



Plants grow inside the office of Soltech Solutions, a Bethlehem startup that designs and makes lights for houseplants. PHOTO/SUBMITTED

A light touch

Trio designs, makes specialized lights for houseplants

By REBECCA VANDERMEULEN
Special for Lehigh Valley Business

Plants help people in many ways but they don't always get credit, said Mike Planer, co-founder of Soltech Solutions in Bethlehem.

Besides looking nice, houseplants improve air quality, research has found. Flora also have been shown to boost

please see **SOLTECH**, page 10

Staffing firms pressured by tight job market

By BRIAN PEDERSEN
bpedersen@lvb.com

The ongoing labor shortage is forcing employers to rethink their job requirements, alter hiring practices and work with temporary staffing agencies to find the people they need.

But temp agencies themselves are not immune from the pressures squeezing other employers.

"We feel the tight market just like everybody else," said Susan Larkin, vice president at Allied Personnel Services, a staffing agency with offices in Easton and Allentown.

The unemployment rate in Pennsylvania is hovering at 4.2 percent, down from a peak of 8.8 percent in 2010, according to the U.S. Bureau of Labor Statistics. As a result, it has been harder for employers to find and keep employees.

"It is a very, very tight market," said Jeanie Sharp, regional manager for Robert Half and Accountemps in the Greater Lehigh Valley and Delaware. Accountemps, a California-based division of Robert Half International, offers accounting and finance staffing services. It has an office in Hanover Township, Northampton County. "There's a lot of employee confidence out there, so employees are willing to explore other options."

Employers, meanwhile, are turning to staffing agencies, which are noticing the uptick in demand in a tight labor market.

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Is face the future? Lehigh Valley businesses weigh in on the pros and cons of video communication. **Page 11**



SALES TAX

Pennsylvania, other states crafting new policies for collecting sales taxes online
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SBA loan concerns linger after shutdown

Federal agency reopens but backlog worries lenders

By **MARIA YOHN NEASE**
BridgeTower Media

The reopening of the federal govern-

ment is good news for small-business owners who have been adversely affected by the closure of the U.S. Small Business Administration, which runs a program designed to provide flexible and affordable business loans.

The partial government shutdown, which ended on Jan. 25, was the longest

budget impasse in U.S. history, surpassing the 21-day shutdown in 1995 during the Clinton administration.

Now that the government's doors are open, many SBA lenders are waiting with baited breath to see how quickly the SBA will work through the backlog of loans in its queue and they are strategizing

over which loans they should submit for approval within the three-week period before the government could close again.

"Everyone is kind of ramming the gates right now," said Scott Stevens, first vice president of SBA lending at 44 Business

please see **LOAN**, page 7



Moravian College in Bethlehem. PHOTO/SUBMITTED

Moravian offering online master's in analytics

By **STACY WESCOE**
swesco@lvb.com

Moravian College in Bethlehem will launch its first-ever online graduate business degree program this September with a master's of science in predictive analytics.

Fittingly enough, the decision to create the new graduate program, and to offer it online, arose from the school's own use of data analysis.

"This was driven by the essence of the program itself," said Katie Desiderio, executive director of graduate business programs.

Scott Dams, dean of graduate and adult enrollment, said the college's five-year plan included a look at evolving student demographics and needs.

"The traditional undergraduate student population is shrinking," he said. "College students look very different than they did 10 or 20 years ago."

He said 75 percent of all undergraduate

students have at least one "non-traditional" characteristic. Some are working full-time. Some are parents and many are over the age of 24.

"They're very busy and they live dynamic lives," Dams said.

And so he said it made sense that any new programming at the college should be targeted at the graduate level or to students in adult continuing education. Online coursework was the best fit for both.

Predictive analytics, which helped identify the target audience for the new program, also became the subject of the school's first foray into a business-oriented online class.

Predictive analytics is a field that analyzes data to make predictions about future events or trends.

"Predictive analytics is simply everywhere and is being used in every business," Desiderio said.

Desiderio said predictive analytics

traditionally has been seen as a tool for industries such as marketing and advertising, where data miners use geographic and demographic information to target how to best position a product or idea out before the public.

But, she said, just about any field can use data to improve operations, from manufacturers to human resources.

A ROLE FOR LIBERAL ARTS

Part of the goal of Moravian's program is to teach students how to use data in a creative way.

"So often we pull data on things and it just sits there," Desiderio said. "We want them to be creative with the information."

That's where Dams said Moravian's emphasis on a liberal arts education comes in.

"Students will learn the technical side of using data to make a decision and then work with the data and apply liberal arts creative

thinking to be able to communicate the ideas with other stakeholders," he said.

Moravian plans to partner with companies and organizations in the Lehigh Valley to give its students real-world experience in working with data, while providing participating companies with information that could be useful.

While this is the college's first business-oriented online course, it is its second online course. There is also an online degree program in athletic training.

Moravian is working with Extension Engine, a Boston-based developer of online college courses. The predictive analytics program is two years and combines self-paced online coursework in eight-week sessions coupled with group work with area companies and group sessions.

"One of our hopes in putting this program together is to model the way for more online programming," Desiderio said.

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A sketch view of Butler Avenue in New Britain Borough, Bucks County, looking north toward Delaware Valley University. On the left is University Village, a new mixed-use development, with additional proposed development on the right. RENDERING/SUBMITTED

Borough tries blueprint for municipal growth

By JOE FERRY
Special for Lehigh Valley Business

Five years ago, officials in New Britain Borough embarked on an effort to transform their tiny Bucks County town from a “don’t blink or you’ll miss it” community to a popular regional destination.

With a deliberately business-friendly borough council and guidance from an economic-revitalization expert, officials mapped out a long-term “Development by Design” plan to encourage desirable and sustainable development along a half-mile stretch of heavily traveled Butler Avenue (Route 202) from Shady Retreat Road to Iron Hill Road. They dubbed the corridor University Village due to its proximity to Delaware Valley University, a growing private institution whose student body is just about equal in size to the borough’s population.

Over several months, the borough took a detailed look at zoning classifications along the corridor. They created an overlay zoning district to lessen restrictions on setbacks, lot coverage and building heights so developers could strive for maximum return on their investments. They outlined a streamlined plan review process so projects wouldn’t get bogged down in haggling over relatively minor details.

But most importantly, they gauged the community’s appetite for development through a series of surveys and town-hall meetings to make sure the wants and needs of residents and business owners would be met by the projects to come.

“This is a forward-thinking program that allows municipalities to control their own destinies versus reacting to unwanted development,” said consultant Stephen Barth, who developed the methodology.

THE RESULTS

About 30 percent of the properties along the corridor have been snapped up and are going through various stages of land development. Even the university has acquired several parcels contiguous to campus for offices and apartments.

