

BUSINESS

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in the Workplace***



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to Earn at the Orleans
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in Northeast Philly***

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4 Every Occasion Cakes & Cupcake**

***A passion for baking
rises on Cottman Ave.***



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Pam Henshall, President
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Letter from the President:



Welcome to our fall 2018 *inBUSINESS* Magazine edition. Among these pages are stories and information of how we support diversity in our business community. The definition of diversity is the inclusion of people of different race, gender, and culture, in a group or organization. We reached out to experts throughout our region to share their thoughts on how and why companies should look into expanding their model to welcome everyone to the table.

The Greater Northeast Philadelphia Chamber of Commerce is honored to participate as a partner co-hosting events during Philadelphia Minority Enterprise Development [MED] Week. In partnership with the Urban League of Philadelphia and Center for Small Business at Community College of Philadelphia, our events will join the city-wide calendar of opportunities providing information for women-owned, minority-owned, and veteran-owned businesses and professionals.

As a Chamber partner, we have the special honor to nominate a qualified and well-deserved Northeast Philadelphia business to receive the Outstanding Minority Business Leader Award. Mayor Jim Kenney will present each honoree with a City of Philadelphia Citation at the MED Week kick-off breakfast on, Monday, October 1, 2018. This year's GNPCC recipient is Anitria Odum of 4 Every Occasion Cakes and Cupcakes and is this edition's cover story by Tom Waring, *Northeast Times*.

As the voice of Northeast Philadelphia, our Chamber is extending the commitment of diversity and inclusion by hosting our annual *Philadelphia: Working Together* on October 18 at PARX Casino & Racing. The breakfast will kick-off our initiative of continuing the conversation as we launch the *GNPCC Diversity and Inclusion Partnership*. Our goal is to engage all cultures and people who embody our flourishing business community. The Diversity and Inclusion Partnership [DIP] will include members of partnering organizations and business owners to begin a conversation about how to best serve our region.

We hope you enjoy this issue and take a moment to check out our full event calendar. We have opportunities for every networker and every interest. For a complete list of all events and programs, visit, www.nephilachamber.com.

Thank you again for your support, and we look forward to seeing you at our next event! ●

Best,
A handwritten signature in dark ink, appearing to read "Pam".

Pam Henshall, President
Greater Northeast Philadelphia Chamber of Commerce

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GNPCC Calendar

GNPCC Upcoming Events – Save the Dates

Thursday, October 18

Philadelphia: Working Together Breakfast

Parx Casino & Racing

2999 Street Road, Bensalem 19020

8:00am–9:30am

Members \$30 before October 12- Members \$40 after October 12

Non Members \$50

Tuesday, October 23

Networking Breakfast at Nazareth Hospital

2601 Holme Avenue, Marian Hall, 19152

8:30am–10:00am

Members and Invited Guests Free • Non Members \$10

Thursday, October 25

Young Leadership Network Speaker After Hours – “War and Peace in Businesses” with Dr. John Cambridge

GNPCC Office

8025 Roosevelt Boulevard, Suite 200

5:00pm–7:00pm

GNPCC Members, YLN members, and Invited Guests: FREE

Thursday, November 8

Largest Networking Event in Northeast Philadelphia

Fraternal Order of Police Lodge #5

11630 Caroline Road, 19154

5:30pm–8:30pm

GNPCC Members and Invited Guests FREE • Non Members \$15

Wednesday, November 14

Women in Manufacturing & Industry Conference

Cardone Industries

5501 Whitaker Avenue, 19124

8:00am–11:00am

GNPCC Members and Invited Guests \$35

Non-member \$45

Friday, November 16

4th Annual Meet the Legislators Breakfast

Community College of Philadelphia Northeast Center

12901 Townsend Road, 19154

7:30am–10:00am

GNPCC Members and Invited Guests FREE • Non-Members \$10

Thursday, November 29

Young Leadership Network – Speaker After Hours:

“Serial Entrepreneur” with Jason Sherman

GNPCC Office, 8025 Roosevelt Blvd., Suite 200, 19152

5:00pm–7:00pm

GNPCC Members, YLN members, and Invited Guests: FREE

Monday, December 3

3rd Annual Mingle Among the Masterpieces

Art Reception

Glen Foerd on the Delaware

5001 Grant Avenue, 19114

6:00pm–8:30pm

Admission fee: \$25

Informal Networking Luncheon

3rd Tuesday of every month: 10/16, 11/20, 12/18

Gallo's Seafood

8101 Roosevelt Boulevard, 19152

12:00pm–1:30pm

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TUESDAY

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from 8pm to 11pm



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Thursday, October 18, 2018
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Join us as we welcome Philadelphia's leading experts on diversity and inclusion, offering advice on how to implement inclusion programs as part of your company's mission.

Greg DeShields, Executive Director, DiversityPHL

Nicole Pumphery, Director of Strategic Partnerships, The Welcoming Center for New Philadelphians

Keith Ellison, Program Director, The Urban League of Philadelphia

Zach Wilcha, President, Independent Business Alliance/Greater LGBT Chamber of Commerce

Ana Ferreira, Esq., Immigration Attorney at Ferreira Law

Moderator:

Ron Davis, Director of Diversity and Community Development at PARX Casino

Member Only Discount \$30 before Oct 12 • Members \$40 after Oct 12 • NonMembers \$50

For more information and to register • visit: www.nephilachamber.com • email: events@nephilachamber.com • call: 215-332-3400



Date: June 5, 2018

2018 Ask the Expert Series Breakfast – Philadelphia: “At Your Service”

City Leaders speak to GNPCC members at the annual Philadelphia at Your Service panel breakfast. Moderated by Dan McElhatton, Esq. Department executives share information and guide how businesses can work within city government. Photo from left to right: Brian Abernathy, First Deputy Managing Director, Trevor Day, Procurement Commissioner, David Dorman, Deputy Revenue Commissioner, Pam Henshall GNPCC, Sandi King, GNPCC Board Member, Dan McElhatton, Esq., GNPCC Board, Florian Teme, GNPCC Board Member, Steve Aberblatt, GNPCC Board Member, John Horvay, Community Life Improvement Program [CLIP].



July 10, 2018:

Breakfast with Merrill Reese – The Voice of the Eagles

Discussing Eagles over breakfast? Count us in!

Longtime Eagles radio play-by-play announcer Merrill Reese visited the Philadelphia Protestant Home to speak about the LII Super Bowl Champions and what to expect for the current season. GNPCC members and fans engaged in trivia, draft pick talk, training camp updates, and the best stories from the Super Bowl and Philadelphia celebration!

| Photo by Ricky Haldis, Wise Owl Multimedia



June 13, 2018

Meet the Brass

GNPCC members had a unique opportunity to tour the Northeast Philadelphia Naval Depot Headquarters with Brigadier General Mark Simerly, DLA Troop Support Commander. Guests experienced a guided tour of the American Flag Room and Fabric Testing Center, viewed a demonstration of the engraving of awarded medals process, and participated in a Q&A presentation over refreshments.

