

*Also in this issue:*



*There is Something Brewing at Philadelphia's Own Ellis Coffee*



*New Film Documentary Focuses on Local High School's Fatalities in Vietnam War*

*New Year, New Benefits at the Greater Northeast Philadelphia Chamber of Commerce in 2019*

*Employer Employee Engagement*

## Decades of Dedication

*Sister Maureen McGarrity...  
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## **Letter from the President:**



WOW, 2018 was one memorable year!

Let's begin with the obvious. Regardless of the challenges this season, I still get emotional when I think and talk about the Philadelphia Eagles winning Super Bowl LII. We are Champs, until the final second of Super Bowl 2019. As I write this note early in December, I am still hopeful for a sharp end of the season.

Also this year, the Women in Business Conference, Flavors of the Northeast, Restaurant Week, and Women in Manufacturing and Industry Conference all celebrated their second year. Plus, we launched the inaugural Nonprofit Summit with The Nonprofit Center at LaSalle University and the new Diversity and Inclusion Partnership at the Philadelphia: Working Together breakfast. It was a busy year and offered quality informative events and programs.

So what's new for 2019?

**Business Directory and Resource Guide:** Late spring, we will publish a directory highlighting regional businesses, restaurant and entertainment venues, and pertinent information about the region.

**The Diversity and Inclusion Partnership:** The Partnership will focus on initiatives and programs to serve our evolving diverse business community.

**Emerging Leaders Alliance:** Previously known as the Young Leadership Network, the Alliance will host a Forum to focus on leadership growth and career development.

The Chamber growth is a result of the tireless dedication and support of our sponsors, volunteers, and members. As we begin our 97th year, we are excited to continue to bring impactful events and programs to you and your business.

We look forward to seeing you as we help you make, Smart Business Connections. ●

Best,

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

**Pam Henshall, President**

Greater Northeast Philadelphia Chamber of Commerce

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Shaun Eagan  
John G. Fischer  
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Jack McCarthy  
Gloria Pugliese  
David Simons  
Dave Spadaro  
Tom Waring

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# GNPCC Calendar

**GNPCC Upcoming Events – Save the Dates**

## Tuesdays:

**January 15, February 19, March 19, April 17**

### Informal Networking Luncheon

3rd Tuesday of every month: 1/15, 2/19, 3/19, 4/16

Gallo's Seafood

8101 Roosevelt Boulevard, 19152

12:00 pm - 1:30 pm

\$15 payable to Gallo's Seafood

## Friday, January 25

### Ask the Experts Breakfast –

### Northeast Philadelphia Development Project Updates

Wesley Enhanced Living

8401 Roosevelt Boulevard, 19152

7:30 am to 10:00 am

GNPCC Member: Pre-registered No Charge, \$10 at the door

Non-Member: \$15 per person

## Thursday, April 18

### Women in Business Conference

Radisson Hotel Philadelphia Northeast

2400 Old Lincoln Highway, Trevose, 19053

Conference: 8:30 am to 4:00 pm

Business After Hours from 4:00 pm to 5:30 pm

Cost: \$150 per person

Sponsorship Opportunities Available

## Monday, July 15

### 97th Annual Directors Cup Golf Challenge

The Union League Golf Club at Torresdale

3801 Grant Avenue, 19114

10:30 am – 7:00 pm

Player: \$395

Corporate 4-some: \$1,550

Sponsorship Opportunities Available

*Save These*  
**DATES**

**Nothing But Networking Breakfast 2/14**

**Executive Luncheon Series 3/15**

**DLA Troop Support Vietnam War Veterans  
Recognition Ceremony 3/29**

**Nonprofit Summit 5/17**

**Philadelphia Working Together 6/6**

**Flavors of the Northeast 10/1**

**Restaurant Week 10/2 – 10/8**

**Meet the Legislators 11/15**

**Mingle Among the Masterpieces Art Reception 12/2**

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



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## WOMEN IN BUSINESS

Conference and Luncheon

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Chamber of Commerce

The Greater Northeast Philadelphia Chamber of Commerce recognizes the contributions of women in all areas of employment/business; this program will bring women together to connect, learn, and grow.

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For the growing list of 2019 WIB Conference sessions and ticket information, visit:

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Advertising and Sponsorships Available

# Mingle Among the Masterpieces Art Reception

A grand celebration of art from across Northeast Philadelphia was held on the Delaware on Monday, December 3rd, at the 3rd Annual Mingle Among the Masterpieces Art Reception. From grade school students, to local nonprofits, artists from all ages came together to show off their talents at historic Glen Foerd on the Delaware.

The artwork ranged from paintings, drawings, and ceramics, to floral arrangements and vintage gowns from the early 1800's. Over the night, guests were dazzled by live music, and even had the chance to create and collaborate on a piece of art during an interactive art demonstration, which will be displayed at the GNPCC office.

The night was such a success that the Chamber is already planning for next year. See you on the Delaware! ●



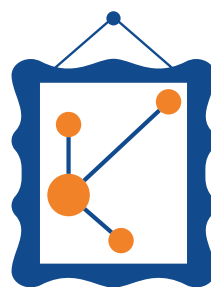
"This year, our collaborative painting had more guest participation than ever before. We have found the perfect venue at Glen Foerd on the Delaware."

**John Fischer,**  
John Fischer Studios



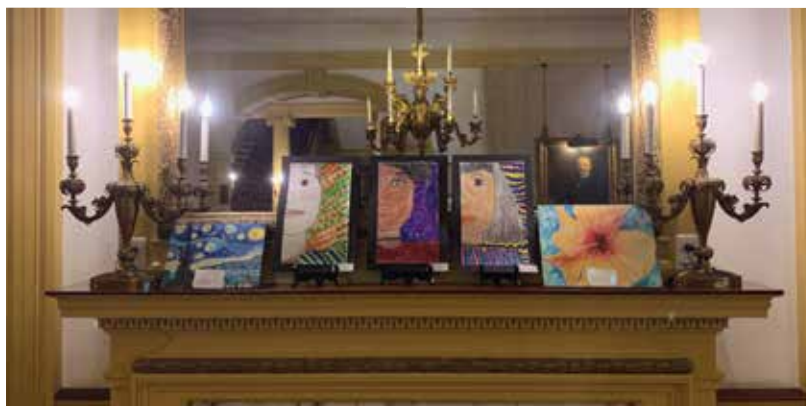
"The Chamber's Mingle Among the Masterpieces has become one of my favorite events of the year. Over the past 3 years, it has grown to showcase a large diverse artwork from the community. This year the Glen Foerd Mansion was a spectacular backdrop to a warm and festive evening. I am already looking forward to next year's event."

**Rachel McGonigle**  
CORA Services



**MINGLE AMONG THE  
MASTERPIECES  
ART RECEPTION**

Greater Northeast Philadelphia  
Chamber of Commerce







"Mingle gets better every year! Wonderful art and artists, good food, seeing old friends and making new ones, all in the spectacular setting of Glen Foerd. Can't wait for next year!"

