an interest in the people you meet.

Finally, remember that networking is only a first step in building a potential business relationship. The next step is to follow up with the people you've met. Rule of thumb is that it could take up to eight interactions with a potential client before that person or business is ready to become a client or customer. Networking gets you one important step closer to a potential sale. ●

# WHEN THE NFL CHAMPS HAILED FROM FRANKFORD

Led by “Champ” Chamberlin, the Yellow Jackets embodied the spirit of the Roaring Twenties



| By Don Brennan, GNPCC Staff Writer

**In 1924**, at the Olympic Games in Paris, France, an American swimmer named Johann Peter Weissmuller won three gold medals. You know the guy. A few years later Johnny Weissmuller took Hollywood by storm when he starred as Tarzan the Ape Man. At the same Olympics, Eric Liddell and Harold Abrahams took the gold in the 400m and the 100m respectively. Yep, you know these guys, too. Made a movie about them called “Chariots of Fire.” Won an Oscar in 1982.

In 1924, a tough-talking, cigar-chomping 29-year-old named John Edgar Hoover was appointed the fifth director of the Bureau of Investigation by President Calvin Coolidge. Held the job with vice grips for 48 years until something more powerful than the presidency – a heart attack – removed him from office.

In 1924, a ragtag group of working stiffs hailing from the Frankford section of Philadelphia and living in the shadows of the EI were granted a franchise from the burgeoning National Football League.

The NFL itself was only two-years-old, having come from what was called the American Professional Football Association. By 1925, the NFL would grow to include 23 teams, and feature stars like Harold Edward (Red) Grange, the Galloping Ghost from the University of Illinois who starred for the Chicago Bears.

The Frankford Yellow Jackets were rookies in the NFL but veterans of the gridiron itself. Big part of the blood and guts of the venerable Frankford Athletic Association, which had been around since the turn of the century. Two years prior, the Yellow Jackets tested their mettle against the NFL opponent in Rochester. Shut them down, 20-0. Scrimmaged eight more times against NFL squads and won



six games. It didn't take the NFL long to realize this rough and rowdy bunch was ready for showtime at \$150 a game. Imagine that.

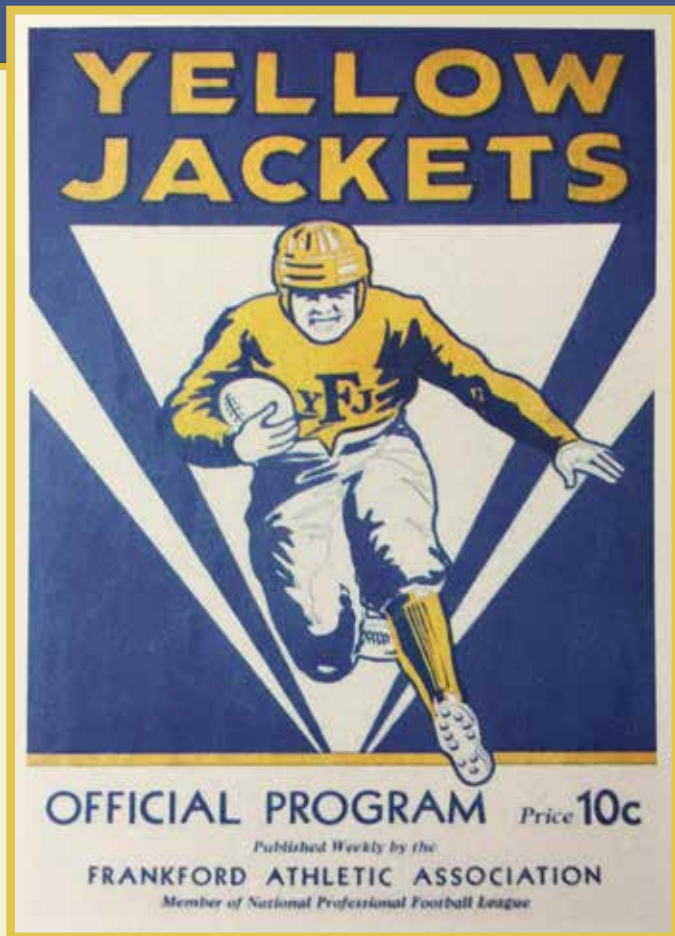
The inaugural year was a hoot. Wore outrageous powder blue and bright yellow uniforms. Coached by the gruff Punk Berryman, the Yellow Jackets marched through the league like Grant marched through Richmond, winning a league high 11 of 13 games yet finishing third in the standings, behind the Bears – who pounded them at Cubs Park, 33-3 – and the Cleveland Bulldogs by percentage points. Due to Philly's Blue Laws that forced the Yellow Jackets to play their home games on Saturdays instead of Sundays, the club often endured long train rides for these bruising back-to-back contests on two-game weekends. Still, they managed 11 wins and set the stage for better things to come.

Frankford Stadium was built in 1923 on the site of a converted horse racing track at Frankford Ave. and Devereaux St. Cost \$100 grand and sat 9,000, most times a sellout. The reason? Then, like now: star power. Some of the best players of the era played in Frankford, like tackle Swede Youngstrum, fullback Houston Stockton, and a quarterback from Lebanon Valley named Harry Homan who was better known as "Two Bits," since he was only 5'8".

But the greatest player in the Yellow Jackets' seven-year history was a strapping receiver and halfback from a farm in Blue Springs, Nebraska named Berlin Guy Chamberlin. Nicknamed Champ, Chamberlin joined the Yellow Jackets as player-coach in 1925, after he had brought championships to Cleveland – Cleveland! – when the Bulldogs won back-to-back NFL titles. Considered by many to be the greatest player in Nebraska football history, he is a member of the College Football Hall of Fame (1962) and the Pro Football Hall of Fame (1965).

Frankford opened its hearts, wallets and kitchens to the Yellow Jackets. Players shared meals with neighbors and lived together in boarding houses near the stadium. The team employed a band, had a fight song, cheerleaders, and lots of boosters in the business community.

Despite the excitement and anticipation of the team under Champ Chamberlin, the 1925 season was a big disappointment. The back-to-back games took its toll on the players, including Champ, who was lost for the season after a drubbing by the Bears, 19-0. The frustration peaked after in-state rival Pottsville beat the Yellow Jackets, 49-0. Team captain Bull Behman was suspended by the club for fighting with his teammates. A 13-7 season was not exactly what fans had hoped for.



The first game of the 1926 season brought little enthusiasm after the club tied the lowly Akron Indians, 6-6. Then, lightning struck. The Yellow Jackets did not allow a point in their next four wins, and despite losing at home to Providence, they ran the table to set up a classic battle against the dreaded Bears at Shibe Park in North Philadelphia with first place on the line.

The first half was a defensive showdown. The Bears scored a TD in the third quarter, but Champ Chamberlin blocked the extra point. With time running out, the Yellow Jackets faced a fourth-and-three near the Chicago end zone. Houston Stockton found Two Bits Homan for six points, and the Yellow Jackets won what was the unofficial NFL championship game, 7-6. Bedlam ensued as fans threatened to break down barriers and run onto the field. The Yellow Jackets finished 14-1-2 to win the city's first NFL championship. Amazingly, 11 of those wins were shutouts.

Champ Chamberlin left town the next season for his final NFL campaign with the Chicago Cardinals. The club scuffled under different coaches in the following seasons, until the Stock Market Crash of 1929 forced the closure of many of Frankford's and nearby Kensington's textile mills, which heavily supported the team and provided jobs to the players and fans. Frankford Stadium was damaged by fire in 1929 and again in 1931, and unable to find the funds to repair it, the club began their final season in 1931 homeless. They lasted eight games and folded operations on Nov. 8.

Two years later, De Benneville (Bert) Bell and James R. Ludlow (Lud) Wray, a former member of the Yellow Jackets, paid the NFL \$2,500 and assumed \$11,000 of the defunct Frankford club's debt to form a new football franchise in Philadelphia.