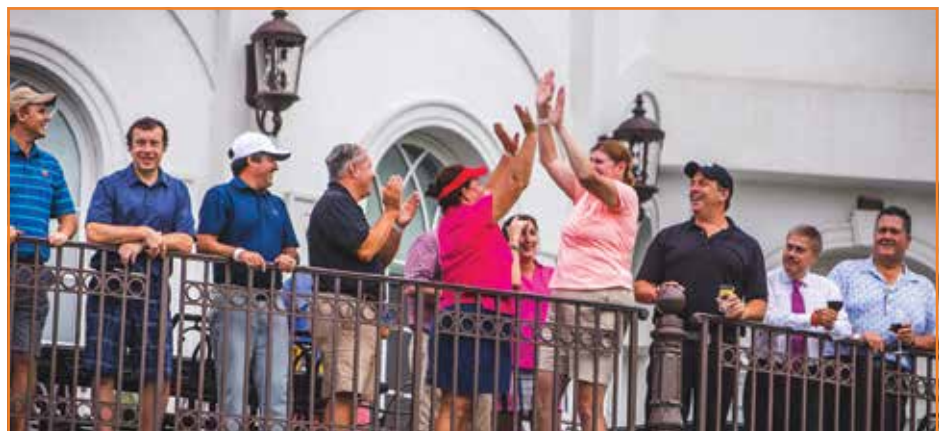


Greater Northeast Philadelphia Chamber of Commerce **Directors Cup Golf Challenge**



Our 96th Annual Directors Cup Golf Challenge was a hole-in-one! On July 23rd, over 90 members spent the day on the very course which was the birthplace of the Greater Northeast Philadelphia Chamber of Commerce. In 1922, the creation of the organization was sealed on the links at the present day Union League Golf Club at Torresdale. Thanks to all who participated, sponsored, and donated to the event. Because of you, we continue to carry on the legacy of the chamber while enjoying a day on the green!

| Photos by Ricky Haldis, Wise Owl Multimedia





A passion for baking rises on Cottman Ave.

| By Tom Waring, Northeast Times

| Photos by Ricky Haldis, Wise Owl Multimedia

Anitria Odum worked in the corporate world for the Hospital of the University of Pennsylvania, but wanted something different.

Odum started working in wedding and event planning, and wanted to offer edible goodies. She took a cake-decorating course, and discovered she had a passion and talent in that area.

Ultimately, she earned an associate's degree in business from Community College of Philadelphia, took a part-time job as a cake decorator at a bakery and opened a home-based cake and cupcake business.

About five years ago, Nov. 30, 2013 to be specific, she opened 4 Every Occasion Cakes & Cupcakes, at 1821 Cottman Ave. in Rhawnhurst. She specializes in customized cakes, and word of mouth is helping the business grow..

"It's going good," Odum said. "I had a following before I came here. Now, it's more of a destination place."

Among Odum's accomplishments are graduating from the Goldman Sachs 10,000 Small Businesses program and winning the Best in Show award at last year's Greater Northeast Philadelphia Chamber of Commerce's Flavors of the Northeast.

In recognition of all the outstanding things going on at 4 Every Occasion Cakes & Cupcakes, the Greater Northeast Philadelphia Chamber of Commerce has selected the shop as its nominee to be highlighted during the 34th annual Philadelphia Minority Enterprise Development Week, which takes place Oct. 1-5.



There will be a kickoff event on Oct. 1, with Mayor Jim Kenney presenting awards to all the nominees.

"It came as a surprise. I was very happy," Odum said of the nomination.

Odum runs the business with her husband, Kyle. They have three children and live in Oxford Circle.

The Odums hope more people learn about their business during "MED Week," which is coordinated by the city Department of Commerce.

The week will feature dozens of activities and workshops intended to help small business people in the areas of networking, marketing and government and university procurement.

Odum thanks the Chamber for the nomination, and is glad she joined the business group two years ago.

"The networking events are good," she said.

Odum graduated from the 10,000 Small Businesses program in the cohort right after Pam Henshall, president of the Chamber.

"It was really good. I met so many different people in different industries," Odum said. "We made connections to grow our businesses together."

Odum said her business is growing every year. She describes the job as fun and relaxing, adding that it is rewarding to deal with customers. She credits her husband, bakers and decorators for helping the business succeed. She still decorates cakes in addition to all her other responsibilities.

Eventually, Odum hopes to expand, either with a second location, a mall kiosk or franchising opportunities.

Odum invites people to visit her shop or call in an order, adding that they will not be disappointed.

"Not only do our treats look fabulous, they taste just as good," she said. "I'm a very creative kind of person. I challenge myself to outdo the last thing I did. We're the best in Philly. We bring customers' vision to life." ●

For more information on the Odums' business, call 215-722-2250, visit www.4EveryOccasionCakes.com or check out their pages on Facebook and Instagram.

To learn more about Philadelphia Minority Enterprise Development Week, call 215-683-2057 or go to <https://business.phila.gov/medweek>





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Art that speaks volumes

| By Pam Henshall, GNPCCC Staff Writer

How would you communicate if you couldn't speak? Well, if you were a young Miles Williams, you would express your feelings and the world around you through art. Beautifully, I might add.

Miles Williams is a kind-hearted, funny, talented 17-year-old young man with Autism. As early as three-years-old, Miles had an exceptional talent to express his moods and thoughts through detailed scenes of his daily experience. "Miles could not speak until the age of five," recalls mom, Constance Williams. "He would express his emotions through art, and I remember one instance when Miles was unhappy with how the teacher made him feel. He drew a photo with flames coming out of his head and a scowl on the teachers face. When I shared this with his teacher, the mood of the classroom changed, and it became a positive environment."



Photo from left to right: Constance Williams, Maya Williams, Miles Williams, and Lee Williams.

Artistic talent is no stranger to the Williams family. Dad, Lee Williams, and sisters, Maya and Morgan, are gifted artists as well. Each possesses a unique flair and approach to art. Miles developed at an early age, a knack for Anime style art. Mrs. Williams shared one of his earliest drawings of an elephant. His attention to detail began to grow into a savant ability with 3-D depth elements in each piece. Today, the Miles Williams detailed drawing showing color and dimension, Under the Apricot Tree, hangs in the Center for Autism Research Center, Philadelphia, as a master's example of the creative gift of persons with Autism.

Miles has become one of our star artists at the GNPCC's Mingle Among the Masterpieces Art Reception. The annual event was created to celebrate the arts and culture of Northeast Philadelphia. Art submissions not only represent an array of mediums, but it also celebrates artists from as young as seven into their 80s. Miles proudly serves The Center for Autism spotlighting the unlimited ability of those challenged with disabilities.

Since the event's inception, Miles has submitted pieces from his series, The Forces of Good and The Forces of Evil. Each displays an in-depth range of emotion and attention to detail, as a real master artist does. Currently, the Chamber has two pieces on display in the conference room. ●

The Mingle Among the Masterpieces Art Reception will be held at Glen Foerd on the Delaware on Monday, December 3, 2018. Join us as we celebrate the great art and culture of Northeast Philadelphia. For event information visit, www.nephilachamber.com



At age 3 1/2, Miles had an ability to understand proportion and color.