**Lee, Constance, Miles and Maya Williams**  
Contributing Independent Artists



"Having my artwork on display for so many people at an art show gives me the inspiration and motivation to continue painting to showcase at other events."

**Viola DeFrancisco**  
PPH Resident





# DECADES OF DEDICATION

| By Tom Waring, Northeast Times



***"What should make us different is our mission to serve families and bring each person to their fullest potential."***

***– Sister Maureen McGarrity***



**Sister Maureen McGarrity** grew up in blue-collar Kensington, specifically Ascension of Our Lord Parish.

For high school, she attended Nazareth Academy, graduating in 1964.

By September of that year, she had joined the Congregation of the Sisters of the Holy Family of Nazareth. At the time, there were about 900 Sisters in the United States.

"It really firmed up my senior year," Sister Maureen said of her decision. "I liked our Sisters' spirit and emphasis on family. They had three different missions. I liked our Sisters very much."

Those missions were healthcare, education and social work. Today, there are fewer than 250 Sisters, and the median age is higher. They focus on social services now more than ever, with much of the work taking place overseas.

Sister Maureen earned a bachelor's degree in biology from Holy Family, a master's in biology from Villanova and a doctoral degree in microbiology from Saint Louis University. She took her final vows in 1972.

At one time, she wanted to be a medical technician.

Ultimately, she decided to pursue the congregation's education mission.

"I like science," she said. "I thought education would be OK."

For three years, she taught math to seventh- and eighth-graders at St. Katherine of Siena.

Next, she spent four years teaching biology to freshmen and sophomores at Nazareth Academy (where she remains as a board member).

"I enjoyed the kids," she said.

In 1976, she arrived at Holy Family.

"I've been here ever since," she said.

Sister Maureen taught biology and was department chairwoman, division head and dean.

Administratively, she was vice president of academic affairs and provost before being named Holy Family's fifth president in 2014. She replaced the legendary Sister Francesca Onley, president for 32 years, who still works in development and advancement for the university. The current and former president live on campus at the Delaney Hall convent.

"She's very valuable to us," Sister Maureen said of Sister Francesca.

Sister Maureen oversees a university of 3,000 students, two-thirds of whom are undergraduates. The other one-third are graduate students and adult learners. Looking at trends, the president sees a 50/50 split in the future.

About half of the students are the first in their families to go to college. Student retention, Sister Maureen said, is just as important as admission.

Some 200 undergrads live on campus in two buildings.

Besides a variety of majors, minors and master's programs, Holy Family offers doctorates in nursing practice, psychology in counseling psychology and education in educational leadership and professional studies. The president also hopes to strengthen the business program.

Other university highlights, according to Sister Maureen, include honor societies, NCAA sports, the annual Habitat for Humanity spring break trip and other service projects, activities, career fairs and campus ministry.

There is plenty happening at Frankford and Grant avenues.

"We have a full campus life," Sister Maureen said.

Still, the president wants Holy Family to be an even bigger presence.

"Everybody says we're a nice, hidden jewel in the Northeast. But we want to be out there," she said.

Holy Family also has two sites in Bucks County: a building on 79 acres in Newtown and 5 acres at an off-the-beaten path space in Bensalem.

In May 2017, NewCourtland Senior Services bought 32 acres at the former Liddonfield Homes housing project, at Torresdale Avenue and Megargee Street. Holy Family and NewCourtland planned to team up to build athletic fields for the university, but little progress has been made on site.

"It's alive and well," Sister Maureen said of the project.

The president said the site will feature a track and fields for softball, soccer and lacrosse, and she is optimistic that folks in Upper Holmesburg will be pleased with the finished product.

Sister Maureen enjoys the relationships the university has with the likes of the Greater Northeast Philadelphia Chamber of Commerce, the Union League Golf Club at Torresdale and the surrounding community.

"Our neighbors have been very, very supportive," she said.

Sister Maureen has high praise for her faculty and staff, saying they "go the extra mile."

"Our staff is dedicated," she said. "Our faculty is a strong faculty that is well trained, interested in teaching and focused on helping students."

The university takes pride in making an average student a good student.

Sister Maureen said there are plenty of reasons students and their parents should consider Holy Family.

"What should make us different is our mission to serve families and bring each person to their fullest potential," she said. "Students will find an environment of care and concern. They're not going to get lost in the cracks." ●





## Join our Family.

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

*Money*® named us a **Best College in 2018-2019** and **2017-2018** and previously ranked us as a Value All-Star for three years running. In 2015, NPR included HFU in their top 50 "**Schools That Emphasize Upward Mobility**," and *The Economist* recognized us as #11 in the United States for **Collegiate Economic Value**. In 2016, *The Chronicle of Higher Education* named Holy Family in their top 10 schools in the nation for **Best Salary Outcomes**.

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# Are you Ready?

## Six Risks to Be Prepared for in Retirement

### Long-Term Care Costs and Rising Healthcare Costs Top the List



| By John G Fischer, Northwestern Mutual

As baby boomers approach retirement, many may find themselves in different economic circumstances than what they planned for. Recent economic events have taught us the downside of risk, yet careful planning can help soften the impact. Northwestern Mutual says that your retirement plan can stay on track if you focus on these six key risks.

**Health Care Risk:** Rising medical and prescription drug costs, fewer employer-sponsored retiree benefits and limitations of Medicare are all impacting income and retirement savings. According to Medicare.gov, estimated health care costs for a 65-year-old range from \$3,000 for someone in excellent health to \$10,000 for someone in poor health, including premiums, deductibles and co-pays but not including long-term care, vision or dental expenses.

**Inflation and Taxes:** With inflation reducing purchasing power and taxes impacting liquidation strategies, less money will be available to spend or invest in retirement planning.

**Longevity Risk:** Americans are living longer and the possibility exists that they could outlive their resources. There is a 10 percent chance that a 65-year old male will live to 97 years of age and a 1 percent chance the same male will live to 105 years of age. Yet, the "average" life expectancy is only 85 years<sup>1</sup>, meaning half of the population will die before that age and the other half is expected to live longer.

**Legacy Risk:** Many Americans want to leave a legacy, making an impact beyond their lifetime by leaving a financial gift to a loved one or a charity. It is necessary to balance this desire with the need to fund an individual's retirement.

**Long-term Care Risk:** The cost of care for an unexpected event, or long-term illness not covered by private insurance or Medicare is requiring more Americans to prematurely deplete their assets. A 2009 LIMRA (Life Insurance Marketing and Research Association) survey of

pre-retirees and retirees aged 55 to 75 found that health care and long-term care expenses together account for between 12 and 15 percent of retirement expenses, depending on the household income<sup>2</sup>.