They named the club the Philadelphia Eagles. ●



Join us for dinner

# Ashburner Inn™

Enjoy our  
outside patio with  
great specials!



## DAILY DRINK SPECIALS

Monday thru Friday  
5 domestic bottles  
for \$11.00  
11AM TO 4PM

## HAPPY HOUR

MONDAY THRU THURSDAY 4PM TO 6PM.  
FRIDAY 4PM TO 7PM.

\$2.75 domestic bottles,  
\$2.50 domestic drafts,  
Discounted mixed drinks.

Let us help you host your next event

8400 Torresdale Avenue, Philadelphia, PA. 19136

For more information visit us at [www.Ashburnerinn.com](http://www.Ashburnerinn.com)

or call us (267) 343-7788

## FOOD SPECIALS

MONDAY-

## ALL YOU CAN EAT CRABS!

TUESDAY-& THURSDAY -

## 1/2 PRICE PIZZA

WEDNESDAY -

## 1/2 PRICE APPETIZERS



Stop and enjoy  
our friendly  
atmosphere!!!

## Live Music

Saturdays and Irish  
Music Sundays  
from 4:00-8:00

2 CATERING ROOMS  
AVAILABLE  
FOR ALL YOUR  
PARTY NEEDS!



## Exceptional Care in the Comfort of Your Home

With a client satisfaction rate of over 97%, JEVS at Home is the answer for the non-medical in-home care you are looking for. JEVS at Home provides assistance with activities of daily living and companionship for seniors and disabled adults. Learn about our easy, in-home enrollment process today.

267-298-1325    [www.jevsathome.org](http://www.jevsathome.org)

9350 Ashton Road, Suite 102  
Philadelphia, PA 19114





# For 30 years, PATH has been helping employees with disabilities contribute and excel in local workforce

| By PATH, Inc., Staff

**Business success is dependent upon several key variables. One of these is the effectiveness of a company's employees. Exceptional companies hire the best and brightest staff to ensure their company has a competitive edge in the market.**

Defining "the best and brightest" is something that goes far beyond the literal meaning of these words. The qualities of a great employee can be unique for a particular business that requires a highly specialized skillset, but generally speaking, desirable employees tend to possess a strong work ethic, are dependable, have a positive attitude and are motivated and loyal.

Finding employees with these traits can be a challenge and is often not easily accomplished in the short term. Many businesses have discovered that hiring employees with disabilities has given them the opportunity to tap into one of the greatest sources of desirable and talented employees with the traits described above. These companies have found that employees with disabilities have contributed greatly and positively to the company's bottom line.

For the past 30 years, PATH, Inc. has helped many businesses find great employees with disabilities. PATH provides many services to the community, and one division is an employment service that provides dependable, loyal employees to companies every day.

The types of positions that PATH has helped fill over the years include Clerks, Customer Service Representatives, Greeters, Assembly Workers, Machine Operators, Cashiers, Bakers, Drivers, Delivery Persons, and Hospitality Workers among many others.

We have received many testimonies from satisfied employers: Assistant Store Director, Michael Lower, of ShopRite shared that "Dan (employee with a disability) is awesome, reliable, comes to work, and does what you need him to do."

"PATH really works with you and the employee with a disability... they come back on a regular basis to see if there is anything that can be improved on," said George Stock, Food Service Director Nutrition Group at MaST Charter School.

"I have enjoyed working with PATH over the years. They have been helpful in finding a few of my employees. I appreciate the assistance PATH has given me over the years," said Bud, Director of Food Services with Williamson's Hospitality.

"Veronica (employee with a disability) is very kind, very knowledgeable, always on time, and willing to give a smile," said Rusty Tuley, Manager in Training at Texas Roadhouse in Bensalem.

About 56.7 million people – 19 percent of the U.S. population – had a disability in 2010, according to a 2016 report released by the U.S. Census Bureau. Further, in a 2016 news release by the Bureau of Labor Statistics, 17.9 percent of persons with a disability were employed. Clearly, there is significant room to expand the number of people with disabilities who are employed and this is part of PATH's mission.

PATH provides its employment service to companies at no cost and helps the employer recruit, hire and retain employees with disabilities for their business. The process begins with finding out what your specific business needs are and we go from there. It is very easy, free, and can potentially help your business tremendously.

Additionally, according to a national survey conducted by the University of Massachusetts, 87% of customers say they would prefer to patronize businesses that hire employees with disabilities.

In addition, employees with disabilities have a lower rate of turnover than employees without disabilities. Because turnover costs for a business are a major consideration when looking at daily operations, hiring individuals with disabilities will significantly help to address this problem with the added benefit that your workforce will be much more diverse. ●

---

*If you are interested in finding out more about how PATH can help your business become even more successful at no additional cost, please contact:*

*Alan Ehrlich at (215) 624-1862, or email: [aehrlich@pathcenter.org](mailto:aehrlich@pathcenter.org).*



# PECO: How small- and medium-sized businesses can unlock big savings

| By Kate Harron, Marketing Manager, Clean Markets, LLC

**S**mall and medium-sized businesses are unlocking big savings through energy efficiency upgrades. New, proven equipment can expand profit margins while offering improvements in customer retention, worker comfort, facility attractiveness and performance.

Across Greater Northeast Philadelphia, businesses of all types and sizes are taking advantage of PECO's energy efficiency solutions. Incentives are available for energy-efficient lighting; heating, ventilation and air conditioning (HVAC) systems; refrigeration and food service equipment; and much more.

Small and medium-sized businesses that invest strategically can cut utility costs 10–30% without sacrificing service, quality, style or comfort. Investing in energy efficiency can dramatically improve a business's bottom line and reduce vulnerability to energy price risks.

For example, if an investment in energy efficiency saved \$1,000 per year, businesses operating at a net margin of 3% would have to generate over \$33,000 in sales every year to earn the same amount of money. For most small and medium-sized businesses, investing in energy efficiency is just a lot easier.

Yet a recent survey of National Small Business Association members found 84% had not received an energy audit, mostly due to lack of time or understanding of the audit process.

PECO has certified dozens of local contractors who are available to identify and implement cost-effective equipment or process upgrades. The selection process is made simple by visiting the PECO Smart Ideas for Your Business Contractor Database. Search by location, contractor services or company name.

**Once efficiency upgrades are identified, PECO offers a wide range of rebates to assist in lowering project costs. Incentives are offered for:**

**Lighting:** Interior and exterior LED as well as reduced wattage T8 or T5 linear fixtures. In addition to rebates for replacing lighting fixtures, incentives are available for permanent fixture removal in situations where LEDs provide brighter illumination through fewer total fixtures. LEDs typically use 25–80% less energy than traditional incandescent bulbs and can last up to 25 times longer, saving on maintenance and operating costs.

**HVAC:** Comfort systems including high-efficiency air conditioners, heat pumps, packaged terminal

air conditioners (PTACs), unitary HVAC chillers and demand-controlled ventilation units, all on a per-ton basis. Rebates are also available for retrocommissioning, the process of ensuring HVAC systems are designed, installed and maintained according to operational specifications. Retrocommissioning can cut energy bills by 10–15%.

**Water Heaters:** Heat pump water heaters as well as ENERGY STAR® certified commercial gas water heaters in instances where a PECO customer switches from using an electric water heater.

**Controls:** Energy management systems, otherwise known as building automation systems, as well as lighting sensors, demand-controlled ventilation and HVAC variable frequency drives. Energy management systems can yield energy savings of more than 30% in older or poorly maintained buildings through the centralized control of HVAC, lighting and other building systems.

**More:** Data center upgrades, refrigeration equipment and controls, food service equipment and custom retrofit measures.

Beyond rebates offered through PECO, business owners can leverage several state and federal incentives to finance their energy efficiency projects. The following grants, loans and tax deductions are available for businesses investing in energy efficiency:

Pennsylvania's Department of Community and Economic Development offers loans for up to 50% of project costs or grants for as much as 30%.