Under the Apricot Tree, hangs in the Philadelphia Center for Autism Research Center. At age 7, Miles had developed a talent to create 3D images and depth.



The value of diversity in the workplace

| Lorraine Webb, Vice President, Human Resources and Organization Development

Despite the current media coverage, workplace diversity is not just a trendy idea or buzz-worthy phrase. While companies like Starbucks may give the impression that embracing diversity is a PR play, there's much more to it than that. In fact, recent research from McKinsey & Company tells us that the more ethnically and racially diverse a business is, the more likely it is to do better than its competition.

At PGW, diversity is more than just a core element of our corporate strategy, it is a valuable part of our workplace culture. We have come to understand that embracing workplace diversity benefits both the company, and the community it serves.

Specifically, it means that we are a company that reflects the richness of the communities we serve. That leads to a better understanding of the

concerns and aspirations of customers, and it means better customer relationships and an increased affinity with our brand.

Secondly, we see that the more diverse our workplace, the more we open ourselves up to fresh perspectives and new ways of approaching problems. That helps us to evolve, and to stay ahead of our competitors.

So, what exactly does a diverse workplace look like? The answer is that it depends: every community and every workplace is unique, with different combinations of needs, challenges and opportunities. Ultimately, though, a diverse workplace is a reflection of the communities it serves and includes considerations of gender, race, ethnicity, religion, sexual orientation, disability, veteran status and more. That is what makes diversity so powerful – it takes our varied experiences and different approaches and galvanizes them around a company's core objectives.

Building a Diverse Workforce

To reap the benefits of a diverse workforce, businesses need to weave diversity into the foundation of the organization. It needs to become a part of the company's DNA. At PGW, we've realized that this is work that is never finished; we can always do more, always do better and always add a little more to enrich the culture of our company. That requires support, and we are very fortunate that our Board and our entire Senior Management team is committed to diversity – enabling it, sustaining it, and establishing concrete ways to measure and assess our diversity initiatives.

We review each department to assess the degree to which our workforce is not only staffed with the expertise it requires, but is also a reflection of our customer base. Every year, we review the most recent census data so that we get an accurate picture of our local community and our primary recruiting region. While census data only presents us with one piece of the picture, it does provide us with a foundation on which we can build.

We do not develop or require quotas of any kind. For us, this is a key strategic advantage and part of our continued drive to greater success. At PGW, we make sure that our recruitment strategies are reflective of the communities that we serve.

We make a conscious effort to monitor our applicant pool to make sure we offer fair and accurate representation and to give everyone an equal opportunity for employment. We also make an effort to actively seek individuals with unique skill sets and backgrounds in an effort to foster change and innovation throughout our departments.

When we identify an area in our company where diversity appears to be lacking, we develop strategies that widen the recruitment pool so that all qualified candidates are able to compete. For example, PGW attends recruitment events and college fairs and other community-level events so we can meet Philadelphia-area residents and encourage them to consider careers at PGW. By making intentional and visible efforts to engage with the community and inform them about career opportunities, we show how much we value diversity, and make it more likely that diverse candidates will apply.

Retaining a Diverse Workforce through Inclusion

The challenge in almost every workplace is to keep employees once they are hired. At PGW, efforts are made to ensure that our culture makes all employees feel welcomed, engaged, respected and valued. In today's workforce, employees are most satisfied and productive when they feel like they're included in work processes and conversations about the business. No matter what their position or level of employment, it's important to make sure every employee is involved, whether through staff meetings, surveys, or any activity that allows employees' voices to be heard.

Another aspect of inclusion is in providing employees with opportunities for development. More and more, new employees want to know what their opportunities for progression are, and whether they can build a career here. PGW offers competitive tuition assistance, ongoing training and development as well as leadership programs.

PGW has employee led affinity groups for those interested in career development, the environment, technical issues as well as Toastmasters. Again, diversity can be borne out in many different ways.

When discussing diversity and inclusion, one additional facet that is rarely acknowledged is diversity of thought. When you bring people into a workplace of different ethnicities, genders and backgrounds, they each bring their own unique lens through which they view the world. For today's businesses, these new perspectives can be powerful assets, as they help us better understand our community and aid us in making more informed decisions. The more an organization understands

about different perspectives, the better they will be able to serve their employees, as well as their larger community.

Viewing Diversity as an Asset on Multiple Levels

At PGW, diversity goes far beyond hiring initiatives and high-level planning. We work every day to help our employees understand the important role that diversity plays, whether through regular diversity trainings or through the educational programs we host throughout the year. Beyond that, and perhaps more importantly, we have integrated diversity into our corporate goals, which guide the direction and focus of our business. Displayed across the walls of PGW and highlighted in much of our corporate literature, employees and customers can plainly see that one of our five corporate goals is to "Continue to attract, develop and retain a diverse, skilled workforce."

To succeed in today's employment and business market, workplace diversity is not something an organization can choose to ignore or delay. In fact, consequences like reduced employee retention are almost immediate. Failure to create and sustain an environment where employees feel welcome and where opinions are valued leads people to seek alternative employment – maybe with your competitor, where they might find the open-mindedness and acceptance that people seek.

Looking at consequences over the long term, lack of diversity can be detrimental to the bottom line. Businesses that fail to integrate new ideas and diverse perspectives become stagnant and risk losing relevance and market-share. If your customers do not feel supported and understood by your business, then they too will seek alternatives.

As we leave summer behind, it is important for us, as workplace leaders, to take a hard look at our businesses and ask, "Have we created a diverse and inclusive environment?" Answering that question means engaging with employees and other stakeholders, to find out where and how we can improve.

Corporate actions and initiatives create waves – one move creates ripples of change felt by employees and customers. When diversity and inclusion are firmly established in your organization, this can generate waves of personal pride and purpose – employees who see careers, not just jobs. Strengthening that workforce will radiate out to your customer base, making them feel supported and served by an organization that understands their concerns. ●





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Facing the challenges of employment and focusing on job readiness

| By Gloria Pugliese, GNPCC Staff Writer

Finding a job can be challenging – especially for someone with a disability, criminal record, substance abuse history, or who is homeless. That's where Baker Industries comes in. Their goal is to help hard to employ adults integrate into the regular workforce to the best of their ability. Baker Industries' program provides full or part time job opportunities and job readiness support. Participants successfully perform light industrial work, such as packaging, assembly, kitting, mailing and fulfillment on behalf of over 80 companies across our region.

At Baker Industries the focus is on job readiness. During the 9-12 month program, participants learn to work as part of a team and take direction. They are coached and trained not only on job skills, but on life skills like decision making and critical thinking. Baker Industries uses a trauma-informed care approach, understanding that participants have experienced many hardships in their lives. The idea is to create a safe and

welcome culture without stigma or judgment showing participants that they can make a difference. Through a partnership with Wilma Theater, participants are encouraged to develop their creativity and expression.