**Market Risk:** Participating in the stock market can give an individual's retirement savings and income the potential to keep pace with inflation, however, volatility in investment markets can significantly affect retirement income and savings.

#### Resources for Retirement Planning

Northwestern Mutual has a range of online resources to help individuals think about and plan retirement needs:

#### Retirement Savings Calculator

at <http://www.nmretirementsavingscalculator.com/> can be used to show how contributions can affect an individual's ability to fund their retirement.

#### Cost of Care Calculator

at [http://media.nmfn.com/tnetwork/LTC\\_Calc](http://media.nmfn.com/tnetwork/LTC_Calc) to help better understand the potential cost of long-term care services.

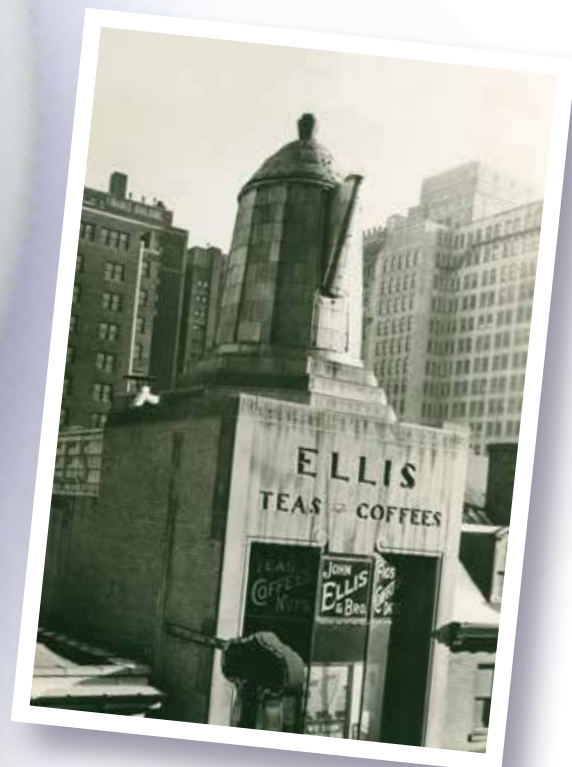
#### Lifespan Calculator

at <http://media.nmfn.com/tnetwork/lifespan> to estimate out how many years an individual may live past retirement. ●

Article prepared by Northwestern Mutual with the cooperation of John G Fischer. John G Fischer is a Financial Advisor with Northwestern Mutual, the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, Wisconsin, and its subsidiaries. John G Fischer is based in Philadelphia, PA.

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<sup>1</sup> <https://www.medicare.gov/find-a-plan/questions/home.aspx>, accessed August 22, 2011  
<sup>2</sup> "Retirement Income Trade-offs, Implications for Product Development," LIMRA, 2009



Close up of the former Ellis Coffee roastery located at 9 South 16th Street in Center City with unique landmark coffee pot on the roof.

# There is Something Brewing at Philadelphia's Own Ellis Coffee

| By Amanda Bates, GNPCC Staff Writer

Coffee.

For some, it's the magic morning potion that is savored and sipped at the start of the day. For others, it's a comfy companion while working in a corner at your favorite diner or café. In her famous country tune "9 to 5", Dolly Parton refers to it as a cup of ambition. And Jerry Seinfeld loves a good cup of Joe so much he created his reality TV show around it, "Comedians in Cars Getting Coffee".

But, to Ellis Coffee Company, coffee takes deeper roots. At Ellis, coffee is family.

If you're ever lucky enough to step into Ellis headquarters at 2835 Bridge Street, Philadelphia, you'd be overcome by two things: The aroma of invitingly warm roasting coffee, and the long family history that remains the heart of the operation.

Ellis Coffee Company has been a Philadelphia Institution since 1854 when it originally began as a shop along the waterfront. The original founder, Allen Cuthberth, created a place for the Philadelphia community to trade items while selling coffee, tea, preserves, and spices from around the world.





In 1871, Francis Bond took ownership of the company and hired John Ellis, a young man with a new eye for business. While still running the store, John Ellis was approached by The Union League to start serving his high-quality product to their guests. Ellis quickly realized that he could begin expanding into the foodservice industry by making daily deliveries to local restaurants and hotels. This led to the expansion of the company and Ellis eventually taking ownership.

After many years of business, John Ellis sold the company in 1952 to the Strauss family. By continuing traditions to provide the highest quality coffees, this family-owned business is still a thriving staple in Philadelphia.

"Being a family owned business with the history, it differentiates us," President and CEO Adam Kestenbaum said.

Kestenbaum marks the fourth generation of the family. His great-grandfather purchased Ellis Coffee Company in 1952, and in the mid-seventies, his father stepped in to run the company. In 1998, Kestenbaum came into the business after graduating from college. He feels fortunate to have worked alongside his family including his grandfather, father, uncle, and aunt. He is now the President and CEO of the company.

Along with being a family-owned business, Kestenbaum values being a long-lasting institution in Philadelphia. With some community relationships lasting over 100 years, Ellis reflects its Philly roots within their branding.

"We've been a part of this city for so long," Kestenbaum said. "Philadelphia history is American history."

Ellis Coffee proudly incorporates Philadelphia heritage into their brand with House blends named William Penn and Philadelphia Roast. Some packaging even shows off images of Philly's own Liberty Bell.

Ellis Coffee Company values being a family-owned business, and it shows throughout their facility. Today, Ellis has an estimated 85 employees working at the Bridesburg location in Northeast Philadelphia, some having worked there over many decades.

As Ellis employees make their way towards the roasting area, they are inspired by the words "We go to work every day to provide you with an extraordinary coffee experience". Kestenbaum says that these words represent the company's mission and the care that each employee contributes to the process.



**Ellis Coffee display featuring coffee in different stages. Roasted ground coffee (front), green beans prior to roasting (middle), and roasted whole beans (back).**

"We're very personal. A real place with real people," Kestenbaum said. "It's not just about the coffee. It's about the whole program."

Brian Zaslow, Chief Marketing Officer, says he is proud to work at Ellis Coffee Company because it is a special place which takes great care and interest in its employees.

"This place is genuine," Zaslow said. "It has a family feel. From production to sales, it's a light-hearted environment where everyone is happy."

Many employees are local to the Bridesburg area and even walk to work from their nearby homes. Kestenbaum values the relationship between the company and the neighborhood and strives to continue developing relationships with nearby communities and organizations.

Ellis Coffee Company also values their relationships with the many farmers whose coffee beans are delivered to the 35,000-square foot headquarters. They do business with farmers from all over the globe including Brazil, Columbia, and throughout Latin America and Africa. Some farmers have been delivering their crops to Ellis for decades, even dating back to Kestenbaum's grandparent's generation.

Ellis Coffee Company receives four containers of coffee beans a week, with one container containing forty-thousand pounds of quality beans. The team then roasts, grinds and samples the coffee to assure the beans supplied are consistent and can be packaged for sale.