In December, key players held a ceremonial groundbreaking for the first tangible step in making their vision a reality – The Gathering at University Village – a mixed-use development that will include 141 apartments and 15,000 square feet of shops and restaurants spread across three buildings on seven acres. It replaces a once-thriving wood manufacturer that closed several years ago.

“This is a day that will transform New Britain Borough forever,” Barth said at the time.

Potential tenants include restaurants, coffee shops, wine and beer tasting rooms and workout facilities, said developer Kevin Reilly of County Builders. Co-working space also may be made available to



A sketch of the University Village mixed-use project under construction on Butler Avenue in New Britain Borough, Bucks County. RENDERING/SUBMITTED

residents and the general public, he said.

“We know that when this happens, a lot more is going to happen,” said Reilly. “It’s exciting to be part of that.”

Evan Stone, executive director of the Bucks County Planning Commission, said the borough’s plan will help create a sense of neighborhood, which has been lost over the years by municipalities striving to keep strict separations between zoning districts.

“It used to happen organically,” said Stone. “People would live, work and play in the same area. A lot of that has been lost and people crave for it to return.”

While every community is unique, Stone said other small towns that have seen their downtown business districts decay could follow New Britain’s lead in creating an atmosphere in which developers can see the economic benefit of investing in their communities. Pendel, Morrisville and Plumstead currently are in various stage of similar efforts, he said.

Without a coordinated plan, New Britain would have end up with a haphazard combination of designs and uses, said Councilman Peter LaMontagne.

Which is exactly what Barth’s “Development by Design” concept is intended to avoid. In addition to New Britain, Barth has implemented the strategy in Hatboro (Montgomery County) and Perkasié (Bucks County). He is currently working on a plan for New Hope Borough.

“Development by Design” will work in any municipality that is willing to be patient, adapt its rules and listen to the will of residents, said Barth.

“Re-creating a town is exciting,” he said. “With the right planning, you can have the opportunity to make a whole new community that works the best for everyone.”

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States altering online sales tax collection

By **THOMAS A. BARSTOW**
BridgeTower Media

Pennsylvania stands to gain “tens of millions” more in taxes once the state’s new guidelines for collecting online sales taxes take full effect, while new policies in other states have businesses here scrambling to adapt.

The windfall and the adjustments are related to a June 2018 ruling by the U.S. Supreme Court that determined online businesses do not need a physical presence in a state to be responsible for collecting a state’s sales tax. Experts who have been following the case, *South Dakota vs. Wayfair*, noted that states nationwide have been reacting along the lines of Pennsylvania, which issued guidelines in January.

Essentially, they said, the ruling takes the country’s brick-and-mortar retail past into the digital future. Previously, a physical-presence standard allowed online retailers to avoid collecting sales taxes or push the responsibility for paying the taxes to their customers.

“This brings us into the new century,” said Jeffrey J. Chrin, a CPA with Concannon Miller in Bethlehem. “We are living in a digital age. The Wayfair decision updates guidance to this age.”

Critics of the old rules said they put brick-and-mortar businesses at a com-

petitive disadvantage because customers might window shop with them and then purchase an item from an online competitor, sometimes saving 6 percent in sales tax, at least in Pennsylvania.

Pennsylvania’s guidance affects businesses that don’t have a physical presence here but want to continue to do online sales in the commonwealth. But experts noted that Pennsylvania businesses will need to navigate the rules in any state where a sales tax is collected.

In fact, several observers noted, some states already have implemented new rules.

“It’s not just Pennsylvania,” said Chad Schweighart, a CPA and accounting manager at Gift CPAs in Mechanicsburg. “A lot of states are jumping on this to try to collect more sales taxes.”

The Pennsylvania Department of Revenue is requiring companies that have gross sales of more than \$100,000 per year in Pennsylvania to register, collect and send the sales taxes to the state starting on July 1. State officials have said that they will work to help guide businesses as they set up systems to comply with the new rules.

“The department is still conducting research to determine the fiscal impact,” Jeffrey A. Johnson, communications director for the revenue department,

said in an email. “At this point we can say that it is expected to result in tens of millions in additional sales tax revenue per year.”

A COMPLIANCE PATCHWORK

Compliance is a concern because each state has its own set of guidelines, creating confusion for what retailers must do. Some states will have different thresholds for gross sales, or even the number of sales, observers noted.

Schweighart and others strongly recommended that businesses consult with professional accountants or tax advisers to make sure they are complying with the rules in states where they do business. In Pennsylvania, for example, a number of items are exempt from the sales tax, such as food and clothing, while other states have their own standards. (Five states don’t collect a sales tax: Alaska, Delaware, Montana, New Hampshire, and Oregon, according to TaxJar, a technology company that helps businesses navigate the various state sales taxes.)

About 23 states – not including Pennsylvania – have been involved with creating a streamlined sales-tax agreement, which is a sign that policy makers are working through the issues and that businesses are paying close attention, said

Jason C. Skrinak, a CPA with RKL LLP in Harrisburg. Overall, word is spreading that businesses need to adapt policies to comply now.

“This is expected to wake people up,” Skrinak said about the state’s new bulletin and the attention it garnered.

A COTTAGE INDUSTRY

The myriad state laws will be difficult for some businesses to navigate, which has led companies that specialize in sales-tax laws to offer consulting and other services, noted Jeffrey S. Berdahl, a shareholder with Regan, Levin, Bloss, Brown & Savchak PC, an accounting firm in Allentown.

“It’s going to be a cottage industry,” Berdahl said. “The reality is that the tax rates are not uniform and the definition of what is taxed is not the same.”

Some consulting companies, such as TaxJar, which has locations nationwide, have been around for years. Another is TaxMatrix founded in 1999 in the Harrisburg area. It has a focus on “sales and use tax recovery, research and compliance,” according to its website.