Baker Industries has locations in Kensington and Malvern. The Kensington location serves many participants with criminal records who are returning to society. This section of Philadelphia has one of the highest rates of returning citizens, and the program seeks to provide a positive atmosphere for participants to make a fresh start with meaningful employment.

Unlike most programs, Baker Industries provides real work for real pay, with participants earning the legal minimum wage or more, even while they participate in workshops or training. The program is designed to respond to the special needs of the workers while encouraging them to build the skills and confidence required to move on to better employment. Baker Industries seeks to foster the pride and sense of accomplishment that comes from being included in, rather than excluded from, the regular workforce. Participants gain the knowledge and skills they will need to lead more independent and productive lives.

Baker Industries has been recognized with a variety of awards and honors, including the 2018 CARELINK Career Services Program Employer of the Year, 2017 Top-Rated Award by GreatNonprofits, the 2015 VIP Business Partner Award by Valley Forge Educational Services and the 2012 Distinguished Employer Award from the Coatesville VA Medical Center for "Honoring America's Veterans by hiring them first."

Baker Industries is always seeking partners interested in providing employment opportunities and work assignments for their participants. Baker Industries provides employee vetting as well as training and coaching to maximize success. For more information about employing Baker Industries participants, contracting for services, volunteering, or supporting the program, visit bakerindustries.org. ●



Diversity matters in the workplace. Here's why.

| Daphne G. Floyd, Vice President, Human Resources, The Philadelphia Protestant Home



Daphne G. Floyd

The concepts of diversity and inclusion have become buzzwords across profit and nonprofit industries ranging from technology to healthcare to hospitality organizations. In the Philadelphia region, where we are fortunate to have a diverse workforce rich with talent, these concepts are more than business trends – they have become nonnegotiable ways in which to operate. In fact, intentionally recruiting and retaining a diverse workforce and fostering a workplace culture of acceptance and inclusion are keystones to successful organizations of all sizes.

Beyond the feel-good elements of fostering a diverse staff and customer base, efforts to nurture and celebrate differences have profound and immediate bottom-line business benefits. At The Philadelphia Protestant Home (PPH), where we not only prioritize inclusion in our workforce, but also encourage and foster diversity in the resident population we serve, we have certainly seen the following benefits:

Boosted Creativity

When presented with a business challenge or obstacle, five individuals of similar ilk are more likely to identify only one solution. A diverse group of individuals hailing from various backgrounds, educational experiences and cultures likely will spark innovation and creativity to determine a better solution, or a series of solutions they may not have otherwise seen. We see this every day throughout our leadership team at PPH, where professionals from different backgrounds and beliefs work seamlessly together to best serve the senior residents who reside with us.



Better Staff Retention

When employees feel included and valued, of course they are more likely to stay with an organization. At our core, we all are individuals with life stories to share who long to feel a sense of belonging at work. Promoting values including diversity and acceptance also enables organizations to draw from a larger, more engaged talent pool and hire candidates most likely to fit into workplace culture.

Improved Performance

More than staff retention, a workforce that feels valued not only will stay, but also may do their best work. It benefits managers and supervisors to consider whether staff members are fitting into the office or other setting, and whether staff members' various backgrounds, cultures and areas of expertise are being properly utilized for peak team performance.



Client Service and Business Benefits

It may go without saying – a satisfied and fulfilled workforce translates almost immediately to improved customer service. Employees who enjoy their work and feel known and appreciated for who they are will likely go an extra mile or two for customers. At PPH, recognition for outstanding employee performance for quality care and excellent service is critical to succeed as a nonprofit senior living community. The senior residents we serve are our utmost priority, and it's vital that staff who care for these seniors feel valued and ultimately demonstrate our values and advance our mission every day. In your business, this may translate differently, but you likely may see similar customer satisfaction and loyalty.

At PPH, we value our diverse workforce not only for these reasons, but also because we serve a diverse population of senior residents and families. This mix of backgrounds and cultures contributes to the warm, compassionate and family-friendly environment in which we live and work, and ultimately, to resident satisfaction and staff retention. Mutual respect and care – not to mention, genuine interest in honoring each other's cultures and values – enable staff and residents to truly embody our tagline, "We're Family."

At healthcare organizations like PPH – and especially at mission-driven entities – staff at all levels need to feel respected and safe to come



together as a team and provide the highest possible quality of care to others. And far beyond the trendy business jargon and the buzzwords, attributes such as low staff turnover and customer satisfaction are concepts business of all sizes and origins certainly strive to achieve.



About PPH:

The Philadelphia Protestant Home (PPH) is a nonprofit all-in-one senior living community in Northeast Philadelphia and serves more than 600 senior residents and their families. Founded in 1889 and guided by Christian Values, PPH provides residents peace-of-mind security and a place to call home for life. Licensed by the Department of Human Services (DHS) and the Pennsylvania Department of Health (DOH) and certified by the U.S. Centers for Medicare and Medicaid (CMS), PPH's skilled nursing facility has a long-standing five-star CMS rating, a rare accolade in the healthcare industry.

PPH includes three distinct senior living solutions and accommodates residents as they age through the continuum of care and require additional support. Residents enjoy vibrant Independent Living, additional support in Personal Care and short- and long-term medical care and memory care in its Pathways Skilled Nursing and Rehabilitation Center, which is consistently ranked among the best in the nation by U.S. News & World Report.

Together, we are advancing our 128-year-old mission to provide a caring senior living community that affords residents the opportunity to achieve their highest possible quality of life. ●



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| By Nicole D. Galli, Esq., Managing Partner, Law Offices of N.D. Galli LLC



Protecting IP: What you don't know CAN hurt you

As an intellectual property lawyer, especially one who handles litigation matters, I see first hand on a daily basis how a lack of basic knowledge about intellectual property (IP) protection negatively impacts businesses. Through this article, you will gain the information and tools you need to understand the various types of IP and to begin to think about how you can best leverage your IP to enhance and protect your business.

The four main pillars of IP are patents, trade secrets, trademarks and copyrights. Before we define each type of IP, let's get a couple of common misconceptions out of the way.

First – what forms of IP protect ideas? There are only two – patents and trade secrets. Trademarks and copyrights do not protect ideas – this is commonly misunderstood especially with regard to copyrights. Let me repeat that – you can never “trademark” or “copyright” an idea.

Second, is registration with the government is required to obtain IP? ONLY patents require registration in order to obtain IP rights. Trade secrets, of course, are never registered. Trademarks and copyrights can only be obtained by using them. Registration adds some additional benefits but registration alone generally will not alone give you rights in a trademark, and definitely not in a copyright.

So what are each of these forms of IP? Patents are rights granted by the US government for new, useful and “non-obvious” inventions. The rights are to exclude others from making, using or selling your invention for a period of time (typically 20 years) – but just because you have a patent doesn't mean you can make, use or sell your invention (yes, you read that right). You can only get patents on things like machines, devices and some processes and software. The latter has become a lot harder in recent years as many software inventions, for example, are considered unpatentable.