Ellis distributes its products nationwide from Florida to Maine and from the West to the Rockies. Over 90% is kept east of the Mississippi River. The core of their deliveries is throughout eastern Pennsylvania, western and southern New York, Maryland, Delaware, and New Jersey.

While Ellis Coffee has an interesting history, Adam Kestenbaum is excited for the future of the company.

"We're constantly looking at improving and building," he said.

Ellis continues to deliver consistent high-quality coffee products, even when gimmick driven coffee roasters flood the industry. With a business that is as strong as their coffee, there is always something brewing at Philadelphia's own Ellis Coffee Company. ●



**Ellis Coffee leadership: family members Gene Kestenbaum, Marcie Cohen, Adam Kestenbaum, and Michael Strauss.**



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# Northeast Philadelphia Organizations to Honor Vietnam Vets

| By Shaun Eagan, DLA Troop Support Public Affairs

While Nov. 11 is known as the day to honor the service and sacrifices made by American veterans from all past and present wars, those who served in the Vietnam War were recently given a day for themselves.

In 2017, President Donald Trump signed into law The Vietnam War Veterans Recognition Act of 2017, establishing The National Vietnam War Veterans Day to be celebrated each year on March 29.

It is a day to honor those who served in the Vietnam War and recognize the families who stood by them during their service.

In recent years, the Department of Defense has made efforts in honoring these Vietnam War veterans, thanking families and celebrating the 50th anniversary of the war through a program called the Vietnam War Commemoration.

Authorized by Congress, established under the Secretary of Defense, and was launched by the President in May 2012, the Vietnam War Commemoration recognizes all men and women who served on active duty in the U.S. Armed Forces from November 1, 1955, to May 15, 1975, according to the DOD. Nine million Americans, approximately 7 million living today, served during that period, and the commemoration makes no distinction between veterans who served in-country, in-theater, or were stationed elsewhere during those 20 years because they all answered the call of duty.

The Commemoration Program works with its official partners, such as the Defense Logistics Agency Troop Support, and local, state and federal organizations to organize events and pay tribute towards the veterans. For those who may be deceased, it honors the surviving family members.

These veterans returned home to face situations different from those of other wars because of the negative public opinion of the war. Some returned home to disrespect and hate, while some veterans say they were spat on and cursed. Instead of celebrations for returning home, some veterans were treated with hostility.

However, with the Vietnam War Commemoration program and the official National Vietnam War Veterans Day, there is an opportunity for veterans who experienced this to get the “welcome home” and “thank you” they deserve.

DLA Troop Support, a DOD organization, located in Northeast Philadelphia is hosting a recognition ceremony, sponsored by the Greater Northeast Philadelphia Chamber of Commerce, as a way to remember and honor the community’s own Vietnam War veterans.

The ceremony is scheduled for Friday, March 29, 2019, at 9:30 a.m. at KleinLife to recognize veterans locally.

As part of the ceremony, participants will receive an official Vietnam War Recognition Ceremony pin thanking them for their service to their country.

Vietnam War veterans who wish to participate can register by contacting the DLA Troop Support Public Affairs at 215-737-2311. They will need to provide their name, military service and the date range that they served. ●

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**For any questions, please contact the DLA Troop Support Public Affairs or the Greater Northeast Philadelphia Chamber of Commerce.**

**WHO:** The Defense Logistics Agency Troop Support and other official Commemorative Partners

**WHAT:** The Vietnam War Veterans Recognition Ceremony sponsored by the Greater Northeast Philadelphia Chamber of Commerce.

**WHERE:** KleinLife located at 10100 Jamison Ave, Philadelphia, Pennsylvania 19116.

**WHEN:** Friday, March 29, 2019 at 9:30 a.m.

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27



## New Film Documentary Focuses on Local High School's Fatalities in Vietnam War

By Jack McCarthy, Historian/Archivist



A new film documentary, *Remembering The 27 Crusaders*, commemorates the twenty-seven graduates of Father Judge High School who were killed in the Vietnam War. An all-boys Catholic high school founded in 1954 in the Holmesburg neighborhood of Northeast Philadelphia, Father Judge lost more graduates in Vietnam than any other non-public high school in the nation that is still active. The film focuses on the impact of the deaths of the twenty-seven young men on their families, whose members are still dealing with their loss fifty years later.

*Remembering The 27 Crusaders* opens with historical perspective on Northeast Philadelphia in the 1950s and 1960s, along with family members' memories of growing up in the area in that period. It then goes on to explore some of the broader social and political aspects of the war. The major focus, however, is on the Father Judge families who lost loved ones in the conflict. Interviews with the soldiers' brothers and sisters (the parents are mostly deceased at this point) comprise the majority of the film. Their stories are heart-wrenching, with interviewees recounting their still vivid memories of the moment they learned of their brothers' deaths. A recurring theme is the memory of their parents, upon seeing two formally dressed military officers at the door, knowing immediately why they were there and the anguished reactions that followed. Story after story recounts variations of this same painful scenario. Family photos and interviews with Father Judge priests and friends and military colleagues of the deceased also help tell the stories.

Most of the young men who were lost were in their late teens or early twenties and it is clear from the interviews that their siblings are still feeling the impact. Interviewees remember the pervasive sadness in their families over the years; some even said that the family never celebrated Thanksgiving or Christmas again. Many of the interviewees say that the film represents their first opportunity to openly discuss their loss after all these years and note how therapeutic speaking about the experience has been. The film concludes with a focus on efforts in recent years to properly commemorate those lost in Vietnam, highlighting memorials throughout the Philadelphia area, including the one at Father Judge. ●

***Remembering The 27 Crusaders*** was produced by filmmakers Shawn Swords and John Ricciutti for Irish American Films and Thistle Dew Productions LLC. It premiered at Father Judge on November 9, 2018, with showings throughout the area thereafter. DVD copies can be purchased at: <https://irishamericanfilmspurchase.com/shop?olsPage=products>.







## One Stop Shop Web Site for PA Businesses

| By Gloria Pugliese, GNPCC Staff Writer

Entrepreneurs and small business owners now have an online resource that will answer their questions about navigating the processes and requirements to run a business in Pennsylvania. Now, rather than contacting many different agencies for information, everything you need to know is available with the click of a mouse.

The PA Business One-Stop Shop is “a state government office equipped with knowledge, information, and resources for businesses both large and small,” according to the about page. The site includes resources for planning a business, registration and permitting, hiring employees, funding and technical assistance, and more. It even has tips for naming your business and link that allows you to see if a business name is already registered with the PA Department of State. In addition, you can enter your address information to learn what local registrations, permits, zoning requirements and other local information you need for your business.

The site is organized around different stages of business development, with a navigation bar for the plan, register, operate, and grow stages of your business. The PA Proud button markets the benefits of living and working in Pennsylvania.