Pennsylvania's Small Business Advantage Grant Program offers businesses with fewer than 100 employees matching grants covering 50% of project costs.

The Pennsylvania Industrial Development Authority provides low-interest loans and lines of credit.

IRS Section 179D allows a tax deduction of up to \$1.80 per square foot for reducing energy costs at least 50%, or partial deductions totaling \$0.60 per square foot. ●

*Business owners interested in unlocking the energy efficiency potential within their properties or facilities should contact PECO at:*

*1-844-4BIZ-SAVE (1-844-424-9728)*

*or visit <http://bit.ly/GNPCC>*

*"Energy management systems can yield energy savings of more than 30% in older or poorly maintained buildings through the centralized control of HVAC, lighting and other building systems."*

# PGW: With *EnergySense* programs, it's not "business as usual"

| By Barry O'Sullivan, Director, Corporate Communications, PGW

In today's economy, there are growing pressures and new challenges facing local businesses. Competition moves faster, new ways of doing business can be disruptive, and for most of us, the phrase 'business as usual' no longer applies.

Since 1836, PGW has worked to support the Philadelphia economy. We have succeeded by recognizing that our customers are individuals, by acknowledging that the pressures one business faces may be different from those that keep another business owner awake at night. That's why we devote so much time to developing new energy solutions. We want to make it easier for companies of all sizes to grow and thrive in Philadelphia.

We understand that being able to effectively manage and control energy costs can be the difference between profitability and struggling to stay afloat.

If your business uses natural gas as its primary energy source you're already on the right track. Today's natural gas bills are lower than they've been in over a decade, and an abundant domestic supply means that this low cost fuel environment will likely remain in place for decades. Natural gas is also a far greener option than other fossil fuels. In fact, natural gas emits 50 to 60 percent less carbon dioxide (CO<sub>2</sub>) when used in power plants compared to coal or oil. It also emits 15 to 20 percent less heat-trapping gases than gasoline when used as fuel for vehicles.

By using natural gas, you are not only improving your odds for future financial success and sustainability, you are being proactive in supporting the environment we all share, for future generations. At PGW we want to spread that message and continue to assist local businesses with switching to natural gas delivered by a home-grown provider whose employees do more than just work in Philadelphia – they live here too.

**That's why we developed *EnergySense*** – a suite of programs, grants, rebates and other incentives designed to help businesses save money while reducing their carbon footprint. With *EnergySense*, businesses can go green and also save money. To find out what program can work for you, we urge you to visit [PGWorks.com](http://PGWorks.com).

**You can improve your energy conservation and manage your company's energy costs more effectively with seemingly small changes that can have a lasting impact:**

- Replace old appliances with energy-efficient models carrying the "Energy Star" label
- Have your building's gas furnace cleaned by a professional for greater efficiency
- Cover bare floors with carpeting or rugs.
- Make sure that ventilator ducts and water pipes that pass through unheated areas (garages, basements, etc.) are insulated.
- Make sure that air vents are not blocked

Whether you use natural gas extensively, or are thinking of converting, you can benefit from a cleaner, cheaper fuel. And if you qualify for PGW incentives the cost can be less than you think, and you'll start saving even faster.

Working with PGW has other benefits. For instance, for every dollar of revenue that PGW collects we generate around \$1.70 in local economic activity. That's over \$1 billion a year that PGW injects into the city of Philadelphia. We also work directly with companies that provide needed goods and services. Last year, PGW spent more than \$128 million with outside vendors, many of them from this region, for everything from construction services to printer paper. If you think that your company is well-placed to work with PGW, visit [PGWorks.com](http://PGWorks.com) to learn more about our business opportunities and procurement process.

At the moment, some of our advertising runs with the tagline "We Work for Philadelphia." That means we focus on doing the best we can so that the whole city can grow and succeed. That perspective is also reflected in our newly adopted company mission, which is to "enhance the quality of life and promote business development in our community by meeting Philadelphia's energy needs." ●

---

*For over 180 years, we've served the city of Philadelphia. We're still committed to that cause. Check us out, maybe we have programs and services to add new momentum to your business. All it takes is a visit to [PGWorks.com](http://PGWorks.com)*

---

**"By using natural gas, you are not only improving your odds for future financial success and sustainability, you are being proactive in supporting the environment we all share, for future generations."**

**"We devote so much time to developing new energy solutions."**

# The “Eagles Bus” rolls on through the years, and the memories burn brightly

***There have been several editions of Charlie Garuffe’s well known bus, the latest outfitted with comfortable seating, three TVs, bar and tables***

| By Tom Waring, Northeast Times



**Original Eagle Bus found a new home atop Charlie Garuffe’s business, Paintarama.**

Charlie Garuffe has been an Eagles season ticket-holder since 1963, and likes to arrive at the stadium in style.

Back in 1971, the veteran businessman bought a bus from a Presbyterian church in Huntingdon Valley for \$225 to take fellow fans to the new Veterans Stadium.

Sure, the bus broke down a few miles from the church lot and had to be towed, but after a fresh paint job and some body, automotive and upholstery work, it was almost as good as new.

The bus, a white 1954 Ford with green Eagles wings, made its way back and forth to Broad and Pattison for a decade until it was time for a road trip. New Orleans, January 1981, site of Super Bowl XV. Garuffe was among 13 people making the trip.

“It was the Dirty Dozen plus one,” he recalled.

The bus got as far as Blacksburg, South Carolina before breaking down. The Dirty Dozen made it to The Big Easy by rental car or plane, only to see the Eagles lose to the Oakland Raiders.

The bus was retired, placed on top of Garuffe’s business – Paintarama at 5223 Torresdale Ave. in Wissinoming. Paintarama and another Garuffe business, the popular former Thee Bus Stop bar, are no longer there, but the bus remains. Now, it’s a blue food truck.

The original bus still holds fond memories for Garuffe, who lives on Magee Avenue in West Mayfair.

“For \$3, we had all kinds of sandwiches and a complete open bar,” he said.

“It was the highlight of the fellas’ week,” said Mary Ann Garuffe, Charlie’s wife.

In 1981, Garuffe bought his second bus. It was a 1971 International, green with silver wings that lasted for a quarter-century.

The highlight of its existence was a 2005 trip to Jacksonville for Super Bowl XXXIX. Again, the Eagles lost, this time to the New England Patriots.

Garuffe tried to cheer up the other guys on the bus ride home. “I started singing Zip-a-Dee-Doo-Dah,” he said. That bus lasted until 2006, when it went to a scrap yard.

The current bus, a green 1992 International, was bought later in ‘06. Last year, a corporation called OEB 1971 – an acronym for “Original Eagles Bus” and the year the first bus was bought – purchased the bus.

The corporation is made up of business partners who manage the Ashburner Inn in Holmesburg. The bus will be parked outside the Ashburner, at Torresdale Avenue and Ashburner Street, for every home game, departing 2½ hours before kickoff.

“I’m excited. I love it. It’s such a good time,” said part-owner Jim Harvey.

Sponsors of the bus are the Ashburner, Philadelphia Federal Credit Union, Armor Concrete, Aztec Signs and Coca-Cola.

Like in past years, the bus will find a good parking spot on “Charlie Garuffe’s Island,” close to Lincoln Financial Field.

The bus is luxurious inside, with comfortable seating (including two seats from the Vet) for 25, three televisions, a bar, tables, carpeting, green and white lights and a urinal.

“It’s not like a school bus,” Harvey said.

Inside, there are pictures and letters thanking Garuffe for his support from former coach Dick Vermeil, former owner Norman Braman and current owner Jeffrey Lurie. There’s even a picture of Pope John Paul II with an Eagles emblem on his robe.

Outside, there’s an Eagles license plate on the front, along with various team logos, pictures of cheerleaders and the American flag, blown-up ticket stubs from the Super Bowl games and the initials “JJ,” in memory of former defensive coordinator Jim Johnson.