Trade secrets are any commercially valuable information that is kept secret by a business. Trade secrets are my favorite form of IP because they basically cover almost anything important to businesses and thus are a good way of protecting a business' intellectual capital, especially IP that does not fit neatly

into the other categories. Trade secrets are far broader than most people understand and can include things like formulas, processes, research and development, marketing and sales strategies, pricing, preferred vendors and certain customer information. The tricky thing is protecting trade secrets. Studies show that 60-70% of companies, even multinational companies, are not taking appropriate measures to protect trade secrets. In my opinion, trade secrets have also not been an area adequately addressed by most lawyers, who think that once an NDA is in place, their work is done. Some trade secret lawyers are now helping clients focus closely on protecting their trade secrets, by ensuring that clients are using “best practices” for trade secret protection.

Trademarks are source identifiers – they associate a particular business and its good will with a particular good or service. They include words and logos, and sometimes slogans, colors, sounds, scents and even building appearances. Trademark rights are limited by the scope of goods or services with which they are used (eg Lexis for legal research services and Lexus for cars are not infringing each other not because of the spelling, but because the goods/services are totally unrelated), and unless federally registered, are also limited by the geography in which they are used.

Copyrights are among the most misunderstood and complicated forms of IP. Copyrights protect the expression of creative ideas, not the ideas themselves. Copyrighted works need to be original, but not need not be novel. Not every writing will be copyrightable (e.g. names and slogans typically will not be subject to copyright), but, on the other hand, the level of “creativity” needed to obtain a copyright does not need to rise to the level of a novel, a song or a piece of fine art. For example, web pages describing a business, software code, a product catalogue and a drawing of a business process model are all things that may be copyrighted.

Typically a business will have more than one form of intellectual property – indeed, the same product, for example, may have multiple levels of IP protection. Other important issues are IP ownership, which can be complex, especially a business works with independent contractors and business partners, and of course enforcement is key to keeping any form of IP protection. In short, when it comes protecting IP, it is essential that a business consult with a knowledgeable IP attorney to ensure that appropriate strategies are in place for that particular business. This is one area of the law that “DIY” is typically not a good idea and where not all lawyers are created equal in the help they can provide. ●





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Chambers of Commerce have many voices, diverse, powerful and progressive

| By Zach Wilcha, Executive Director,
Independence Business Alliance, LGBT Chamber of Commerce

In the United States alone, the LGBTQ+ community wields a massive \$900B in spending power, and an estimated 1.4M LGBTQ+ -owned businesses generate more than \$1.7 trillion for the economy. Comparatively, this would rank the LGBTQ+ business community as the ninth largest country in the world with economic power greater than Canada, Australia, or even Russia.

Despite this immense economic power, the LGBTQ+ community, much like other minority communities, continues to battle for full equality, both professionally and personally. Pennsylvania still remains one of the 29 states where you can be fired just for being gay.

As is true with our social visibility, our economic visibility is essential in building a diverse and inclusive society, and the power of the LGBT dollar is becoming more and more visible every day.

This business case for LGBT economic inclusion has resulted in LGBT-inclusive advertising being visibly seen year-round – not just during Pride season. The companies who are scoring top marks on the Human Rights Campaign's Corporate Equality Index (an annual report rating American businesses on their treatment of LGBT employees and consumers) see us, hear us, and have placed a premium on doing right by us.

These LGBTQ-owned businesses, nationwide, are also powerful job creators: more than 1,000 LGBT-owned companies we studied created an estimated 35,000 jobs. LGBT entrepreneurs are committed to hiring greater numbers of LGBT employees and ensuring their own supply chains are as diverse as possible. Business leaders in our community continually redefine industries and shatter stereotypes. From technology firms to local restaurants and retail shops, we are proving every day that if you buy it, an LGBT-owned business can supply it.

The Local LGBT Chamber of Commerce

LGBT economic progress was the impetus for the formation of the National LGBT Chamber of Commerce (NGLCC) 16 years ago. In 2002, their founders realized no one had truly considered the economic equality of LGBT people or the impact economics could have on the equality movement. With over 1.4 million LGBT business owners (and growing) behind us, we have seen the LGBT community earn its place at the table of economic opportunity. With more than 60 affiliates around the world, the NGLCC is leading the business equality movement.

In Greater Philadelphia, the Independence Business Alliance (IBA) is the NGLCC affiliate and LGBT Chamber of Commerce, serving 11 counties and providing opportunities, access, and resources for the LGBTQ+ business community and our visible allies. With a staff of 2 and

a Board of 20, the IBA promotes Greater Philadelphia's LGBT business and leadership communities to enhance financial opportunities, foster diversity, develop leadership and collaboration; and advocate for positive change. We also help the NGLCC certify businesses as LGBT Business Enterprises – a certification that indicates that a business is LGBT-owned and operated. This certification is important as it matters to businesses when dealing with Supplier Diversity Initiatives.

Supplier Diversity and Collaboration

Supplier diversity is a business strategy that ensures a diverse supplier base in the procurement of goods and services for any business or organization. It emphasizes the creation of a diverse supply chain that works to secure the inclusion of diverse groups in the procurement plans for government, not-for-profits, and private industry. Diversity certification is an important milestone in the life of a supplier because it authenticates that the business is owned, managed, and controlled by a qualifying diverse group. Certification also opens the door for opportunities to contract with the different municipalities, various Fortune 500 Companies, and large events like the DNC or the Super Bowl, which have mandates to increase the number of diverse suppliers within an organization's supply chain.

Diverse supplier certification exists for companies owned by women, racial minorities, people with disabilities, veterans, and LGBTQ individuals, among others.

A growing list of Fortune 500 Companies and several U.S. municipalities include LGBT-owned businesses in their diverse commerce streams. For example, the Commonwealth of Pennsylvania includes LGBT-owned businesses in their Small Diverse Business program, and the City of Philadelphia will soon begin counting the amount of business they do with LGBT-owned companies. This means incredible opportunities for collaboration will sound abound for businesses in other chambers, like the Greater Northeast Philadelphia Chamber of Commerce.

When it comes to diverse communities – LGBT people, women, people of color, people with disabilities, and more — we must stand in solidarity as a business force. We have never seen greater cooperation and solidarity than we have in recent months. And a great deal of that is due to the recognition that LGBT people are also part of every other community.

Collaboration with LGBT businesses benefits everyone. Businesses in Northeast Philadelphia should use the LGBT community's trillion-dollar clout to make a difference. Support this community when you shop, seek out LGBT-owned businesses when you invest, and stand by those who stand with us. The LGBT community is an economic force to be reckoned with, and we are prepared to collaborate with businesses from everywhere in Greater Philadelphia today! ●

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How do you know when to invest in your company?

| By Frank Cettina, VP of Operations at Computer Components Corporation and Co-Chair of the Southeastern Pennsylvania Manufacturing Alliance



I was recently at a meeting with a group of manufacturers and workforce development representatives, and a question was raised, “How do you know when to invest in your company?” Initially, my brain went blank and then the light bulb came on. I understood why the hesitation. Investing in your company should be ongoing. The company I am with is always investing. Investing can mean a lot of things. It can mean large capital investments like buildings and large machines, technology like 3D design software or 3D printing, or it can be one of your most valuable assets, the people. Several companies in the room were all companies with some history—20, 50 and 100 years in business. This longevity does not happen by accident. So, what is the key to success? It is being able to endure the ups and downs of manufacturing. It is continuous improvement and investment in all aspects of your business.