The library area of the site includes business documents, forms and guides and a contact link for assistance in determining which forms you need for your business. The testimonial link takes you to a blog on the Pennsylvania Department of Community and Economic Development web site with spotlights of small businesses throughout the state, where you can also sign up for monthly newsletters. You can also provide feedback on the website by completing the feedback form. If all else fails, you can contact them through the online contact form or a phone number available during regular business hours.

State Representative Jared Solomon has been working with the Governor on this initiative for some time. “I am thrilled that the governor unveiled the PA Business One-Stop Shop in his budget address,” Solomon said. “This idea was one his team, and I have been working on since I took office. It is imperative that we remove the barriers to businesses starting, growing and relocating in Pennsylvania. They should not fall victim to the silos of state government that can sometimes stifle the creative spark and energy of entrepreneurship by shuffling people back and forth from one department to the next. The PA Business One-Stop Shop is a big step forward to reducing this possibility.” ●

Visit [business.pa.gov](http://business.pa.gov) for more information.



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# THE SMILE Through Diversity

| By Miranda Berger, The Welcoming Center for New Pennsylvanians



**A**s I write this article about diversity, it puts a smile on my face. As an immigrant from the Netherlands, I assist new immigrants every day in their career pathway at the Welcoming Center for New Pennsylvanians in Philadelphia.

Although I had visited the United States many times, my relocation to the U.S. came with many culture shocks. Growing up in the Netherlands we had a lot of American influences: TV, movies, music, and food. My new American life is totally different and not at all like I expected from what I saw on TV or heard in songs. There was a lot I had to learn and understand about my new country, the United States of America.

For instance, the supermarkets in the Netherlands are smaller. I could buy my weekly groceries in the supermarket in about twenty minutes. In the U.S. I could spend hours shopping because decisions were harder since there were so many choices to make either in the cereal, ice cream or soda aisle.

Greetings were another dilemma. In the Netherlands, we give three air kisses and traditionally in the U.S. we give one kiss to family or close friends. The rest of the people we shake hands with or hug. I have become the best hugger. Also, doggy bags are offered even if you do not own a dog because the portions are double the size than in Europe.

The most important difference I found is the friendliness. When I moved here, I had the European “neutral face” and directness in my daily conversations. Very soon I found out I had to change in order to fit in because people did not always understand me. **When you greet people in the U.S., you smile, and it is very common to ask how you are doing?** I found out that my answer had to be short and simple, great or awesome, and with a smile back, regardless of what kind of day I was having.

**I adopted smiling because I found out it is correct: When you're smiling the whole world smiles with you.** It gave me a great feeling to smile and get a smile back. Every behavioral psychologist can tell you that each time you smile your brain throws a little feel-good party. Dopamine, endorphins, and serotonin start to work.

According to a group of British researchers from Hewlett Packard **one smile can generate the same level of brain stimulation as up to 2,000 chocolate bars.** (Source: <http://thebrainyouneed.com/brain/one-smile-16000-chocolate-bars-or-25000>) Unfortunately, I did not find any information on how you could lose weight with smiling.

In assisting immigrants in their career pathway, I also have to explain that smiling is expected during a job interview in the US. This is not common in every culture. For example, if you smile in the Netherlands during an interview, it could mean that you are under the influence, kooky or being flirtatious.

A neutral face is expected during an interview in the Netherlands and in some African or Asian cultures, it is not common to have direct eye contact. It shows respect if you look away or down. Looking away or having a neutral face during an interview can be easily misread here in the US.

**Smiling during an interview shows that you are confident.** Sometimes it is already hard to communicate in a language other than your native language for immigrants. It is also expected that you learn new nonverbal skills other than your native nonverbal skills at the same time. I found out that this can be hard and takes some practice and time until it feels comfortable.

**In the United States, it is important to smile; it shows confidence and friendliness.** One main reason that we smile in the United States is not only because we are friendly and full of confidence but also because of our ancestors from the Old Country. (Source [www.sciencemag.org/news/2015/05/what-your-smile-says-about-where-you-re](http://www.sciencemag.org/news/2015/05/what-your-smile-says-about-where-you-re)) In the old days our Irish forefathers wanted to be friends with their German neighbors, but since language was a barrier, the best thing they could do was to greet each other with a smile. This smile is something we continue to do today. I believe the smile is a big part of us and our culture because of the diversity in the United States. As I complete this article on just a few things about diversity, my smile is still there as big as ever. 😊



# The Eagles' Story Continues

| By Dave Spadaro, Eagles Insider

Nothing has been easy for the Eagles season after winning the first Super Bowl in franchise history. Chances to bank wins early in the season were wasted by blown late leads. Injuries from top to bottom on the roster thinned the depth substantially. An offense that was so explosive in the 2017 season struggled in 2018. The defense had trouble taking the football away from offenses.

And so, instead of surging into the postseason at this time a year ago, the Eagles were in must-win mode from late November through the end of the regular season.

It's been a struggle.

"That's the way life is in the National Football League," Eagles head coach Doug Pederson said. "There's a very fine line between winning and losing in this league. You have to make the plays when they are presented to you. These games usually come down to a few plays here and there."

What a difference a season makes, right?

"One season is unique from every other season," defensive end Chris Long said. "You change players, sometimes you change coaches, the schedule is different, you have injuries. It's just different."

Quarterback Carson Wentz made a successful return from his major knee surgery from 2017 and played as franchise quarterbacks play, even though it has been a challenge having had no practice time in the summer, working with an offense missing starting wide receiver Mike

Wallace and running backs Jay Ajayi and Darren Sproles. After averaging 33 points per game with Wentz in the lineup in '17, the Eagles ranked in the bottom third of the NFL in points scored (around 22 through November) for much of 2018.

Injuries, as significant as they were last season when Wentz, left tackle Jason Peters, middle linebacker Jordan Hicks and Sproles were injured, were even more widespread this year. The defense lost cornerback Ronald Darby, safety Rodney McLeod and defensive end Derek Barnett to season-ending injuries. Wallace was hurt in the second game of the season. Wide receiver Mack Hollins was out all year with a groin injury. Ajayi's absence was a big blow to the running game. Sproles was out for months after one game because of a hamstring injury. The defensive secondary pulled players off the streets and suited them up for action.

The struggle was real all season. The Super Bowl and the win and everything it meant to the City and the franchise evaporated before September rolled around. The Eagles weren't the underdogs. They were the targets. Teams didn't stop as they looked for a chance to beat the defending champs.

"We know that from now on, for sure, teams are going to give us their best shot," right offensive tackle Lane Johnson said. "We aren't going to sneak up on anybody."