The bus is adorned with slogans such as, “We’re on Our Way to the Super Bowl,” “Go Get ‘Em Eagles” and “Either Way, We Can’t Lose,” a belief among the fans that they’ll have a good time, win or lose.

“We tailgate on the way down and tailgate on the way back,” Harvey said.

Harvey remembers the first bus, and gives all the props to Garuffe and his pals.

“They were the original tailgaters,” he said.

Garuffe, who has been to 23 Super Bowls, remembers when tickets at Franklin Field cost \$18 – for the whole season.

The memories are priceless. In fact, the words, “Welcome to Thee Bus Load of Memories” can be seen when boarding the bus.

“We had a million good times,” he said.

Garuffe remembers the buses being parked outside Tony’s Place, Chickie’s & Pete’s, Thee Bus Stop and now the Ashburner on game days. One bus was blessed by the Rev. Joe Campellone, former president of Father Judge High School.





Co-owner, Jim Harvey of the Ashburner Inn proudly poses with Charlie and Mary Ann Garuffe.

Once, the bus traveled to the Eagles' former training camp site at West Chester University, where the players had a beer party on board.

The bus has also made its way to the Pro Football Hall of Fame, a few Super Bowls that didn't involve the Eagles, some Phillies games and Bruce Springsteen and Billy Joel concerts. It's been used for bachelor parties and birthday parties. It'll be used by two wedding parties in the near future.

Garuffe's son, Chaz, has been riding the bus to games since he was 5. "He's 46 now," his dad said.



Today the Eagles Bus can be found quite often at the Linc. Look for the bus this season!

Garuffe still has his season tickets in Section 111, but prefers to watch from the comfort of his home with his wife.

If the Eagles make the Super Bowl, though, he'd be up for a road trip on the bus. He's seen the Eagles lose twice in the Super Bowl and was in the U.S. Air Force, stationed in North Africa, when the Eagles won the 1960 NFL championship.

"I'm still wishing," he said. "That would be my ideal thing, one more time, as long as they win."

To rent the bus, call 215-622-5170. ●

## Northeast Philadelphia was home to America's first gymnasium

| By Jack McCarthy, Archivist and Historian



Northeast Philadelphia can lay claim to a number of important "firsts" in American history. A little-known one is being home to the first gymnasium in America. The first institutional building in the United States specifically called a "gymnasium" and built to house physical exercise activities and equipment, opened in 1889 on the grounds of Friends Hospital, just outside Frankford in the lower Northeast.

Friends Hospital itself represents a significant first in American history. Founded in 1813 by members of the Religious Society of Friends (Quakers) as the Asylum for the Relief of Persons Deprived of the Use of Their Reason, and later called the Frankford Asylum for the Insane, Friends Hospital was the first private mental hospital in America. Still in its original location, it is the nation's oldest continuously operating psychiatric hospital.

The gymnasium at Friends Hospital was built as part of an effort to incorporate physical exercise into patient treatment. While physical exercise in military training and educational institutions goes back millennia, the modern concept of a formal program of physical education in a specially equipped facility emerged in Europe in the early years of the nineteenth century. The idea eventually took root in America. Physicians at Friends Hospital began introducing physical exercise as part of patient treatment in the mid-nineteenth century.

By the 1870s and 1880s Friends Hospital had an active, organized exercise program for its patients.

These activities originally took place in various available spaces at the Hospital, but following receipt of a major financial gift in 1887, the hospital board of managers decided to construct a building specifically for the exercise program. Opened in 1889 and located on the western lawn of the hospital grounds, the building was called a "gymnasium." The word had its origins in ancient Greece, where it was used to refer to places where both physical and intellectual training took place. The term appears to have fallen out of use until revived in Europe in the nineteenth century, when formal athletic programs and facilities to house them began to be established. The gymnasium at Friends Hospital is the first known use of the word for an institutional exercise facility in America.

The Friends Hospital gymnasium had a large, open interior with high ceilings. It was outfitted with a variety of exercise equipment, including dumbbells, mats, climbing ropes, and rings. There were also shower facilities for the patients. While the building was well-used, it was relatively short-lived. It was demolished in 1914 to make way for Northeast Boulevard, later renamed Roosevelt Boulevard. The Boulevard was built in stages going north from Broad Street starting in 1903. The extension to Oxford Circle just to the north of Friends Hospital opened in 1914. Its construction required use of some of the land on the western part of Friends Hospital's grounds and demolition of the gymnasium.

In existence for only twenty-five years, the gymnasium at Friends Hospital represents an important first for Northeast Philadelphia and the nation. ●

*Jack McCarthy is project director for the Northeast Philadelphia Hall of Fame, an author, lecturer and historian.*

# Getting to Know Five “Flavors of the Northeast”

| By Kaitlyn Haney,  
Special People in the Northeast, Inc. (SPIN)

“Flavors of the Northeast” at The Philadelphia Ballroom September 26, 2017 provided guests the opportunity to sample some of the area’s best restaurants and eateries. We had some fun with five vendors who were featured at the event. We sent them some simple statements and asked them to fill in the blanks so we could get to know the people who help to make Northeast Philadelphia a great place to eat!



## 4 Every Occasion Cakes & Cupcakes

4 Every Occasion Cakes & Cupcakes feature some of the most creative and delicious creations ever to come out of the oven! Just as their name suggests, there are cakes and cupcakes “for every occasion.” Graduations, birthday parties, Sweet 16 celebrations, anniversaries, bridal and baby showers, and, of course, weddings. In the words of the owner, “it takes a crafty and creative person” to deliver the kinds of products she does.

**My name is Anitria Odum, and I am the owner of 4 Every Occasion Cakes & Cupcakes.**

It wasn’t until I was 34-years-old that I discovered my passion and hidden talent for cake decorating.

When people come into 4 Every Occasion, they can expect to be given excellent customer service.

After buying one of our custom creations, I love hearing feedback from our customers. It’s a learning experience for me, and when they are especially pleased, it makes me happy.

My recipe for success is taking time to understand EXACTLY what a customer wants and needs.

Giving back to the community is important. On June 10, 2017, we led a campaign to help the Ronald McDonald House Charities. This is the kind of partnership we are proud to announce.

I was a wedding planner, and it was during these years that my desire to create edible favors for the couple was born and blossomed.

I ask GNPCC members and friends to stop by and say hello. Give us a look. We’ll work hard to earn your business.

### 4 Every Occasion

1821 Cottman Avenue  
Philadelphia, PA 19111



## The Grey Lodge & Hop Angel Brauhaus

First came The Grey Lodge, then came the Hop Angel. Two great Northeast bars and restaurants that people can’t get enough of. With an expansive micro-brew selection and French Fries named “Best of Philly” by Philadelphia Magazine, The Grey Lodge offers a friendly atmosphere fit for a great time. At The Hop Angel located at the former Blue Ox Brauhaus, the brauhaus is back with new life equipped with German fare, a long-list of German styled beers and beyond, and an outdoor Beer Garden. We got to know co-owner Mike “Scoats” Scotese.

**My name is Scoats. I’m the owner/manager of The Grey Lodge Pub and more.**

When people come to The Grey Lodge they say I’ll have number 9.

After a night at The Hop Angel, guests say I loved the Frickles.

When I’m feeling hungry, I order the Lucky 13 Brisket Burger at The Grey Lodge, and I always order the Jagr Schnitzel at the Hop Angel.

Our recipe for success is caring, showing up every day, and having fun doing it.

To me our restaurants are children, teenage children who are great trustworthy kids, but need supervision.