It’s easy to see things like space requirements or the need for a new forklift, but don’t forget to be connected to your team. If you ask most people, they will tell you what is working well and what isn’t. **Small investments add up to big improvements.** You would be surprised how many people will deal with antiquated, inefficient small tools because they think the employer will not purchase more effective tools that are needed.

On the other hand, when you think of process methods, machinery and equipment, think long term. Plan, even a short-bulleted list of goals, but have something. This helps you move forward and not just replace items without the benefit of advancement. Eventually, you will be assembling and arranging new equipment and attaining that future state you sketched out. Don’t forget to keep updating that list of goals!

Now you think you have it all— new equipment, process methods and the latest technology— but don’t forget about the team that needs to make it all happen, your human capital. It is essential to keep them proficient by upgrading their skills and providing leadership training and opportunities. **When your workers feel valued, supported, and appreciated, then retention, morale, productivity, and loyalty are increased.** Training also helps your team stay competitive while allowing for flexibility. It can be teaching modern technology or refreshing the basics. Finally, it allows you to bring in an inexperienced team member while providing others the opportunity to assume new responsibilities.

The Southeastern Pennsylvania Manufacturing Alliance (SEPMA), a collaboration of manufacturers in Philadelphia and the region, has an 11-year history of providing resources to businesses to help them develop, grow and remain viable. The Alliance tackles issues affecting manufacturers including employee recruitment, retention and succession planning. Through workshops and symposiums, the Alliance provides opportunities to share best practices. Additionally, SEPMA offers training classes like Blueprint Reading, Shop Math, Lean Certification, CNC Programming, Robotic Welding, Strategic Planning and various levels of supervisory training, just to name a few. ●

So, when should you invest in your company?

If you want to find out how your manufacturing company can take advantage of the Alliance’s value, visit our website www.philaworks.org/sepma



The workplace generation gap: *What to gain from going against the grain*

| By Amanda Bates, GNPCC Staff Writer

When considering generational diversity in the workplace it is important to acknowledge the many Millennials who are not only hustling to get the job, but are also striving to overcome the harmful workplace stereotypes that bat against them.

In recent years, anti-millennial messages have placed a dark cloud over aspiring young professionals as they navigate their careers. Because stereotypes about laziness, entitlement, and commitment are making employers reluctant to hiring millennials, companies may not only be missing out on the skills they have to offer, but also the opportunity to better their business.

As an employer, keep in mind that though millennials prioritize different aspects of work this does not mean they are least invested, dedicated, or knowledgeable in their position. Millennials are willing to work hard but they are also ready to make changes in the workplace.

The standard of leadership is one workplace aspect many millennials believe to be important. To be a great leader, millennials believe bosses should act as mentors, encouraging their employees to learn and work hard while offering feedback and support.

Elyse Bordes, 36, is the owner and cake designer at Lysa's Cake'tique in Northeast Philadelphia. Both an entrepreneur and a millennial, she believes that mentorship is important. "I would advise employers to embrace millennials and become a mentor to them; encourage them, be patient, and challenge them to live on purpose and challenge them to grow," Bordes said.

Millennials are ready to be inspired, and by more than leadership alone. A company's values and mission are equally important among many millennials as Generation Y considers itself socially conscious, civic minded and passion driven.

Millennials want to feel that their work matters in the long run and that their work will benefit the world, the future, or the industry. "It's very important for millennials to understand and believe in the work their doing," said Jacob Nuxoll, 29, Sun Federal Credit Union branch manager.

"Be prepared to discuss and explain your organizations' mission, vision and culture"

Another way that young professionals differ in their approach to work is by recreating the traditional standards of teamwork. The idea of collaboration versus competitiveness between co-workers is increasingly popular.

Felicia Porrazza, 27, Registered Dietitian and owner of PorrazzaNutrition, believes collaboration is more effective than when teammates are divided and pitted against one another. Porrazza said that teamwork promotes growth within a company while also improving employee morale.

Millennials want to work with others who value great work ethic as much as they do. Working in an environment with a positive company culture translates to all generations, but it is a deal-breaker among many millennials.

While young professionals are advocating for certain changes within the workplace, they are still working hard to prove they belong among the generations before them. Every generation faces stereotypes surrounding work performance, but Porrazza believes that by communicating with the individual it is easy to clear those hurdles.

"Remember to be more open minded and not to stereotype," Porrazza said. "Identify those employees or interns who have that go-getter ethic and ask what they value."

While the thought of change may hesitate some employers, these initiatives may be worth considering. Generation Y is the largest, most diverse and most college educated generation in history. And overall, many of their intentions are to better themselves and your business.

"Focus on how millennials can help make your business relevant instead of harping on how they're harming it," Nuxoll said. "Don't write us off as stereotypes. Most of us want to work hard and believe in what we do and are grateful for the opportunity to do so." ●

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WHAT'S OLD IS NEW

| By Tom Waring, Northeast Times



When the bridge carrying Frankford Avenue over Pennypack Creek closed for repairs on March 26, the inconvenience was pretty great.

Though the road was closed for only one block, from Solly Avenue to Ashburner Street, motorists, pedestrians and the SEPTA Route 66 trackless trolley had to make long detours because Pennypack Park surrounds the area.

Businesses were affected, too.

So, last week, when the bridge reopened, a lot of people were happy.

"I've been waiting for this day for a long time," said state Rep. Mike Driscoll.

The stone-arch bridge is the oldest bridge still in use in the country.

Loftus Construction Inc., of Cinnaminson, New Jersey, was the general contractor on the project, which cost \$2.5 million. The federal government paid 80 percent of the costs, with the state funding the rest.

The project included the removal and rebuilding of walls; the excavation and replacement of the arch backfill with lightweight concrete;

repainting of stone masonry throughout the structure; sidewalk reconstruction; and cleaning and painting the pedestrian railings.

Also, the utilities were moved to make maintenance and repairs easier.

The work has resulted in the removal of the bridge's 20-ton weight restriction.

The bridge was built in 1697 and reconstructed in 1893. It is 73 feet long, 50 feet wide and carries almost 15,000 vehicles a day. It is listed on the National Register of Historic Places.

A news conference took place on Sept. 7 in the park, followed by a ribbon cutting on the road. Driscoll was joined by state Sen. John Sabatina Jr.; state Rep. Ed Neilson; City Councilman Bobby Henon; PennDOT Secretary Leslie Richards; city Departments of Streets Commissioner Carlton Williams; and representatives of Lt. Gov. Mike Stack, state Sen. Tina Tartaglione and U.S. Rep. Bob Brady.