Yes, indeed, what a difference a season made. The Eagles, battling tooth and nail for all of 2018 after leaving tire tracks in 2017, learned that first hand as we all have done this season. ●





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# Employer Employee Engagement

| By Vince Haas, La Salle University

**Do you feel an emotional connection to the work you do? If you're a business owner, do you believe that your employees are routinely going "above and beyond" the requirements of their job to help you deliver a superior product or service?**

If you answered "yes" to either of these questions, you're very fortunate. You're also part of a staggeringly small minority. In its 2017 report on the State of the Global Workplace, the Gallup Organization reported that only 15% of full-time workers around the world are approaching their jobs in an engaged manner characterized by enthusiasm and a feeling of connectedness. Moreover, as Gallup and others have argued, the lack of employee engagement carries with it an enormous cost in terms of lost productivity and profitability.

Despite the gloomy global picture, there is good news! Companies of all sizes, including several right here in our area, are "doing" engagement right and are reaping the benefits. InBusiness is happy to share a few of their insights and ideas with you.

**But first, why is creating a strong sense of employee engagement proving to be so difficult for so many companies?**

It could be because many business owners and leaders aren't really sure what problem they're trying to solve. Part of the confusion could



**Dr. Simon Moon, Ph.D.,  
La Salle University**

be the lack of a definitive explanation of what employee engagement is or does. Even with years of research and well over 1000 books on the topic available on Amazon, a shared definition of employee engagement remains elusive. According to Dr. Simon Moon, Ph.D., Coordinator of the Institutional and Organizational Psychology Program at La Salle University, "scholars agree that there is no single, all-encompassing definition of employee engagement."

However, for a helpful starting point, Dr. Moon suggests that employee engagement can be viewed as "a combination of job satisfaction, organizational commitment, and job involvement."

Even if employee engagement has not been conclusively defined, perceptive business leaders have learned to recognize it when they see it. Dana Russikoff, Business Leader and Co-founder of SureShade, believes that engaged employees "give off a good vibe, a good energy." Russikoff also believes that an engaged employee demonstrates courage in the way they communicate. "They're not afraid to speak up," says Dana, "they'll ask questions and present their ideas."



**Stacie Runion, Vice  
President of Global Talent  
and Engagement, Cardone  
Industries**

Stacie Runion, Vice President of Global Talent and Engagement at Cardone Industries also use an employee's communication style as a barometer for engagement. "First of all, they're good brand ambassadors," said Stacie. "Engaged employees are proud to work for Cardone and they're quick to tell people about us." "And when they talk about the company," Stacie continued, "they refer to it as we, never as they."

Sandmeyer Steel's Executive Vice President, Rod Sandmeyer, looks for "little things" that an employee does every day. "That can include something as simple as an employee showing up on time and being at their workstation when their shift begins," said Rod. Rod also looks for "good housekeeping" as an indication of an engaged employee. "It isn't just about being tidy," said Rod. "Worker safety is our highest priority, and our employees know that," said Rod. "When they keep their work area clean and orderly, they're showing that they're connecting to our goals and our mission."

But employers can't just wait around hoping for engagement to naturally occur; they must actively pursue as a priority just as they would any other business goal. But, where to start? Fundamentally, it comes down to building organizational commitment and a belief that employees and employers are working toward shared beneficial goals. According to La Salle's Simon Moon, "when workers are committed to their work and organization, they will accept the organization's goals as their own and are willing to go the extra mile."





**"Connection" – a core tenet of employee engagement at Cardone.**

### **So how can a business build organizational commitment and employee engagement?**

Cardone Industries uses a highly structured approach. Partnering with a company called DecisionWise ([www.decision-wise.com](http://www.decision-wise.com)), Cardone utilizes their five-factor strategy for building commitment and engagement, which includes Meaning (how does my job contribute to the end result?); Autonomy (what am I allowed to do?); Growth (can I have a career here?); Impact (how does what I'm doing contribute to the company's bottom line?); and Connection (do people here care about me as a person?)

For SureShade, gaining worker commitment involves giving employees a chance to grow along with the company by giving them the opportunity to develop new skills and "wear different hats." SureShade also prioritizes demonstrating trust that workers will act in the best interest of the company by giving them the freedom to make decisions. "You have to make sure employees understand the way the company operates and how their work and their decisions can impact other things," said Dana Russikoff. "But once that connection is made, we want our employees to feel ownership in what they're doing."

Sandmeyer builds connection and commitment through strong family-like relationships with workers and encourages its supervisors to have regular one-on-one conversations between supervisors and their teams. These discussions cover everything from job priorities to

personal interests and what is happening for the employee outside of work. "We have a lot of employees that have been with us for years," said Rod Sandmeyer. "We believe we're a family and we want our employees to feel that sense of belonging."

Regardless of the size and shape of the employee engagement, the approach that is taken, La Salle's Simon Moon believes that regular, proactive communication is essential as it supports the development of a justice perception, or an employee's belief that their organization will treat them fairly and with respect. "The justice perception may largely stem from communication and fair procedure," said Dr. Moon. "When employees are well informed in advance and perceive that the organizational processes are fair, they will be more engaged in the work and organization." SureShade and Sandmeyer both use the time-honored "Management By Walking Around" approach, continually taking in and giving out information throughout the day. A comparatively larger company, Cardone begin each workday by holding a brief "Take 5" group meeting to provide employees with the latest company news and updates. In all cases, the emphasis is on keeping the lines of communication open, and encouraging employees to take an active role in the dialogue.



**The team from SureShade celebrating success.**

Whether your current employee engagement approach is broad and strategic or simply focused on ensuring that your workers' daily experience on the job is as pleasant as possible, it is essential that you ask for feedback. Do your employees recognize that you are making their engagement a priority? Are your engagement activities having the desired effect? Are some of your employees feeling that they have unique needs that are not reflected in your approach? Are you spending time on engagement activities that are not resonating with those you seek to engage? For a smaller business, a conversation with employees is the best way to get feedback. Larger companies may need to do a more formalized employee survey. In either case, give your workers the opportunity to help you fine-tune your engagement efforts, and show them that their feedback is valued by implementing their suggestions whenever possible.

As a relationship-based dynamic, employee engagement must be an accountability that is shared by business owners, supervisors, and yes, by employees. And, like any relationship, it requires effort, communication, and daily attention to getting the "little things" right. But, as forward-thinking companies like SureShade, Cardone Industries, and Sandmeyer Steel have demonstrated, it is well worth the effort. ●



**Employee engagement and great teamwork are mutually supporting ideals. (Photo courtesy of Cardone Industries)**



# What does “At Will” employment really mean?

| By Daniel P. McElhatton, Esquire, McElhatton Foley, P.C.

**Business owners deal with challenging situations daily. This is a drastic example that tries to point out how decisions should be made cautiously and not emotionally based upon first impressions.**

Greg, the owner of a small accounting firm, arrives early at work one morning and Dan, a relatively new employee is already hard at work. Duly impressed Greg asks Dan what he is working on and the response catches the boss by surprise. Dan replies: “I’m preparing the spread sheet for a March Madness pool that I organize with my friends and neighbors!” Greg tells Dan that such work is not permitted in the workplace with the company’s office equipment including the computers. The reaction is not exactly what the employer expects when Dan tells his employer that what he does on his own time is not anything the company can control! He proceeds to continue to create the spreadsheet and log in the participants. He finishes before the normal start time and begins his normal workday.