Melissa Myers, TaxMatrix vice president of operations, said the Wayfair decision

please see **TAX**, page 13

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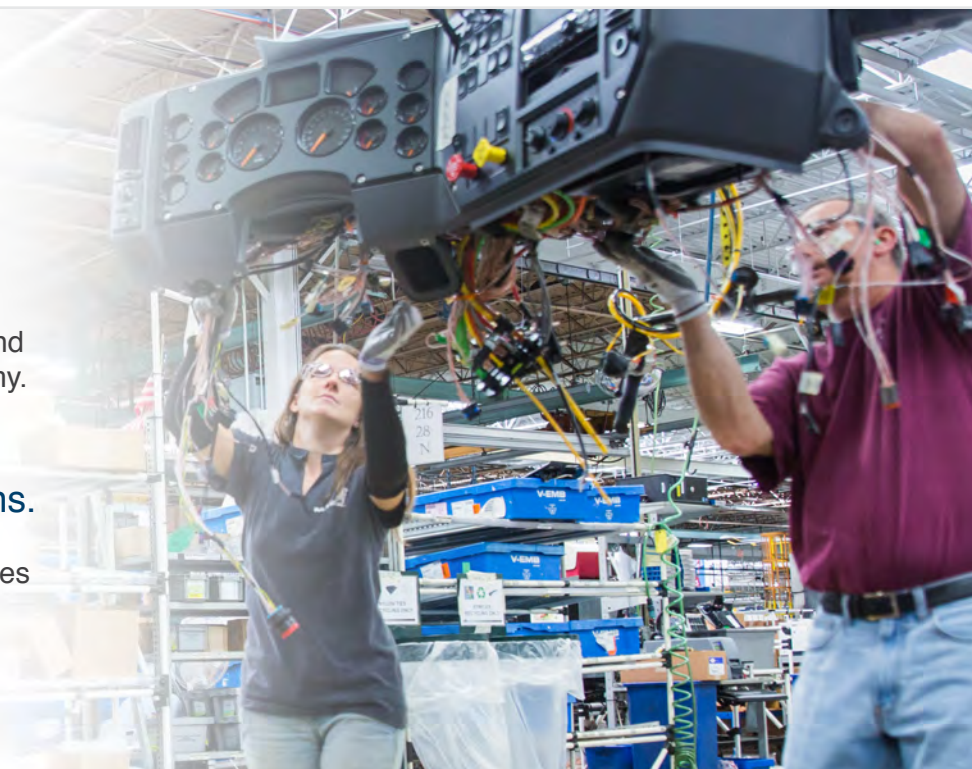
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An insurance checklist for nonprofits

Nonprofit is big business in the Lehigh Valley. The Greater Lehigh



Kevin McPoyle

Valley Chamber of Commerce alone has 5,000 members who employ more than 200,000 people working to make a difference in our community. However, individuals working at nonprofits who are so generous with their time and talent often

assume significant risk:

- 63 percent of nonprofits reported a directors and officers (D&O) Liability claim in the past 10 years

- 85 percent of the claims filed were employment-related

- D&O claims are filed twice as much in nonprofits than private companies

Directors and Officers ("D&O")

Liability coverage offers protection to board members and officers by transferring risks for activities and actions to insurance.

D&O coverage provides protection to these individuals and the group in the event an employee, client, supplier, beneficiary or other individual or group sues the nonprofit, along with directors and officers, for common law failures of management, control and loyalty.

While a corporation by definition offers a degree of personal protection against liability to directors and officers, many nonprofits choose to offer additional protection to key members of the executive team.

In addition to D&O Insurance, insurance for nonprofits should include the following additional coverages:

Also known as a Commercial General Liability or CGL, **General Liability insurance** protects a nonprofit's assets and pays for obligations incurred if someone gets hurt on its property. A visitor or client slipping on a wet floor is an example of a common covered accident. The CGL policy also protects a nonprofit's assets and pays for obligations regarding property damages to a third party caused by the nonprofit or any of its employees. CGL covers the cost of legal defense and any settlement or award.

General Liability Insurance for nonprofits can also protect against liability as a tenant if the nonprofit causes damage to a rental property, such as by fire or other covered loss. Finally, General Liability insurance can also cover claims of false or misleading advertising, including libel, slander and copyright infringement.

Property insurance transfers risk if a nonprofit loses all or a portion of its assets in a fire, earthquake, vandalism, storm or similar catastrophic property loss event, whether the nonprofit owns or rents the space it occupies.

While basic property insurance policies will typically cover the following items, a nonprofit should check with its trusted insurance broker prior to an insurable event. It should also confirm its policy will cover the full replacement value of lost or damaged property, rather than paying market value as a used good immediately prior to the damage.

Auto insurance for nonprofits will

transfer the risk for injuries a driver causes to other people or property while carrying out the nonprofit's activities, whether these vehicles belong to the individual or the nonprofit. It should be noted, the state in which an organization is registered may require a minimum amount of coverage. Check to determine if state law also requires additional auto insurance, including personal injury protection and uninsured/underinsured motorist coverage.

Nonprofits sometimes manufacture and/or sell products to raise funds. Girl Scout cookies are probably the most well-known example. **Product liability insurance** will protect a nonprofit from lawsuits filed by customers claiming they were injured by an unsafe or defective product sold during fundraising efforts. Choking hazards, broken teeth and allergic reactions are three examples of potentially worrisome insurable events.

A **Professional Liability insurance** policy (also known as "errors and omissions" or "malpractice" insurance) is triggered when an organization or person fails to properly perform his or her professional duties.

In the nonprofit world, this could potentially include health care professionals, attorneys, paralegals and mental health counselors. Because these professionals are expected to possess experience, technical knowledge or training in their particular area of expertise, they are also expected to perform the services for which they were engaged according to standards of conduct established for their professions. If a professional services individual or organization either chooses to or is unable to use the skill

level a client should be able to reasonably expect, they can be held legally responsible for harm caused to another entity.

A nonprofit should purchase a professional liability insurance policy if any of the following applies to its:

- The nonprofit organization provides a professional service or represents its services in this manner

- The nonprofit supplies advice to clients on a recurring basis

- The nonprofit is requested to have professional liability insurance as a requirement to signing a contract

HOME-BASED NONPROFITS

Many homeowners' or renters' insurance policies exclude coverage of business-related claims. Other policies forbid use of your home for business purposes. This could result in your coverage being limited or rendered void if you run a nonprofit from home.

Play it safe by telling your trusted insurance broker you are running a nonprofit from home and obtain the appropriate insurance for nonprofit coverage prior to an insurable event.

Wherever your business is located, your trusted insurance broker should help negotiate a policy flexible enough to cover volunteers, independent contractors and medical professionals who help to support your nonprofit's mission.

• *Kevin McPoyle is president of KMRD Partners Inc., a risk management consulting and insurance brokerage firm in Warrington. He can be reached at kmcpoyle@kmrddpartners.com.*

TAKING STOCK: Do self-driving cars have a future?

Dear Mr. Berko: I've invested \$85,000 in five companies involved in the development and manufacturing of autonomous vehicles. Four



Malcolm Berko

of the five issues currently trade well below my cost basis. I am beginning to have doubts and wonder whether I should sell Aptiv, Volkswagen, Renault and General Motors. I'm profitable in Microsoft. What do you think about the

future of autonomous vehicles? Should I dump my losses? – AK, Cleveland

Dear AK: Sell them all. Driving an autonomous vehicle is like washing your feet with your socks on. And the cost to put one of these things on the road today would break the banking system. I believe that most investments in AVs will be future money losers.