**The Grey Lodge**  
6235 Frankford Ave.  
Philadelphia, PA 19135

**Hop Angel Brauhaus**  
7980 Oxford Ave.  
Philadelphia, PA 19111







## *The Dining Car*

A great American diner since 1961, The Dining Car is not just a local favorite – even Guy Fieri from The Food Network’s “Diners, Drive-Ins, and Dives” has traveled to visit this place. When you come to The Dining Car, you’re welcomed into the family. The family-based restaurant operated by the Morozin Family makes you feel the comforts of home with its famous French Onion Soup, Chicken Croquettes, Jewish Apple Cake and American/International specialties.

**My name is Nancy Morozin AKA Nancydiner. I am the co-owner of The Dining Car.**

When people come to The Dining Car, they say it’s one of their favorite places to eat and it feels like home. They say they love the staff.

To me, The Dining Car is Food, Family, Fun.

The one thing I can’t live without on our menu is the Bistro Salad and just about any of Chef Larry’s soups, but you can never go wrong with the French Onion Soup, Cream Cheese Omelet, Turkey Marmalade Sandwich, Chicken Croquettes, I could go on and on...

I love coming to the restaurant each day and seeing happy and upbeat staff enjoying their work, each other and their guests. There is nothing like it, when things are rolling along nice and busy and everyone is enjoying work and helping each other because we live our Mission of serving great American food in a clean, friendly and joyful environment, giving our valued guests the best dining experience we can, and doing so with integrity and pride.

The success of The Dining Car is because of the “secret sauce” of a hard working and dedicated staff, that make good on the knowledge of knowing, our guests have lots of choices and that we must, everyday, earn the right to be chosen.

### **The Dining Car**

8826 Frankford Ave  
Philadelphia, PA 19136



## *Three Monkeys Café*

Situated at the Torresdale Train Station is Three Monkeys Café offering American fare all day, gourmet coffee, and “monkey spirits.” What’s great about this place? You get to pick your “habitat” to create your own dining experience. Inside, enjoy seasonal and craft beers with friends seated at the restored 1890’s bar or dine in the Victorian-styled, Rising Ferry Dining Room. Outdoors, escape with a frozen drink and fun at the Tropical Tree Bar and Monkey Court. We checked in with one of the three friends who transformed the former Torresdale Antiques building into the Three Monkeys Café we know today.

**My name is Gavin Wolfe and I’m the the owner/operator of Three Monkeys Café at Torresdale Station.**

Three Monkeys Café began after the Three of us (Gavin Wolfe, Ed McDonald and Mike McDonald) built the restaurant ourselves transforming the Torresdale Antiques store into the trendy Train Station Gastro-pub you see here today.

The name was inspired by Ed who often called his close friends “Monkeys” (ie: “Hey Monkey... Where are we going tonight?”) as well as the play off of the Three Wise Monkeys...Hear no Evil, See No Evil, Speak No Evil. Our Motto is Eat, Drink and Be Monkey!! Three Monkeys Café is a Neighborhood Landmark often compared to the classic TV show Cheers.

The one thing we always hear from our customers is they love to look around and see things in every corner that they never noticed before.

The key to our success is our Loyal, Friendly staff and Regular repeat customers along with our funky Old-city style Tavern combined with the funky Key-West Courtyard.

### **Three Monkeys Café**

9645 James St.  
Philadelphia, PA 19114



## *RB's Chocolate Revenge*

If you like chocolate, RB’s Chocolate Revenge on Frankford Avenue has you covered. In 2010, the shop opened its doors after experienced chocolatiers Barbara Sullivan and Ro Morris decided to open venture out on their own to create their chocolatey ideas. With handmade chocolates, party favors, candy trays, hollow chocolate figurines and custom orders, this chocolate shop will delight any sweet-tooth.

**My name is Barb Sullivan. I’m co-owner at RB’s Chocolate Revenge.**

We opened RB’s Chocolate Revenge to continue our chocolate careers.

I fell in love with chocolate when I was a small child. And, I have preferred dark chocolate all of my life – even as a child!

My favorite thing we make is almond butter crunch because not all candy stores make it! It’s a toffee with nuts on the outside and a classic.

The first thing I do when I walk in the store is take a deep breath so I can smell the chocolate.

The secret ingredient to our success is that we are very compassionate about our work.

To me, this shop is special because it’s very cozy – we have a lot of furniture in here! ●

### **RB's Chocolate Revenge**

8733 Frankford Ave.  
Philadelphia, PA 19136





# CHAMPIONS FOR CHILDREN

TO BENEFIT  
**CORA SERVICES**

**THURSDAY**

**NOV. 16**

**2017**

**5:30-8:30 P.M.**

**THE UNION LEAGUE  
OF PHILADELPHIA**

**140 S. BROAD ST.**



## HONOREES

HERBERT BASS, ESQ. &  
FOX ROTHSCHILD, LLP

ARTHUR C. EVANS, JR. PH.D.



## CONTACT US

★ 215.701.2776 ★

[CARING@CORASERVICES.ORG](mailto:CARING@CORASERVICES.ORG)



**SPONSORSHIPS/  
REGISTRATION:**  
[CORASERVICES.ORG](http://CORASERVICES.ORG)



### Earn your bachelor's degree in Business from a world-renowned university—

with courses that fit your schedule

Penn State Abington's accelerated degree completion program in Business (B.S.B.) is designed for working professionals who:

- have partially completed their bachelor's degrees or have completed their associate degrees;
- have previously obtained approximately 45 to 60 credits that are eligible to transfer to Penn State; and
- are highly motivated to participate in a fast-paced program.

Contact Bert Max at 215-881-7395 or [bsm13@psu.edu](mailto:bsm13@psu.edu) today!



**PennState**  
Abington

[abington.psu.edu/  
working-professionals](http://abington.psu.edu/working-professionals)

## WOMEN IN BUSINESS

**Manufacturing and Industry**

**Conference**

Greater Northeast Philadelphia  
Chamber of Commerce

**Wednesday, November 15, 2017**

**8:00 - 11:00 am • \$40**

**Cardone Industries**

5501 Whitaker Avenue, Phila 19124

**Join us as we offer powerful information  
from our region's top experts.**

finance • health • sales • legal • business culture

Women in Manufacturing and Industry is a subsidiary of our  
Women in Business Conference

For information visit [www.nephilachamber.com](http://www.nephilachamber.com) or call 215.332.3400

# Tax Considerations for Small- and Mid-Sized Businesses

| By Gloria M. Pugliese, GNPCC Staff Writer

As the end of the year approaches, businesses must prepare to for tax filings. Below are some ideas business owners may wish to discuss with their accountants or attorneys to mitigate their tax burden. First, businesses operating on an accrual basis may wish to take care payments that are due after the new year in December. By accelerating billing and delaying invoicing, businesses may be able to decrease their tax liability. Keep in mind, however, that accelerating payments to reduce taxes this year, may lead to an increase in tax burden next year.

If your company is considering the purchase of a large vehicle or other piece of equipment, section 179 of the tax code may provide an opportunity to take an expense cost all at once rather than depreciating the purchase over time.

Businesses operating on a cash basis may wish to pay property taxes before the end of the year, as this may provide an additional tax deduction. Another possibility for C Corporations is to provide bonuses to top employees. This will take cash off the balance sheet, and may provide a deduction for employee benefits. Insurance benefits provided to employees may also offer companies tax advantages.

Employer-paid group life and disability insurance premiums, and long-term care insurance may provide deductions for companies as well – as long as the premiums are paid before the end of the year. Businesses may also want to max out retirement plan contributions for additional tax benefits. Tax loss harvesting may also provide a tax benefit for companies. In this scenario, businesses may be able

to sell an investment on which the company took a loss to offset the sale of a net gain. This may provide a tax neutral situation potentially reducing capital gains.