The employer reflects on the incident and decides that he is going to set an example for all the employees and he proceeds to confront Dan and terminates his employment effective immediately. The employee leaves and several weeks later the employer receives a letter from counsel notifying the employer that the disgruntled former employee has filed suit for wrongful termination.

The employer calls his counsel and informing the lawyer of the situation indicating this employee had no actual contract but a letter that made it clear the employee was an “at will” employee. The employer says that this conduct was in violation of the policies and procedures of the firm and that they have terminated others for identical acts. So what is this claim of wrongful termination? The attorney starts to ask some additional questions and delve a little deeper into the work being

done by the employee. The attorney discovers that in addition to being the resident NCAA pool expert that Dan, the new employee, was also working on a sensitive matter involving the preparation of a report to the SEC on behalf of a client. Dan is now asserting that he was really fired because he discovered some serious matters that the client was hiding from the government that the accountant was about to disclose to the government investigators. The employee is now claiming that his status as an “at will” employee was a pretext for a firing that he claims were retaliatory for disclosure of possible criminal violations.

While this may sound far fetched these types of situations actually occur on a regular basis. The remedy is that the employer needs to act thoughtfully and deliberately. He has the right to tell the employee that such conduct is prohibited but before taking the action to terminate, the employer should insure that there are no hidden mine fields in the work being done by that employee or other specific “triggers” that can hinder the effort to terminate. Those additional triggers can relate to the employees status as a member of a protected class (race, gender or age classifications). The triggers do not establish a bar to termination but if there are such issues the employer must insure that the action to discipline is directly related to the offensive conduct and not related – directly or indirectly to such other considerations.

Lesson to be applied – be cautious and deliberate. ●

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# INVESTING IN OUR FUTURE

## Developing Students Skills For Successful Futures Through PFEW

| By Scott Lee, Pennsylvania Free Enterprise Week (PFEW)

**F**orty years ago, Pennsylvania businesses were having trouble finding and keeping quality employees. Part of the reason was that Pennsylvania didn't require any business or economics education to graduate high school. Unfortunately, the same holds true today. Enter Pennsylvania Free Enterprise Week (PFEW), an exciting, week-long immersion in business for high school students. Each summer, over 2,100 students and more than 250 volunteers descend on the campuses of Lycoming College and Pennsylvania College of Technology in Williamsport to take part in this world class educational program offered by the Foundation for Free Enterprise Education.

The overarching goal of PFEW is to teach students to understand, and celebrate private enterprise and provide an environment for participants to develop skills that prepare them for successful futures. PFEW opens doors to career opportunities in our communities and state. Many graduates share that they learned more during their week at PFEW than they have in a classroom for an entire year.

PFEW participants form teams of approximately 18 students and one adult volunteer and become the management team of an underperforming manufacturing company in direct competition with other student companies. Using a college-level business simulation licensed exclusively to PFEW, each company must determine, through 12 business quarters, their selling price, marketing costs, production budgets, banking needs, research, and development costs, – in short, most of the decisions managing an actual business typically require. Additionally, teams must determine their marketing strategy, create print, broadcast, and social media campaigns, and design a website. At the end of the week, all company members participate in two

formal judged oral presentations. The first is a formal Shareholders Annual Meeting where participants must present detailed financial statements and results of two years of operation and demonstrate an understanding of what happened to their company, and why. The second is a Marketing/Advertising Presentation where teams present print media, perform television and radio ads, and present their website design. Each summer, GNPCC President, Pam Henshall, judges the marketing presentation for one of the five week-long sessions.

The week is highlighted by world-class speakers addressing topics geared toward the students' personal and professional development. Topics include business ethics, teamwork, the relationship between business and government, communication, leadership, and more. Team-building activities and other business-related activities occur throughout the week, and informal interaction and discussion between businesspeople and students occur daily.

This award-winning program is open to all rising juniors and seniors attending any public, private, charter, parochial, cyber, or home school in Pennsylvania. Students must apply for the program, and if accepted, pay a nominal registration fee. Students' costs are paid for via a \$625 scholarship provided by local businesses, individuals, civic organizations and foundations in their community. The scholarship pays for the individual student's lodging, food, activities and program materials for a week-long immersion in the business world. PFEW is funded and taught entirely by practitioners from the business community. ●

To get involved in this powerful program, email FFEE VP of Marketing & Advertising Scott Lee at [scott@pfew.org](mailto:scott@pfew.org), or call 814-833-9576 x8



# New Year, New Benefits

## What's to come for The Greater Northeast Philadelphia Chamber of Commerce in 2019

By Amanda Bates, GNPCC Staff Writer

With the start of every New Year comes the opportunity to reflect and improve. As you jot down your list of improvements from last year and consolidate your upcoming resolutions, be sure to ask yourself: What better way to bring in the New Year than by investing in yourself and your business?

Being a member of The Greater Northeast Philadelphia Chamber of Commerce is your first step in the right direction

when it comes to your company's growth and exposure. By being a GNPCC member, you are equipped with the necessary resources to reach new potential customers, to become more active in the Northeast Business Community, and to promote the personal and professional growth of your employees.





Just like you and your business, GNPCC is also making improvements for the New Year. With our members and the Greater Northeast region in mind, we are adding new events and exclusive member-only programs and marketing opportunities to our agenda.



## 2019 Business Directory and Resource Guide

Starting in 2019, GNPCC will publish a yearly Business Directory and Resource Guide, which will highlight businesses throughout the region. Finally, a guide to the area is here to provide you with the resources you need to live and do business in our region. The publication will feature a full alphabetical business listing index, a restaurant and entertainment guide, an Elected Officials/Government guide, a region map, a brief history of the Northeast, and new advertorial opportunities.

With this new marketing opportunity, our members have yet another chance to show off their business, services, or products. We're adding creative ways to promote your business, so contact us to find out the best option for advertising yours.

## Diversity And Inclusion Partnership

As this region continues to evolve, we have the opportunity to highlight and champion for the strength in diversity. Just like the Greater Northeast, our members are a diverse group of business owners. Starting in 2019, GNPCC is unveiling the Diversity and Inclusion Partnership. By partnering with citywide organizations, we intend to steer this initiative in a way that benefits not only our members but the greater community. This new initiative will feature leaders from across the area who can offer their support and expertise in making our business community more collaborative and inclusive for Minority, Women, Veteran, and Disability-owned businesses. It is time to show off the diverse communities that make up the Northeast.