I've always wondered how flocks of hundreds of birds can fly about and then effortlessly and in unison change direction with-

out bumping a beak or a wing feather. I'm always in awe while watching schools of thousands of fish gambol about smoothly beneath the water's surface and then turn abruptly to avoid danger without leaving a wake or trail. Swarms of innumerable locusts, ants, beetles and mosquitoes seem to have anti-collision abilities embedded in their DNA, perfected by millions of years of afferent and efferent neuronal activity. And replicating that evolutionary growth would require a quantum computer bigger than Yankee Stadium.

Self-driving cars, buses, taxicabs and trucks were hyper-hyped by the Obama administration, which engorged the media with mountains of glowing prognostications about safety, fuel efficiency, timesaving, congestion reduction, improved mobility for elderly and children, personal productivity, reduced need for traffic enforcement personnel, etc. This is the stark magic of a dystopian future without personal choices, warmth, feeling, humor or emotion. And you can have all of this in your vehicle for as little as \$200,000, with embedded sensors, software and clusters of reactive optics. On a lighter

note, a concern that hasn't been addressed is a driver's right to seek compensation after an autonomous vehicle accident. Geico can't figure out how to price its policies for these newfangled vehicles. But not to worry, because they're generations away.

For an extraordinary number of people, driving a car is a notably personal experience – like dancing the tango. Driving a car is a visceral experience; it can generate passion, drama, violence, sex, power or independence. It's emotional in nature, and it's a primal stirring of your senses. Driving a car is a way of meeting like-minded people, of mingling and getting together with the opposite sex. Driving a car is also a personal statement, a kind of entertainment that often leads to structured socializing among co-workers, admirers, neighbors and friends. Driving a car is an uncommonly special freedom. It's a Zen experience, an emancipation of the psyche and soul from a world of coefficients, calculus, algorithms and qubits. Driving a car gives a sense of personal control over your environment.

Driverless cars, a big yawn, may be as successful as the Edsel and Google Glass.

There will be a frantic initial rush to own one, but just as with the Edsel and Google Glass, revenues will gush and then sputter. The failure to sell sufficient numbers of these cars to generate a return on investment could financially destabilize many of the smaller companies and hurt some of the bigger companies involved in their development, production and sales. Autonomous-vehicle technology could work well with buses, which could be preprogrammed to make stops, and with long-haul trucks and taxis traveling from point A to point B. But AVs will be an ignominious failure if they are retailed to large numbers of consumers or those who delight in circumbendibus routes. For example, someone who's not well-versed in operating computers might become confused driving to CVS in Wapakoneta and end his journey in Cucamonga.

• *Florida-based Malcolm Berko regularly dispenses financial advice. You may address questions to him at P.O. Box 8303, Largo, FL 33775, or by email at mjberko@yahoo.com. Creators Syndicate Inc.*

LOAN

continued from page 2

Capital, a Montgomery County-based small-business lender.

LOST ACTIVITY

According to the National Association of Government Guaranteed Lenders, small-business owners lost, on average, \$500 million per week in access to capital during the shutdown. In addition, approximately 14,000 jobs per week were not created or retained.

Stevens said he had only a few deals caught in the crosshairs of the budget impasse.

He said a few that a few were in their final stages and only required an authorization number from the SBA. He managed to send them in for approval before the clock struck midnight on Dec. 21 and the shutdown began.

For some borrowers, the approval of a simple number has made the difference between being able to move forward with their business plans or having to put them on hold, he said.

Without an authorization number, a business owner waiting for an SBA loan can't close on real estate transactions, open bank accounts and make payroll, or perform a number of necessary actions that are required to open and operate a business.

"Getting an authorization number is pretty simple," Stevens said. "The problem is, they're not getting those numbers," he said.

All of the loans submitted to the SBA are sitting in a queue and will be addressed based on the time they were submitted, the complexity of the loan and other factors, according to Lynn Ozer, president of SBA lending at

Lancaster-based Fulton Bank.

The wait time also may vary based on whether the loan is from a preferred or nonpreferred SBA lender, Ozer said.

Preferred lenders are authorized by the SBA to approve and underwrite loans and bring them almost to closure. A preferred lender simply submits the loan to the SBA for final approval and an authorization number. Nonpreferred lenders lean on the SBA more heavily and require the agency to underwrite and close their SBA loans.

Loans from preferred lenders that were awaiting an authorization number should be processed fairly quickly now that the government is open, Ozer said. But loans from nonpreferred lenders are at various stages in the process and may take longer to work through.

For lenders like Stevens, the government's reopening has triggered a flurry of strategic decisions regarding which loans could reasonably be closed and submitted to the SBA for approval in the next three weeks.

If the government shuts down again, another bottleneck will begin for the SBA, he said.

"It's Bedlam," he said. "There's no simple prediction for how this is going to go."

Ozer agreed, saying that while the SBA has developed a method of dealing with backlogs after government shutdowns and have assured the public that its technology can avoid system crashes due to the overload, it is facing a backlog that is unprecedented.

OTHER OPTIONS

Business owners can pursue conventional lending, but it's often more difficult to get, which is why many startup businesses seek SBA loans in the first place, according to Jay Azriel, assistant director of business administration and entrepreneurship at York College.

SBA loans offer more flexibility, longer terms and a

potentially lower down payment. The loans are most commonly used to fund working capital, refinance existing debt and to acquire an existing business or purchase necessary materials such as furniture, land or buildings. The SBA doesn't directly fund business owners, but it guarantees as much as 90 percent of the loan.

Most conventional loans require collateral on the part of the borrower, Azriel said. While SBA borrowers are required to pledge any collateral they have to secure the loan, they won't necessarily be declined if they're unable to do so.

Another important difference is that conventional loans often require a 20 percent down payment. Although SBA loans also have certain equity injection requirements, particularly surrounding startup businesses and changes of ownership, there is no specific amount required to obtain an SBA loan. In addition, SBA loans for equipment can allow for a 15-year term, while loans for real estate can allow for a 25-year term. Conventional loans often have to be reapproved every five years.

While larger, established businesses will likely have the funding to explore alternatives, most startups will not have the collateral or funds to do so, Azriel said.

They could pursue lines of credit to tide them over, but only if their credit scores are high enough, he said.

Newly established businesses who have entered into contracts for real estate and other startup expenses are may lack the money they need by the deadlines that were established, he said.

Ozer said some buyers will hang on as long as they can, but others will move on to take out loans on unreasonable terms.

"Hopefully, that doesn't happen to too many of them," she said.