Richards noted that some historians have said George Washington and John Adams might have used the bridge. She thanked the community and businesses for their understanding.



"We understand it was an inconvenience," she said.

Dining Car owner Nancy Morozin was at the ceremony and certainly happy her customers south of Solly Avenue will be able to take a direct route to the restaurant.

Driscoll said he hopes revenue streams return for the businesses that lost customers during the project, which he described as a delicate process to preserve the historical significance of the bridge. Everyone in attendance, he said, is a part of history.

Sabatina, minority party chairman of the Senate Transportation Committee, noted that the bridge might have been a route for the Continental Congress.

"We have history right here in Northeast Philadelphia," he said.

Williams described the bridge as state of the art, even though it was built more than 320 years ago.

Neilson, a member of the House Transportation and Game & Fisheries committees, said the bridge and park both could use investments. He thanked SEPTA for providing free tokens and passes.

Henon said things are looking up in the area. Besides the new bridge, he noted the efforts of the Holmesburg Civic Association and the newly formed Holmesburg Community Development Corporation. He also pointed to historians such as Fred Moore, the King's Highway Foundation and the Greater Northeast Philadelphia Chamber of Commerce,

The councilman is happy to see the bridge reopen so he can have a direct route to take his sons to their classes at Pat's Music Center. Moreover, the bridge links Torresdale, Holmesburg and Mayfair.

"We missed it," he said. "It's a connector."

Richards, Sabatina and Neilson rode in a horse-drawn carriage, the first vehicle to cross the newly opened bridge. They were flanked by two police mounted patrol horses.

The final act before motor vehicles could begin to use the bridge was for Richards, Sabatina, Driscoll, Neilson and Henon to remove the giant sign that read, "This bridge to be closed for construction 3/26/18." ●



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Learn by doing, learn to earn

at the Orleans Technical School in Northeast Philly

| By William Lynch, Campus President, Orleans Technical College

Hundreds of students walk through the doors of Orleans Technical College each year to pursue a post-secondary education. Their goal? To get ahead in life, support their families, and earn a credential that will make them marketable in the workforce. An alternative to a community or four-year college, Orleans is considered a “career & technical school”; the school is focused on teaching real-world, hands-on skills that quickly prepare adults for employment opportunities in growing career sectors, such as construction/building trades and health care.

Orleans Tech, a long-time member of the Greater Northeast Philadelphia Chamber of Commerce, is operated by one of the region’s largest non-profit organizations, JEVS Human Services. The school was located for many decades on Rhawn Street, but moved in 2007 to a 88,000 square-foot, new construction facility located on a 6.5-acre campus on Red Lion Road near the Northeast Philadelphia Airport.

“We ensure that our training programs and graduates meet the needs of today’s employers by working closely with local and regional business and industry leaders,” said William Lynch, Campus President at Orleans Technical College. “They are invaluable to us, advising on changes, trends and advancements in our training fields.”

An example of this commitment to workforce development, Orleans Technical College formed a partnership this summer with Associated Builders and Contractors, Eastern Pennsylvania Chapter to become their apprenticeship training center in Philadelphia County. This arrangement will help to create more apprenticeships in the region and diversity in workforce development of construction and building trades.

People come to Orleans Tech for a number of reasons. For one, Orleans delivers results. Another is that the school has stood the test of time, serving the Philadelphia region—and educating individuals from all walks of life—for nearly 45 years.

Why do students throughout the region turn to career and technical education at Orleans Tech? Consider these reasons:

1. Job placement

Orleans Tech has a great track record of assisting graduates to begin their careers. In fact, this is a main component of each training program. Employment specialists work one-on-one with each student as they complete their training program to ascertain his/her strengths, put together a résumé that highlights training and skills, then match the student with a local employer offering job openings. Each month, company presidents and HR managers contact Orleans looking for qualified graduates to come join their teams. This provides an excellent advantage to our trainees.

2. Learn by doing

Aristotle said, “For the things we have to learn before we can do them, we learn by doing them.” Students are taught practical, hands-on skills that are essential for the jobs they want. They get right in there—and get dirty!—experiencing first-hand how to accomplish a task or technique. Industry-experienced instructors teach students the tricks of the trade and how to use their tools and equipment properly. This gives Orleans students a head start in the workforce because they’ll know why and HOW to get a job done. They leave the classroom with the confidence and readiness to jump straight into the workforce.

3. Cost

With the concerns these days of keeping student loan debt low, a career and technical education may be a wise, and more affordable, choice for many. The cost of Orleans Tech’s total program tuition oftentimes is less than one year of college at a public institution. (Source: Nat’l Center for Education Statistics). ●

For more information about Orleans Technical College, enrollment and partnership opportunities, visit OrleansTech.edu or call 215-728-4700.



Greenbelt Knoll

By Jack McCarthy, Archivist and Historian

Longford Street, a quiet one-block cul-de-sac off Holme Avenue near Holme Circle, is the site of a small, but historically significant housing development in Northeast Philadelphia. Greenbelt Knoll, the first planned racially integrated community in Philadelphia, and one of the first in the nation, was built in the mid-1950s and remains a successfully integrated neighborhood today, over sixty years later.



Greenbelt Knoll was the brainchild of Morris Milgram, a social activist turned real estate developer who sought to end the widespread segregation and inequality that characterized

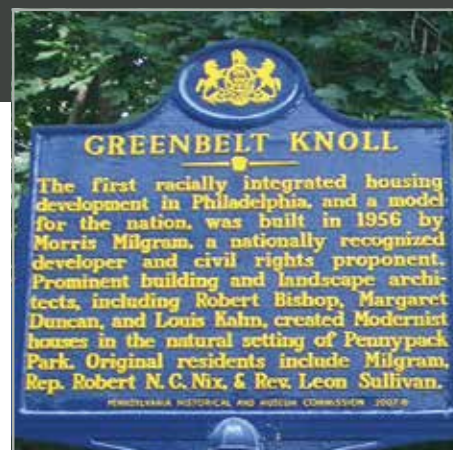
the American housing industry in the mid-twentieth century. Born in 1916 to Russian Jewish immigrants and raised in New York City, Milgram moved to Philadelphia in 1947 to join his father-in-law's construction company. He agreed to join the firm on the condition that he could build racially integrated housing. He became president of the company in 1952.

Milgram had trouble securing financing for his then radical ideas until George Otto, an experienced Quaker builder from Morrisville, Bucks County, agreed to become his partner. Milgram and Otto began planning Greenbelt Knoll in 1952, at the same time they were breaking ground for Concord Park, a much larger integrated community just outside Northeast Philadelphia in Trevoze, Bucks County. Located off Old Lincoln Highway just below Street Road, Concord Park opened in late 1954 with 139 modest rancher homes on fifty acres. In effect, it was Milgram and Otto's

answer to Levittown, the massive whites-only suburban housing development that was built around the same time several miles away.