## Emerging Leaders Alliance

GNPCC is proud to announce the Emerging Leaders Alliance, formally known as the Young Leadership Network. Our Chamber recognizes the importance of creating programs and platforms for upcoming generations. Many young professionals are already taking the reins within their companies, or are on their way to climbing the ladder within their careers. By forming the Emerging Leaders Alliance, we have the opportunity to promote and foster the growth and success of the future leaders in the Greater Northeast Philadelphia region. In 2019, GNPCC will host an inaugural event specifically for emerging leaders and those who work closely with them. Stay tuned for future dates and details.

## Leadership Academy

We are proud to be a leading resource for learning and development within our region. We optimize our members' investments by promoting growth by developing their knowledge, skills, and business awareness. Starting in spring 2019, GNPCC, in partnership with Holy Family University, is pleased to present the Leadership Academy Development Program, a leadership, management, and sales development Certificate. These classes are designed to prepare today's managers to become tomorrow's leaders within your organization. Through six collective modules, students gain an array of knowledge and tools, which will aid in their success within your business. By enlisting yourself, or your employees, you are investing in the future success of your company. Contact the Chamber for information about classes, program dates, and pricing options.



## Infographic

At GNPCC, we always prioritize what our members need for their business, and want for themselves as part of this region's business community. In 2018, we worked hard to create a new marketing image to entice new members representing large to small companies in varying industries. With the guidance of our Marketing Committee, we created a brand new infographic, representing the strengths and benefits of the Greater Northeast Philadelphia Chamber of Commerce. Our members view our organization as "One Voice" for the region and specifically highlighted our Member Benefits; Learning and Development, Connections, Marketing, and Credibility. This project is a testament to the organization and we are so proud to launch out the new campaign.

As we start our 97th year as the leading organization for the Greater Northeast Philadelphia Business Community, we have a lot of new initiatives ahead. We are continually evaluating what our members need to succeed in the market today, and always prioritize their investments in our organization.

While we are adding many new initiatives this year, we are pleased with the success of the established events. Signature events such as, the Women in Business Conference, Flavors of the Northeast, Restaurant Week, the Women in Manufacturing and Industry Conference, the Nonprofit Summit with The Nonprofit Center at LaSalle University, and Philadelphia: Working Together breakfast, are timely and important to the continued success of our members.

Add to your list of New Year resolutions a commitment to participate and benefit from the endless Chamber opportunities. There is no better time than now to start making Smart Business Connections. ●



# Three Online Business Systems Every Organization Must Have in 2019

| By David Simons, Kingdom Social Media

I am often asked by entrepreneurs, and business leaders, “David, what is the most effective thing I can do to market my business online?” I always tell people the same answer. “It’s leveraging **SYSTEMS** to grow your business online.” When we start thinking about systems, we will stop thinking of patch solutions to fix sales and marketing challenges.

The best companies in the world have the best systems. McDonald’s doesn’t have the best burger, you or I can make a better burger, it’s the systems that are used that have made them successful. Here are 3 systems you need in 2019:

## System #1 Give Value On Your Website

All businesses must have a website and give something of value on the website for FREE. It could be a:

- Ebook
- White Paper
- Checklist
- Video Lesson
- Toolkit
- Blueprint

The key is that it must be something that people would find enough value for them to pay for it. For example on my site, I give away this toolkit called, “The Ultimate Social Media Toolkit”. Here is the link to the toolkit if you want to see the example or even download it: [www.KingdomSocialMedia.com/Toolkit](http://www.KingdomSocialMedia.com/Toolkit). I encourage you to have a system on your website using an email newsletter system like MailChimp, and then integrate landing page software into your website like Lead Pages or Clickfunnels. Lastly, you will want to place this link on all your social media channels.

## System #2 Make It Easy For People To Contact You Instantly

Did you know that the average goldfish has an attention span of 09 seconds and that humans have an attention span of just: 08 seconds? That tells us in the business world that while you have the attention of people capitalize immediately, otherwise you will lose it. You should place a chat box system on your site. I use a software called ConvertFox, but there are many others that you can use. Type in “Chatbox for my website, into Google. In 2019 it is imperative that you have a chatbox on your site otherwise you are losing out on potential clients and customers that come to your site.

## System #3 Install the Facebook Pixel on Your Website

In our digitally distracted world, it now takes longer for people to trust you online to conduct business with you. It takes about 26 touch points for a new potential customer to decide to do business with you. That is a lot of touch points; therefore it’s imperative that we have ways to connect with people on an ongoing basis. A Facebook pixel is a piece of HTML code you receive from Facebook that you put on your website, and it tracks everyone that has visited your site that has a Facebook account. This gives you an opportunity to send ads to everyone who has interacted with your website. It is imperative for your business because, it will always keep you top of mind. ●

If you would like to learn more strategies you can leverage book a free consult by going to [bit.ly/meetwithdavid](http://bit.ly/meetwithdavid)



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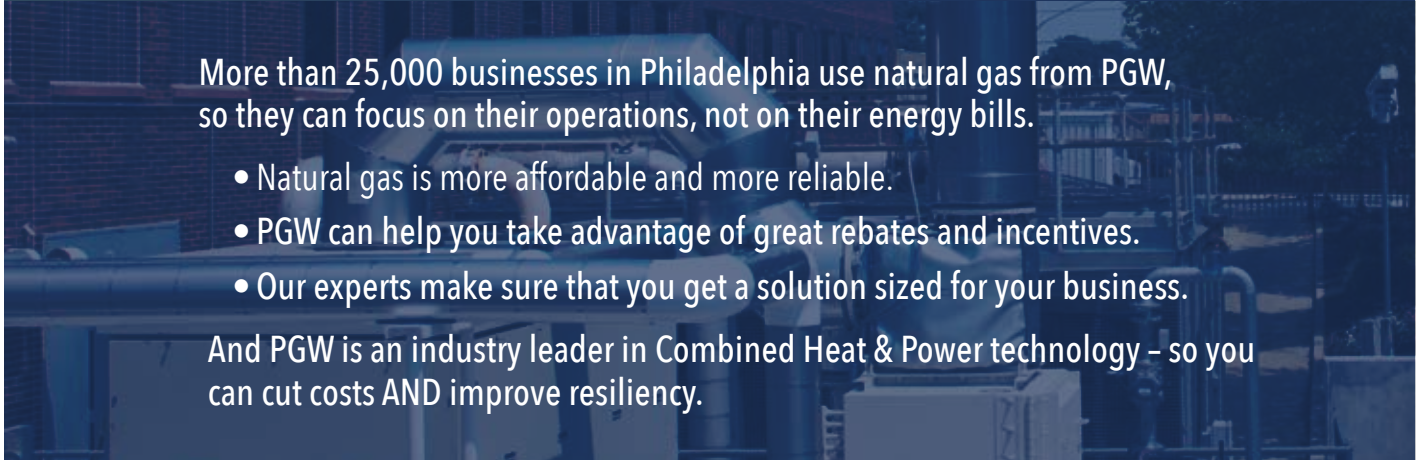
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