As you look to plan for 2018, you may also be interested in opportunities for your business to support charitable organizations in lieu of paying taxes. While charitable gifts can be deducted from your taxes, you may also want to explore participating in Pennsylvania's Educational Improvement Tax Credit (EITC) Program. This program provides tax credits to eligible businesses contributing to a scholarship organization, an educational improvement organization, or a pre-kindergarten scholarship organization. More information on this program and the application deadlines can be found at <http://dced.pa.gov/programs/educational-improvement-tax-credit-program-eitc/>

Companies may also wish to take advantage of opportunities to buy or sell tax credits. A tax credit broker can be helpful in exploring these options with businesses. It is important to seek the advice of an accountant or tax attorney and take your company's long-term plans into consideration before making any decisions, and the ideas expressed in this article may not be suitable for all businesses. ●

---

*Gloria M. Pugliese is a Certified Fundraising Executive with nearly 20 years' experience in all aspects of fundraising. Currently, she is the senior development officer for Clarke Schools for Hearing and Speech and an adjunct instructor, College of Professional Studies at Villanova University).*

---





# SEE WHAT'S IN STORE FOR YOU



CONVENIENT • TRUSTED • EXPERIENCED

Yes, you have a convenient store nearby. But, even more importantly, you have an entire team of people dedicated to helping you get what you need quickly and easily—and **SAVING YOU MONEY.**

- Travel Planning
- International Drivers Permits
- Passport Photos
- Auto, Home & Life Insurance
- Movie & Attraction Tickets
- Luggage & Travel Accessories



Visit Us Today!  
**AAA.COM/STORES**



**MERCHANDISE**

**10% OFF**

One Regular-priced Item

Save 10% on one regular-priced item (excluding tax) when you present coupon during checkout. Coupon valid on AAA Mid-Atlantic store merchandise only. Offer excludes membership, travel, insurance, travel money and financial products, gift cards, passport photos, notary, tag and title services, E-ZPass, car care/maintenance, attraction tickets, and movie tickets. Other exclusions may apply. Not valid on sale/clearance items, online purchases, prior sales, or in combination with other promotions. Coupon has no cash value. Offer valid through 3/31/18.

  
DMSAVE17

## NORTHEAST PHILADELPHIA

9475 Roosevelt Boulevard  
Philadelphia, PA 19114  
215-671-1700

## STORE HOURS

Mon-Wed & Fri..... 8:30AM-5PM  
Thurs ..... 8:30AM-6:30PM  
Sat..... 8:30AM-4:30PM



# FIVE HEALTHY LIVING TIPS FOR FOOTBALL SEASON

| By Felicia Porrazza, MDA, RDN, LDN

Owner & Registered Dietitian at PorrazzaNutrition, [www.porrazzanutrition.com](http://www.porrazzanutrition.com)

Football season is approaching and that means more of the weekly snacks and apps. Let's face it, most game day snacks are not the healthiest options - loaded nachos, fried wings, cheesy dips. While a few treats here or there won't harm the waistline, keep your health in check this football season with these tips.

## #1 - Eat Before Your Go

While it is often a common thought to decrease calories or not eat at all before a party, it is actually a better idea to consume something well-balanced before heading out. Not only will it curb your appetite, and decrease the amount of food you snack on, but it will help you to choose items more wisely. Think about it, how sensibly are you thinking about healthy eating when you are starving? Load up on some high-fiber carbohydrates (like oatmeal with fresh fruit) and a bit of lean protein (like nuts) to curb your appetite.

## #2 - Bring a Healthy Dish

Most football parties lack in the nutrition realm, so instead of settling for what is available, come prepared with a healthy dish. Veggies and hummus, salsa with whole grain pita, or fruit kebabs are all great finger-foods that can lighten up the menu.

## #3 - Move Away From the Food

It is tempting to pick on snacks when you are standing right by the buffet table. Instead of mindlessly munching, grab a small plate, pick a few items (hopefully a few of the health ones too) and move away from the food!



## #4 - Drink Water or Unsweetened Beverages

While you may indulge in a cocktail or alcoholic beverage, remember to keep hydrated with water. Keep a bottle or glass of water by your side and try alternating it with every alcoholic or sweetened beverage you drink.

## #5 - Enjoy Yourself

If your healthy eating strategy doesn't go according to plan, don't beat yourself up over it too much. The key is to just get back on track with your health after. Don't let one day or one outing ruin your healthy eating routine! ●

## Northeast Philadelphia's premier community newspaper!

The Northeast Times started in 1934 and has grown over the past 80 years to be one of the largest weekly newspapers in Philadelphia. The paper serves the Northeast, a region of Philadelphia that covers about 47 square miles and is home to more than 425,000 people. The Northeast Times is an award-winning publication that proudly serves its community.



**For advertising information, call  
215-354-3128**



at Northeast Times

**Proud members of the Greater Northeast Philadelphia Chamber of Commerce**  
[www.BSMPhilly.com](http://www.BSMPhilly.com)

## August 12, 2017: Beautiful Beginnings Grand Opening



GNPCC President Pam Henshall, third from right, and Director of Business Services, Teri Grumbrecht, fourth from right, hold the ceremonial ribbon August 12, 2017 to signal the opening of Beautiful Beginnings child care at 8421 Frankford Ave. The program serves children ages six weeks through five-years-old. Photo: Richard Haldis, Wise Owl Multimedia

## August 9, 2017: Greater Northeast Philadelphia and Eastern Montgomery County Chambers Networking Together at American Heritage Federal Credit Union







strategy // design // code

we build  
**WEBSITES**



WEB DESIGN



WORDPRESS



MAGENTO



PRINT DESIGN

215.478.6586

[www.inverseparadox.com](http://www.inverseparadox.com)

**July 19, 2017:**

## **Merrill Reese at the Protestant Home**



Philadelphia Eagles Hall of Fame broadcaster Merrill Reese shakes hands with Beneficial Bank's Charlie Kueny July 19, 2017 at a luncheon sponsored by Philadelphia Protestant Home. Merrill, who is also general manager of radio station WCBC 1490 AM in Bucks, Burlington and Mercer Counties, shared many great memories and opinions of his beloved Eagles.



Merrill Reese with GNPCC board member George Zauflik, right, and George Zauflik Jr.



Merrill Reese with GNPCC Consulting Chair Dan McElhatton, Esq.

# GNPCC in the Community

June 26, 2017:

## GNPCC 95th Annual Directors Cup Golf Challenge



So the legend goes, the Greater Northeast Philadelphia Chamber of Commerce was founded on the fairways and greens of old Torresdale-Frankford Country Club's golf course in the early 1920s. The tradition continued June 26, 2017 under sunny skies at the fabulous Union League Golf Club at Torresdale, where the GNPCC held their 95th Annual Directors Cup Golf Challenge. The staff at the Union League, led by GNPCC board member Ann Markowitz, provided superior service and excellent cuisine. The 2018 golf outing is already booked for July 23. Photos: Teri Grumbrecht, GNPCC Director of Business Services







## Luxury Living at an Unbeatable Value

*Independent Living · Personal Care · Memory Care · Rehabilitation and Skilled Nursing*

### **Delaware County**

100 Halcyon Drive  
Media, PA  
610-355-1328

### **Bucks County**

200 Veterans Lane  
Doylestown, PA  
267-895-1152

### **Montgomery County**

2815 Byberry Road  
Hatboro, PA  
267-895-1152

### **NE Philadelphia**

8401 Roosevelt Blvd.  
Philadelphia, PA  
267-348-3345

### **NE Philadelphia**

7040 Oxford Avenue  
Philadelphia, PA  
267-348-2871

### **NW Philadelphia**

6300 Greene Street  
Philadelphia, PA  
215-991-7110

***Discounts Available for GNPCC Members!***

**For more information, please visit [www.WEL.org](http://www.WEL.org) or call 877-U-AGE-WEL**



The Wesley Enhanced Living continuing care retirement communities are non-profit, with a mission to deliver a purpose-filled life to residents



## Join our Family.

Holy Family University focuses on providing a supportive environment for learning, helping students to make the most of their potential. With **more than 40 undergraduate programs**, Holy Family provides a variety of possibilities for incoming students looking for their bachelor's degree.