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BRIEFS

Business leaders react as Wolf pushes higher wage

Gov. Tom Wolf last week renewed his call for a \$15 minimum wage in Pennsylvania and set a schedule to get there by 2025.

Wolf has proposed raising the state's minimum wage from \$7.25 per hour to \$12 per hour in July, with hopes of boosting it to \$15 per hour by 2025.

Pennsylvania last raised its minimum wage to the federal standard in 2009. Over the last decade, 29 other states have lifted the wage floor for workers, and many companies are offering starting pay well above the federal rate in a bid to attract workers in an era of low unemployment.

Wolf, a Democrat, said the minimum wage hike would benefit about one million workers in Pennsylvania.

More broadly, Democrats believe a higher minimum wage would save the state hundreds of millions of dollars in public assistance benefits, including costs associated with food stamps, subsidized day care and housing assistance.

Michelle Griffin-Young, executive vice president of government and external affairs for the Greater Lehigh Valley Chamber of Commerce, said the chamber is in favor of raising the minimum wage, but it is concerned that Wolf's proposal is too much too soon.

"We would agree that it does need to be



Pennsylvania Gov. Tom Wolf proposes a higher minimum wage. PHOTO/SUBMITTED

raised but not so drastically," she said. "Our concern is if we jump from \$7.25 to \$12 an hour businesses will not be able to handle that big of a jump and people will lose jobs."

She also said that Wolf's proposal doesn't take account of the state's diverse economy, noting that a minimum wage that is fair in Philadelphia would not be in a place such as Butler County where the cost of living is lower.

Lehigh Valley Economic Development Corp. president and CEO Don Cunningham said the organization does not take a stand on issues such as the minimum wage.

He did say, however, that most people working even in non-skilled jobs in local

industry are earning between \$12 an hour and \$15 an hour.

He said for the roughly 30,000 people working in the Lehigh Valley's logistics and warehousing industry, the market has already driven wages up past what Wolf is proposing.

Still, he said, not every economy is created the same, so he's leaving the legislation to the legislators.

Many Republicans and business groups oppose minimum-wage hikes, arguing that market forces can boost pay without government intervention.

Penn Community Bank opening Doylestown branch

Perkasie-based Penn Community

Bank said it will be opening a new downtown Doylestown branch this summer.

According to the bank, the branch will be in the Doylestown Center shopping complex and will have a 24-hour lobby ATM, as well as private meeting spaces for customers to discuss their financial needs with staff.

With the opening of the new branch, Penn Community Bank will be closing its Poole's Corner branch, which is less than two miles away.

"We constantly explore opportunities to better serve the needs of our community, to provide access to quality financial services, to strengthen the local economy, and to partner with local organizations to improve quality of life," Jeane Vidoni, president and CEO of Penn Community Bank, said in a release. "This new location puts Penn Community Bank in the heart of Doylestown with a new, highly visible, easy-to-access location dedicated to personal and business relationship banking in the community."

The Poole's Corner branch will remain open in the interim. When the new downtown branch opens those employees will transfer to the new location.

In explaining its choice of the new site, the bank pointed to plentiful parking in the area and noted that the new location is accessible by public transportation and is within walking distance of neighborhoods and businesses.

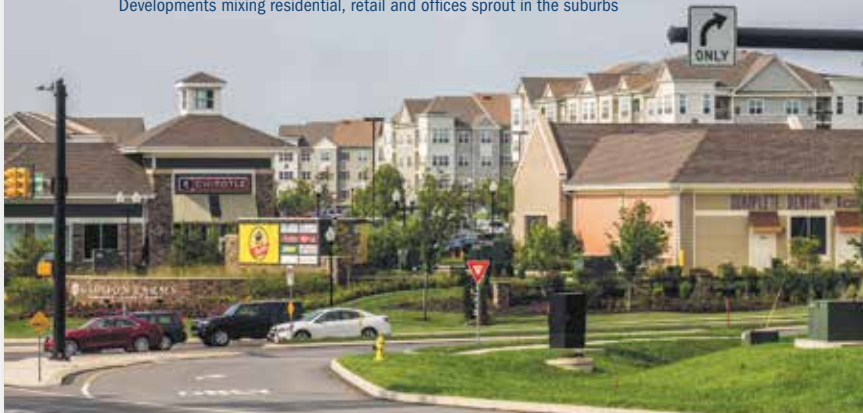
LEHIGH VALLEY BUSINESS

A SUPPLEMENT TO LEHIGH VALLEY BUSINESS | FALL 2018

CONSTRUCTION & REAL ESTATE

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LEHIGH VALLEY BUSINESS

www.LVB.com

Making purpose-filled decisions in a family company

By CATHY HIRKO
chirko@lvb.com

Liz Rose Choi's history with Five Thousand Forms goes back to her childhood. In a recent interview, she shared what she learned growing up, growing away and coming back to her family's business.

The women-owned company in Fogelsville, Lehigh County is a supplier of printed business products and services. It's been in business since 1973, according to the company website.

Lehigh Valley Business: Tell us about your history with Five Thousand Forms and GiveMeFive.com and how you became involved with the business.

Liz Rose Choi: As a child, I was subject to nightly dinner conversations revolving around minute details of print and mail productions.

In the mid-1980s, I recall the fun promo and clothing samples when my mother led the charge to expand our categories. Stickers, paper stocks, new toys, clothing and graphic design tools to test out were a mainstay of my childhood.

I pursued my own path as an educator for 10 years. Then, I had a desire to get closer to my family and my roots. A few visioning conversations with my parents set the stage, and I moved back home and joined the family business.

Remarkably, five people on our team of 20 at Five Thousand Forms and GiveMeFive.com have been with us since I was a kid.

LVB: When we had lunch recently you talked about how your values around "green" products can now help shape some of

your company decisions. This differed from the influence you had when you first joined the company. How did that evolution happen?

Choi: This piece is close to my heart and exciting to me.

When I first joined the company in 2007, the focus of our country's culture was to buy more and buy bigger. At the time, my personal mission to stand up for health, wellness and ecology conflicted with my primary experience in business, especially with the popularity of one-time-use products, vinyl, toxic chemicals used in manufacturing, overseas productions that lacked transparency, etc.

Now, conscious capitalism has legs, and people's buying habits are shifting with greater concern for the environment and social responsibility. Here's a huge example: Living Coral, being the 2019 PMS Color of the Year, is an easy way to bridge our company's categories with awareness and support for restoring health in coral reef habitats.

We're so pleased to be part of the solution by offering eco-focused product lines and creative packaging, then donating a portion of 2019 profits to support coral restoration projects. Business is fun when it's purpose driven and the work aligns with values and the heart.

LVB: Your company is a family business. Tell us the pros and cons of working with family. When did you become a company owner?