As they were selling the first homes in Concord Park, Milgram and Otto were building Greenbelt Knoll. While both were planned integrated communities, Greenbelt Knoll was fundamentally different from Concord Park. Concord was a typical cookie-cutter type development, with dozens of uniformly built homes spaced evenly on small lots on a series of winding suburban style streets. In contrast, Greenbelt Knoll was a one-block cul-de-sac with nineteen large rancher homes built in a modern style in a bucolic nine-acre wooded setting. Surrounded on three sides by Pennypack Park, Greenbelt was intentionally integrated into the natural landscape, with the homes placed at varying setbacks and orientations according to the topography. Milgram and Otto hired forward thinking architects such as Robert Bishop and Margaret Duncan to design the site and saw to it that a minimum number of trees were removed to build it. In some cases, structures were literally built around old-growth trees. Noted architect Louis Kahn, who had designed the adjacent sprawling Pennypack Woods development and may have had a role in Greenbelt Knoll's design, gave Greenbelt his strong endorsement.

As significant as Greenbelt Knoll is for its architecture and landscape design, it is equally important as the first planned racially integrated real estate development within the city of Philadelphia. The eleven white and eight black families who moved in when Greenbelt opened in early 1956 included the Milgram family, as well as those of a number of high-profile African American Philadelphians, such as the renowned civil rights leader Reverend Leon Sullivan; Congressman Robert N. C. Nix, the first African American from Pennsylvania



State historical marker for Greenbelt Knoll at Holme Avenue and Longford Street

to be elected to the US Congress; playwright Charles Fuller, who would later win the Pulitzer Prize; and Roosevelt Barlow, a captain in the Philadelphia Fire Department and a pioneer in integrating the department.

Greenbelt Knoll received an award from the American Institute of Architects following its completion and was honored by the city of Philadelphia for "bringing new standards of contemporary residential construction to Philadelphia." It continues to this day as a successful small integrated community. It was placed on the Philadelphia Historical Register in 2006 and the National Register of Historic Places in 2010. A Pennsylvania state historical marker at the corner of Holme Avenue and Longford Street denotes the site.

Coincidentally, directly across Holme Avenue from Greenbelt Knoll is a state marker denoting the burial site of another innovator in urban planning, albeit one who worked nearly three centuries earlier than Milgram. Thomas Holme, Pennsylvania's first surveyor general, laid out the city of Philadelphia in 1682 and was an important real estate developer in early Pennsylvania. He was also the original owner of the land on which Morris Milgram built Greenbelt Knoll. ●

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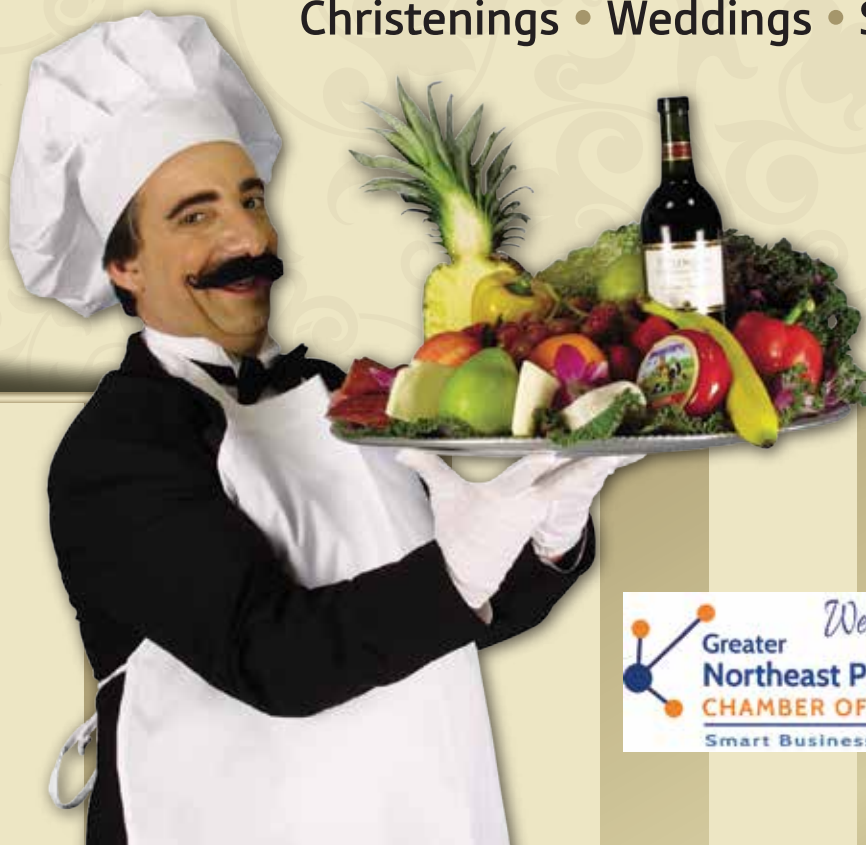
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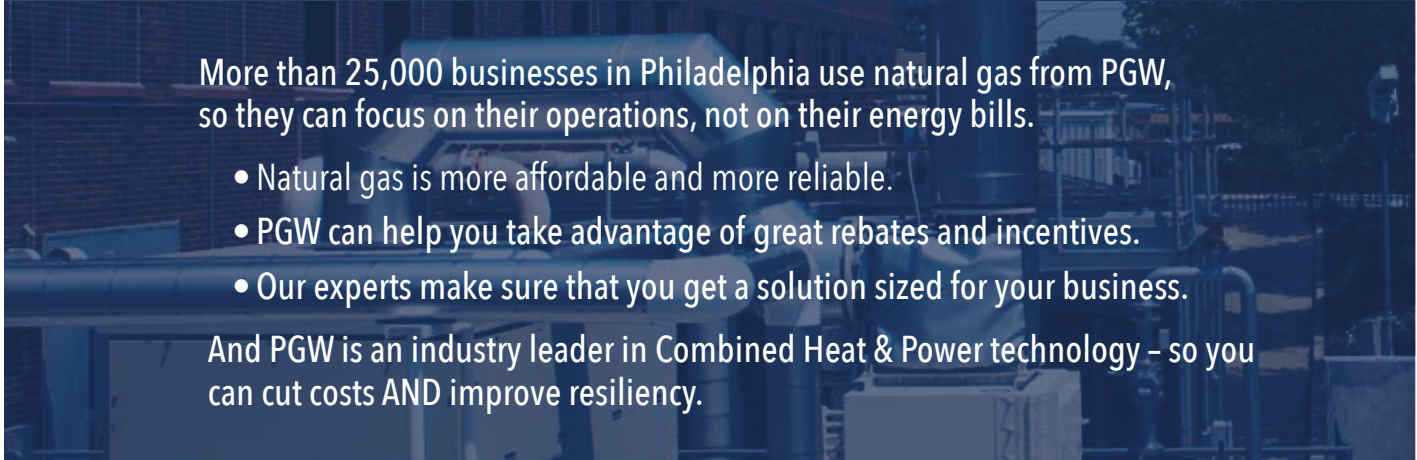
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