Looking for an **advanced degree**? We offer two types of MBA, an MS in Accountancy, MSN, MA in Criminal Justice, MS in Counseling Psychology (with LPC opportunities), and MEd. How about **doctoral programs**? In addition to our EdD, we launched a DNP and PsyD this fall!

### Fall 2017 – Register on our website!

#### Undergraduate Open Houses

Sunday, October 1 @ 10 am  
Sunday, November 5 @ 10 am

#### Undergraduate Saturday Tour Days

Saturday, October 14 @ 10:30 am  
Saturday, November 11 @ 10:30 am  
Saturday, December 2 @ 10:30 am

#### Graduate and Adult Programs Open Houses

Wednesday, October 11 @ 5:30 pm | Newtown Site  
Wednesday, November 8 @ 5:30 pm | Bensalem Site



**Holy Family**  
UNIVERSITY

*The Value of Family*

[holyfamily.edu](http://holyfamily.edu)



## Importance of Cyber Security and Risk of Attacks

| By Hadley Perkins, Esq., Perkins Privacy Law, LLC

**Trust. One of a small business's great strengths, it may also be its biggest vulnerability.** Trust that employees will protect company data. Trust that vendors will handle data securely. Trust that systems are secure. Trust that, even if an incident occurs, the loss of that data will not have significant consequences. Trust that it will never happen to your business.

The good news is that because cyber incidents are often preventable, there are steps that can be taken to protect data while at the same time maintaining a culture of trust with employees and vendors. Employee training, simple changes to employment procedures, and careful contract negotiation can dramatically lower the risk of data loss.

Training employees to recognize phishing/SMSing emails or messages, which attempt to infect a device through an email or text with a malicious link or attachment, reduces the risk of cyber attacks and loss of data. Similarly, training employees to effectively manage their network and application passwords will reduce the risk of employees being impersonated by individuals attempting to access company systems. Training them to recognize and avoid malicious links and websites, minimizes the risk of exploit through fake downloads or other deceptive means. Good training strengthens trust in employees.

Employee policies, particularly those governing employee hiring and termination, are a crucial step towards securing data. It is important that companies keep track of what data employees can access upon hire, and that that access is cut off immediately upon resignation or termination. All ex-employees should return all devices owned by the company, including computers, tablets, and flash drives, and should confirm they've deleted any company data stored on personal devices. Companies should verify all data has been returned. Companies that have Bring Your Own Device policies should closely review and revise those policies to ensure the company's information is protected in the event an employee's device is stolen or misplaced. Being aware of where data is and who has access to it allows a company to trust the data will not be misused.

To avoid vendor-caused breaches such as those suffered recently by Verizon and the Republican National Committee, make sure all contracts address vendor information management and clearly establish incident response procedures.

By taking these steps, small companies will be able to bolster a culture of trust by confidently assuring employees, customers, and clients that the security of their data is a priority. ●



# Our Service Is Second To None!

**COMPLETE  
EVENT  
PLANNING**



**24/7  
365 Days  
A Year**



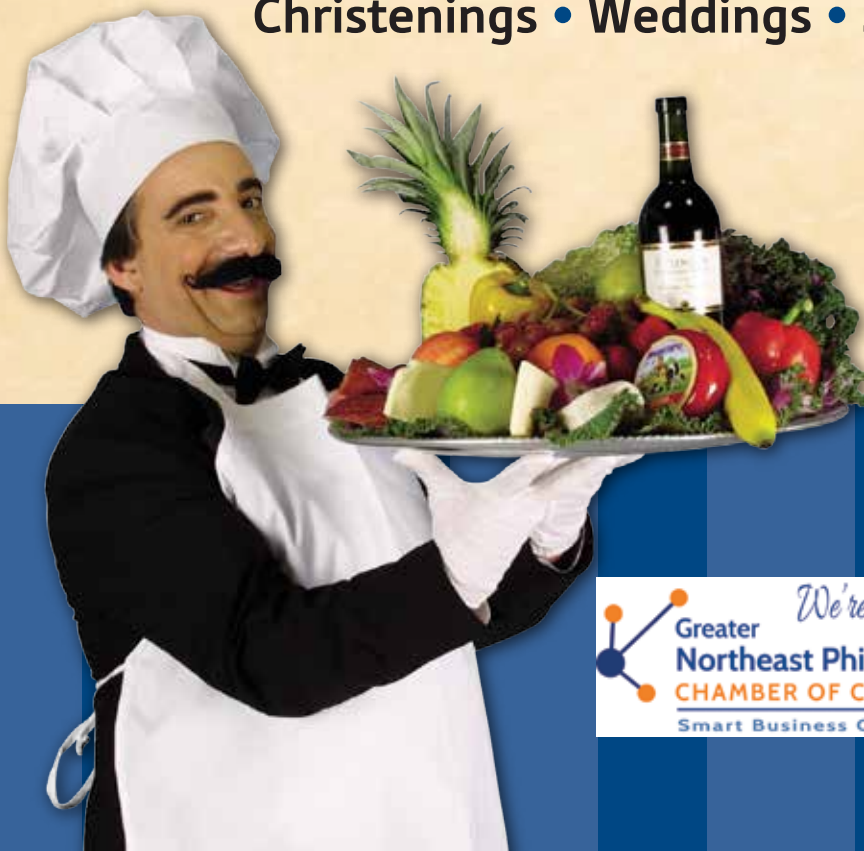
*Breakfast • Luncheons • Dinners*

**Specializing in**

**OFF-PREMISE CATERING**

**UP TO 10,000 GUESTS  
CUSTOMIZED MENUS**

**Cocktail Parties • Birthdays • Graduations  
Christenings • Weddings • Sympathy Trays etc.**



**215-698-1117**

[orders@villagecatering.com](mailto:orders@villagecatering.com)  
[www.villagecatering.com](http://www.villagecatering.com)

**9228 Ashton Road  
Philadelphia, PA 19114**

**Family Owned & Operated  
Since 1980**



**PREFERRED CATERER  
OF**



# Printing *is more than just ink on paper*



MARKETING



PRINT



MAIL



DESIGN



WEB



SIGNS



PROMO



APPAREL

**M**ore than just quality and speed, our printing expertise extends to types of paper that add impact, money-saving ways to manage and order your print materials — online and offline, as well as getting your valuable printed messages in the mail on time and on budget. We're a one-stop local resource for printing services and so much more.



**ALLEGRA®**  
MARKETING • PRINT • MAIL



12285 McNulty Road  
Philadelphia, PA 19154

215.969.0500  
215.677.9026 FAX

[WWW.ALLEGRAPHILLY.COM](http://WWW.ALLEGRAPHILLY.COM)

## We Do **IT** Better.

### **Save Money. Sleep Better.**

Two reasons why we should be your IT company.

We deliver reliable, secure, scalable and cost-effective IT support for companies of all sizes. We have the skills needed to keep you up and running.

No downtime means increased productivity and profitability. With phone support, help desk service, and remote support, **we're here when you need us.**



**Total Technology**  
resources

A better solution for your company's IT needs.

215.464.8121  
[thetechresource.com](http://thetechresource.com)

10063 Sandmeyer Lane  
Suite 100  
Philadelphia, PA 19116





## Community College of Philadelphia Helps Small Business Owners Leverage the Tools they Need to Grow Block-by-Block

**F**or all the successful small business ventures launched throughout the city of Philadelphia each year, possibly just as many may fail to gain traction in the marketplace due to a lack of a business plan, uncertainty in how to access capital, undercapitalization, inadequate marketing or other reasons.

Community College of Philadelphia has set the stage for success with its program, Power Up Your Business, to help small business owners manage and grow their business with confidence and competence.

Since January, Power Up Your Business has offered these important business owners free workshops to help them manage and plan for growth, and connect with valuable resources. Power Up Your Business provides training and business development tools to existing and aspiring small business owners who serve as the building blocks of daily commerce in so many neighborhoods. Child care centers, corner grocers and other micro-businesses create hubs of activity where residents can gather, catch up on the news and build community.