Choi: Family dynamics are super interesting. We know one another so well and share some of the same qualities, which help us both to understand one another, and it can make working together a sheer cliff of a challenge.



Liz Rose Choi

The hardest part is to be in a present relationship, not clouded by years gone by. I owe it to meditation and my mentors to help me stay grounded through it all.

I love my family very much and having regular interaction with them feels good. We do struggle to make time to go deeper with our personal relationships, since we constantly have business topics to dive into.

We're getting better at setting boundaries and keeping off-hours time to just catch up about life and our kiddos. 2012 is the year that ownership of Five Thousand Forms and GiveMeFive.com was redistributed to Linda and Herb Levy (my mother and father), Jessica [Levy] Goebel (my sister) and me.

LVB: This might seem small, but you shared with me how important branding is to your company, all the way down to the type of coffee cup a restaurant uses. How has that helped you with your company?

Choi: Not to be dramatic, but to make a

point: If a 5-star hotel uses diner mugs, people will notice something is off.

It's the unspoken branding that speaks volumes about an organization's intent, culture and voice in the marketplace.

The focus of Five Thousand Forms and GiveMeFive.com is to help our clients reach their desired outcomes with tangible communications (for onboarding, recognition, print messaging, uniforms, gifts, event materials, stakeholder appreciation, etc.).

My clients tell me that I listen carefully, pay attention to their brand direction and they appreciate how I align their brands with the products, decoration, packaging, presentation and service logistics to bring their visions to life.

LVB: What are some of your favorite promotional items? How can a company, even on a small budget, promote their brand?

Choi: I love the Sling Grip because I don't have to hold my phone, and I've saved hundreds by not dropping my phone either.

I love the mission-driven lines we carry. Camelbak, Alternative Apparel and Patagonia are a few that jump to mind. I love the washable paper bag. And I am a big fan of shipping goods whenever possible without any plastic bags (polybags).

If there is a small budget available, then target the niche audience with an item that has a high perceived value. The right product with impressive custom decoration may stay with the recipient for months or even years. If it's edible, it's key to leave a lasting positive memory with the recipient and a call to action.

PRESSURE

continued from page 1

"The market is very hot for staffing firms," Sharp said, adding: We are putting a tremendous amount of resources into recruiting."

Staffing agencies employ about 3 million people in an average week, according to the American Staffing Association, and hire about 15 million people a year. And employment has been rising, according to the association's monthly index.

Yoh Services LLC, a Philadelphia-based temp agency focused on information technology and STEM-related jobs, has about

6,000 temporary workers on a weekly basis across all its locations in North America, according to Matt Rivera, vice president of marketing and communications for the company.

Rivera said there are acute shortages of skilled and experienced workers in IT, health care and engineering, and that it can take longer to find the right people.

"We are definitely seeing the impact when it comes down to finding candidates for customers, and it extends that turnaround time in finding people and getting them placed," Rivera said.

To overcome the challenge, Rivera said his agency helps workers identify comparable skills and get them experience in engineering.

One step that Rivera's agency encour-

ages employers in general to take is to look for candidates they may have been passed over for one job and see how their skills might match another job that needs to be filled, Rivera said.

"We encourage our customers to look at second- and third-place people they interview and consider them," Rivera said. "Always look at your second and third interviewees and see if they can be used in other areas."

A streamlined hiring process also can help, he said. Some people are in such demand that they won't stick around for a long interview or long hiring process, he added.

"Everybody should go through their own job application ... it has to be a quick process," he said.

Companies also should strive to be more flexible in their job descriptions, Sharp said. What used to be essential requirements for a job may not be any longer, Sharp said.

And, of course, they can turn to staffing firms.

Companies that collaborate with a staffing firm can boost their access to available talent, said Larkin at Allied Personnel.

"Looking for work is work," Larkin said. "We take that burden. I think job seekers and employers are looking to us for help. I think a lot of businesses don't put a lot of thought into their staffing. Now, it seems everyone is impacted by the market one way or another."

SOLTECH

continued from page 1

mood and productivity, which could explain why more businesses are incorporating foliage into their designs – and why houseplants are gaining popularity among millennials, who are likely to live in small spaces.

Few people, however, want to confine their greenery to a few sunny windowsills, or be stuck with the purple grow lights stereotypically associated with growing marijuana.

They can turn instead to Soltech, which offers a line of hand-assembled white lights designed to mimic the sun's light spectrum and blend in with any décor. The lights are targeted at indoor gardeners who want their plants and their homes to be equally beautiful – and who are willing to spend. A small light starts at \$149.

"People love their plants – their 'plant babies,' they call them," said CEO Paul Hodges. "It's our job to make sure they grow."

FROM SOLAR TO SOLTECH

Soltech is comprised of Hodges, Planer, chief marketing officer Chris Clark and the occasional intern. Hodges met Planer at The King's Academy in Berks County and Clark at Temple University.

The trio's first venture was Solar for Academics, a nonprofit dedicated to installing solar energy systems at schools in developing nations. Seeing how intermittent electricity impacted these communities led them to explore the feasibility of solar-powered streetlights and LED indoor lighting to grow crops.

They started Soltech to support their nonprofit. Since they couldn't find an attractive light that would help plants grow, they decided to make one.

Initial research and development took about a year. What appears to be white light is actually made of every color of the rainbow. Plants grow best with red and blue lights.



From left, Chris Clark, Paul Hodges and Mike Planer are the co-founders of Bethlehem-based Soltech Solutions, which makes specialized lights for houseplants. They make the lights by hand. PHOTO/SUBMITTED

That's why many grow lights look purple. After months of trial and error, Soltech found the right balance of green light to encourage plant growth from a bulb that appears white.

"It mimics the sun because it's pure white light," said Planer, who studied energy engineering at Penn State.

They peddled their first model, the Aspect, at home and garden shows. In October 2016 they launched a Kickstarter campaign for an updated Aspect, crafted from glass instead of plastic. Soltech's funding goal was \$9,500. In a month they hauled in more than \$17,000.

"Not only was there a demand, but there was a bigger demand than we thought," Planer said.

Once the high of the Kickstarter campaign died down the company tried getting Aspects on the shelves at nurseries and interior design stores, but those potential customers were confounded by the idea of a white grow light for the home. Clark said the company built its brand largely through online ads and social media, especially Instagram.

"We have a very visual product," Clark explained.

"When I tell people I make grow lights, they have no idea what that means."

Maria Failla, host of the podcast Bloom & Grow Radio, discovered Soltech's lights on Instagram. She has 80

plants in her apartment in Queens, New York, and uses Aspects as the light source for her living room.

"I was needing a modern solution to having too much low light in my apartment," Failla said. "I was blown away by their modern light that looks like any other light."

Soltech's success means the partners no longer have time to dedicate to Solar for Academics, but Hodges and Planer serve on the board of Humanitarian Social Innovations in Bethlehem.

SOIL BOOM

The company has tapped into houseplants' growing popularity. A search for the hashtag #plantbabies on Instagram yields more than 91,000 posts.

Horticulture consultant Leslie F. Halleck was impressed enough with Soltech's lights to highlight them in her book "Gardening Under Lights."

"Growing indoors with grow lighting allows you to extend your seasons when growing food," Halleck said in an email. "It also allows you to grow many types of plants that otherwise wouldn't have enough light indoors – succulents are a good example."

In July, Soltech moved into its second office at the Pi incubator in Bethlehem. Over the last holiday shopping season they had to work overtime to get through their first backlog of orders – nearly double their season sales projections.

In January the company launched its latest product. The Highland is a track light that is a better fit for growing plants on so-called "living walls."

Soltech is marking it to interior landscapers planning green walls for projects such as restaurants, hotel lobbies and office buildings. These features are likely to require between six and eight lights at a price tag around \$1,000. Signs point to good sales – a report from Transparency Market Research, based in Albany, N.Y., predicts growing worldwide popularity of living walls to conserve electricity in office buildings.

"We just tapped the market," Clark said. "We think it's going to be a huge year for us."

LEHIGH VALLEY BUSINESS

M&A

IN THE GREATER LEHIGH VALLEY

The improving economy has brought an excellent climate for mergers and acquisitions. *M&A in the Greater Lehigh Valley* takes a look at mergers & acquisitions, and provides businesses with the information they need to know. This publication, from Lehigh Valley Business, explains what makes market conditions great, what business sectors are most active, and which types of businesses are currently, or should be, completing transactions. Take advantage of this opportunity to align your company with businesses considering transition and in need of professional advisors.

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FACE, THE FUTURE

Video technologies gain traction in communication

By **MELINDA RIZZO**
Special for Lehigh Valley Business

Video technologies are reframing the workplace by offering ways for people to interact face to face without having to assemble in the same room.

The technologies – from Skype to Zoom to Google Hangouts to Apple's FaceTime – are connecting employees, contractors, consultants, vendors, clients and customers whether for one-on-one sessions or in groups.

Lindsay Watson, co-founder of FIA Employment Services in Allentown, said video calls and meetings make business connections more personalized.

"What's fantastic about the online meeting platform is if we can't be face to face for any

reason, we can still connect," Watson said.

She said FIA employs remote workers and video meetings help with training.

"We can see each other's facial expressions, and we can do this regardless of where we're located," Watson said.

She said screen sharing was a big plus, too.

As it is for Paul Marrella, a wealth manager at Marrella Financial Group LLC in Wyomissing, who uses screen sharing in his work with clients.

"Helping with taxes is a great example," Marrella said. Using the screen share function, he can point out a particular line or issue with a client.

Marrella said he has used Zoom and Skype video conferencing to offer consulting services. And thanks to

please see **FACETIME**, page 12



Surveillance cameras grow in use, sophistication

By **DAWN WIVELL**
Special for Lehigh Valley Business

Video cameras are one of the most widely used surveillance devices, with an estimated 30 million in use in the U.S. today. Advances in technology and decreasing costs are encouraging more businesses to consider video surveillance to secure their assets – both infrastructure and employees – and provide business intelligence.

Art Rosenberger, president of Shield Security Systems of Lehigh Valley in Zionsville, said he always asks new customers why they're considering video surveillance. He said most often it's related to liability and evidence, and some companies are concerned about retail and employee theft.

"If someone is injured on your property – whether it's an employee, customer, or vendor – a surveillance camera can capture the incident and provide evidence," Rosenberger said.

Rosenberger said there are still some companies that hire people to sit in front of monitors watching a live feed; however, because video can now be accessed anywhere, companies are less apt to spend the money to hire someone for that purpose.



Art Rosenberger, president of Shield Security Systems of Lehigh Valley in Zionsville, installs video equipment on a building. He said companies have a number of reasons for adopting video-surveillance tools. PHOTO/SUBMITTED

please see **SURVEILLANCE**, page 13

FOCUS ON TELECOMMUNICATIONS

FACETIME

continued from page 11

video technologies, he has maintained relationships with clients even when they move out of the area.

"The visual component is going to replace the voice transaction of a phone call," Marrella said.

OVER-RELIANT?

Scott Flaherty said his firm uses Android phones and WhatsApp video-calling to support technicians in the field.

Flaherty is director of operations for Altek Business Systems, a business equipment company in Telford, Bucks County.

"If our technicians are out in the field and experience something out in the field they've not seen before, [video calling] has been very useful," Flaherty said.

He said taking photos of a problem can be helpful. But video adds an extra element. Having a supervisor or veteran technician on hand via video to "troubleshoot noises or a hum was something we couldn't do before," Flaherty said.

"Multiple technicians are able to help you with one technician on site," Flaherty said.

He said the only downside was dependence on the technology for remote support. "I think we become reliant on it," Flaherty said.

Because of the ease of use and quick response time, new, less-experienced field technicians at a customer's office might not "hit the manual" before bringing a problem to a supervisor.

"What happens is our technicians may not be learning to troubleshoot – they become more reli-

ant on our supervisors rather than discovering the [answers] for themselves," Flaherty said.

He said in years past technicians carried product service manuals and had to research field problems on the fly. "Sometimes with face-timing we skip the step of doing the service manual," he said.

He noted supervisors with extensive field experience did save repair time. "Ultimately keeping customers happy is everyone's goal. If we can fix the problem right away, face time is the path of least resistance," Flaherty said.

ISSUES OF PRIVACY, CONNECTION

Suparna Damany owns and operates Damany Center for Chronic Pain and Holistic Well-Being in Allentown. She often treats patients via video link, typically FaceTime or Skype.

"We can do a consult, provide remote ergonomic advice and even do a stretch session for [several] people at the same time," Damany said.

She said the only downside is when the Wi-Fi on either side of the connection isn't working. "But I think that's minor compared to the benefits," Damany said.

Jacob Sitman, a shareholder at law firm Fitzpatrick, Lentz and Bubba PC in Upper Saucon Township, noted confidentiality questions and issues can arise from using video calling technologies. Sitman specializes in employment law.

"You want to avoid transmitting proprietary data or trade secrets" that might be in the background of the call, Sitman said.

He noted Pennsylvania is a "two-party consent state" so anyone on the call, or in the background of the call, technically must agree to be there.

Still, he added, video has value.

"It's a great tool when it works well," Sitman said.