Moreover, small businesses are the biggest job creators in most cities, especially in underserved neighborhoods. A newly released report, "The Big Impact of Small Business on Urban Job Creation," by the nonprofit Initiative for a Competitive Inner City, examined five big cities across the nation: Chicago, Dallas, Detroit, Los Angeles and Washington, DC. It found that if small inner-city businesses hired an additional one to three employees each, unemployment could be eliminated in most neighborhoods.

**Power Up is designed to unlock the potential of the commercial corridors, which are the heart of the neighborhood economy through a two-tiered approach:**

**Tier 1: Peer-based Learning Experience** – A 10-week, 30-hour course in small business management and planning that provides practical skills required for running a successful business. Practical skills such as entrepreneurial leadership, understanding financial statements, marketing, and creating effective improvement plans are included,

along with personalized support from a business coach. Applications for the next cohort, which will be held at the College's Northeast Regional Center, are due Nov. 17; the program starts January 2018.

**Tier 2: Store Owner Series** – Covers small business basics such as marketing, capital and credit, and bookkeeping. Additional specialized workshops focus on such topics as negotiating leases and understanding city taxes. This series also introduces business owners to the College's programs that support running a business efficiently, from QuickBooks to ServSafe to Business Communication.

"Power Up has been an amazing resource as I work to maximize potential growth and profitability. With the help and insights of both program leaders and cohort colleagues, I am developing exciting strategies to better market my business to new customers and retain current ones. I'm considering diversifying my products/ services to attract new customers, while segmenting my current customer list via targeted marketing to maintain an increase their interest," said Heather Hutchinson Harris, part owner of Handcraft Workshop, a fabric boutique and sewing studio in Mt. Airy offering a carefully curated, modern selection of high quality designer fabric.

Desmin Daniels operates Rose Petals Café and Lounge with his wife Jania. Daniels enrolled in Power Up Your Business because he was thinking of expanding the business.

"I think one of the things Power Up Your Business helped me to do is take a second look at my original business plan," said Daniels. "The course helped me to consider recalibrating the marketing, financial and branding pieces of my business. The facilitators were wonderful in that they spent so much one-on-one time with us."

The next Store Owner Series begins on Tuesday, Sept. 12 at the College's Northeast Regional Center, 12901 Townsend Rd. Business owners can RSVP and take advantage of this free training at [www.ccp.edu/powerup](http://www.ccp.edu/powerup) or call 215-496-6151. ●

## Mingle Among the Masterpieces... and the Butterflies, too!

The 2nd Annual Mingle Among the Masterpieces arts and culture reception sponsored by the Greater Northeast Philadelphia Chamber of Commerce to showcase the talents of local artists and musicians has an exciting new home: the Philadelphia Insectarium & Butterfly Pavilion, 8046 Frankford Ave. in the historic Holmesburg section of Northeast Philadelphia.

The brainchild of GNPCC President Pam Henshall and inspired by Philadelphia artist John G. Fischer, this year's reception will be held on Monday, Dec. 4, 6-9 pm. Tickets are \$25 per person and include food and refreshments.

Mingle Among the Masterpieces is not an art auction, although buyers may contact the artists after the event if a particular piece piques their interest. The reception is a celebration of the artistic and musical talents of local students and residents whose work deserves a larger audience.

Last year, the inaugural event held at the GNPCC offices brought together a diverse group of artists, business leaders, area residents, students, seniors and educators to enjoy paintings, sketches, photographs, pottery, sculptures, and piano and guitar selections -- all provided by a myriad of local talent.

"The event committee did a great job at reaching out and identifying folks, both young and older, who were anxious to showcase their creativity," Ms. Henshall said. "The Greater Northeast Philadelphia Chamber is always looking for ways to better connect with the community, so it was a natural for us to take the lead."

Local artist John G. Fischer helped to coordinate and physically display the artwork. In fact, many of his pieces that were part of last year's event are still displayed at the GNPCC offices.

This year's reception at the Philadelphia Insectarium & Butterfly Pavilion will present an exciting new challenge for Mr. Fischer and his committee. During a walk-thru in August with Ms. Henshall and GNPCC staff members, along with Dr. John Cambridge, chief executive officer of the Insectarium, discussed ways of staging the event, which will be held in the Butterfly Pavilion part of the fascinating facility.

"We are thrilled to be a part of this," said Dr. Cambridge, a local entrepreneur who received both his Ph.D in entomology and Masters in public health from Rutgers University. "We have a great facility here for hosting events, and by partnering with the Greater Northeast Philadelphia Chamber and the surrounding community, we, too, are proudly celebrating the achievements of the residents here."

Hosting the Mingle reception fits perfectly with Dr. Cambridge's passions. Community organizing is something he feels strongly about, so much so, that he has won several awards for his work with educational public outreach. During his free time he also works with Operation Monarch, a non-profit he co-founded with other Philadelphia business owners.

Home to many rare and exotic arthropods from all over the world, the Philadelphia Insectarium & Butterfly Pavilion is an experience unlike any other in Greater Philadelphia. Interactive exhibits, hands-on learning, and high-tech displays offer a fascinating look into the world of insects.

A fabulous gift shop, too, features items from the fun to the eclectic and everything in between. The 7,000 sq. foot Butterfly Pavilion is a permanent ecosphere featuring hundreds of live tropical and native butterflies, is one of the largest of its kind in North America. It is here that most of the artwork will be on display for the event. ●

For more information visit [www.nephilachamber.com](http://www.nephilachamber.com), 215-332-3400.

**Monday, December 4**  
Beautiful Art • Fabulous Music • Exquisite Cuisine  
All In One Evening



Philadelphia Insectarium & Butterfly Pavilion  
8046 Frankford Avenue Phila. 19136  
6:00 - 8:30pm • \$25  
[www.nephilachamber.com](http://www.nephilachamber.com)

# Wawa

From One Neighbor  
To Another



© 2016 Wawa, Inc.



# STEAMFITTERS LOCAL UNION 420

## WE DO IT RIGHT THE FIRST TIME!



Since 1903, we have been providing Southeastern Pennsylvania with the safest, most qualified Steamfitters, Welders and HVAC Technicians.

PETROCHEMICAL  
PHARMACEUTICAL  
NUCLEAR / ENERGY  
GAS PIPELINES  
HEALTH CARE

COMMERCIAL REAL ESTATE  
RESIDENTIAL HVAC  
SERVICE & INSTALLATION  
COMMERCIAL HVACR  
INSTRUMENT CALIBRATION

**4500 MEMBERS • OVER 110 YEARS OF LABOR ORGANIZATION**

Find more information at [www.LU420.com](http://www.LU420.com) | 267.350.4200

[www.unitedbyexcellence.org](http://www.unitedbyexcellence.org)

# YOU HAVE LOTS OF CHOICES WHEN IT COMES TO FINANCIAL SERVICES.

FOR PERSONAL SERVICE, EXCEPTIONAL RATES  
AND EXCLUSIVE MEMBER BENEFITS,  
PHILADELPHIA FEDERAL CREDIT UNION  
IS YOUR *best* CHOICE.

THREE NORTHEAST PHILLY BRANCHES,  
INCLUDING OUR NEW TORRESDALE BRANCH!



3799 CLARENDON AVE.  
(Knights Rd. & Clarendon Ave.)

12800 TOWNSEND RD.

8025 ROOSEVELT BLVD.

*Not here for our profit.*  
**Here for yours.**

# PFCU

PHILADELPHIA  
FEDERAL CREDIT UNION  
visit us at [pfcu.com](http://pfcu.com)

215-934-3500 | [PFCU.COM](http://PFCU.COM)

Federally insured by NCUA



[facebook.com/PhiladelphiaFederalCreditUnion](https://facebook.com/PhiladelphiaFederalCreditUnion)  
[twitter.com/InsidePFCU](https://twitter.com/InsidePFCU)