Users of video communication in the workplace include, from top: Lindsay Watson, co-founder of FIA Employment Services in Allentown; Paul Marrella, a wealth manager at Marrella Financial Group LLC in Wyomissing; Scott Flaherty, director of operations for Altek Business System in Telford, Bucks County; and Suparna Damany, owner of Damany Center for Chronic Pain and Holistic Well-Being in Allentown. PHOTOS/ SUBMITTED

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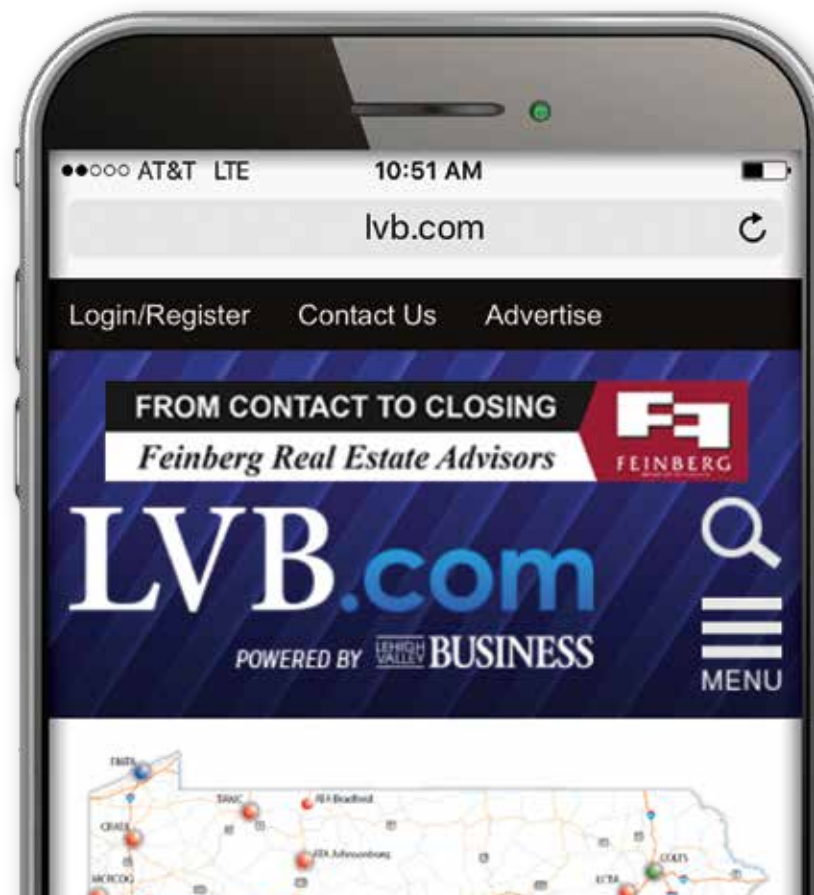
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FOCUS ON TELECOMMUNICATIONS

SURVEILLANCE

continued from page 11

A VIDEO REVOLUTION

Internet protocol cameras revolutionized the video surveillance industry. An IP camera is a digital video camera that receives control data and sends image data via the internet. All an IP camera requires to work is a local area network.

By the early 2000s major surveillance camera companies such as Samsung, Sony and Panasonic introduced high performance, megapixel IP cameras. By 2014, there were more IP cameras sold than analog surveillance cameras.

Since the introduction of IP cameras, more and more companies are transitioning from analog to IP cameras. Experts estimate the current market at about 80 percent analog and 20 percent IP; however, most believe that IP will eventually

replace analog, just as CDs replaced cassette tapes and DVDs replaced videotapes.

Scott Schaeffer, president and CEO of HiTech Security Alarms Inc. in Easton, said video surveillance provides visual verification of recorded and live events, while dated and time-stamped recordings provide authorities with valuable information that could be used in a court of law.

IP cameras have other advantages, according to Rosenberger and Schaeffer:

■ **Ease of Installation** – An analog camera requires a power cable and a digital video recorder, or DVR, cable; whereas, an IP camera only needs one cable for both power and network connection, so installation is not tied to power outlets. Rosenberger said if a business already has an analog system in place, the existing infrastructure can be used to switch to high-definition.

■ **Clear Images** – One of the most significant advantages of IP over analog cameras is a clearer image. A 2.1 mega-

pixel IP camera can capture more than four times the resolution of the best analog camera.

■ **Video Analytics** – IP cameras have many of the capabilities of a small computer, including a variety of analytics that can be used for motion detection, facial recognition, license plate reading, and more.

Video surveillance cameras today offer a number of advanced features that also appeal to business owners:

■ A PTZ – or pan, tilt and zoom – camera can swivel left to right, tilt up and down, and zoom in or out.

■ Thermographic or infrared cameras use infrared radiation to improve visibility in dark environments.

■ Video content analysis can automatically analyze video to determine unique situations including intrusion detection, abandoned object detection, people count, and loitering detection. It can trig-

ger alarms or send emails or photos to a server. Schaeffer said it's possible to create triplines, zones or squares to get notification within seconds of an event.

A FEW CAUTIONS

Rosenberger said it's important to use discretion when installing cameras, for example, by not using cameras in bathrooms or other private areas. He also said in Pennsylvania, the majority of audio with video surveillance is illegal, although in some cases it can be a gray area.

Wi-Fi enabled cameras also can slow down a network. Schaeffer said the installation of security cameras is important, but it's also important to stay up with technology such as firmware updates to protect networks against cyber attacks and hacking. He also said Wi-Fi enabled cameras need a good line of sight, which rain and snow can limit.

TAX

continued from page 5

has meant much more business for her company, with businesses trying to figure out the best ways to proceed. The Wayfair case and the subsequent interpretations also mean companies in other countries will be affected if they are doing busi-

ness in the U.S., Myers said, adding that TaxMatrix has been working with international companies to ensure that they comply.

Johnson said the state collected about \$500 million in online sales tax during 2018, but he added that amount is a rough estimate because it might not include online sales taxes collected from brick-and-mortar stores along with their other

sales taxes.

He didn't know how many businesses that sell into Pennsylvania will now have to comply but estimated that it could be thousands of businesses.

"It's difficult to say with certainty at this point," he wrote in an email.

The Supreme Court ruling also has sparked discussion about whether state sales taxes should be replaced by a

national sales tax, but several experts said they don't see such an effort going far, at least in the foreseeable future. States like to have control over the revenue and would be reluctant to relinquish that control to the federal government, they noted.

"We can't even agree on a federal budget right now," said Chrin. "I just don't see how that is possible."

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LISTS & LEADS

THE LIST

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Video Production Companies: **Page 19**

February 4, 2019 · www.LVB.com

Next week's list: Credit unions

CALENDAR

Wednesday, Feb. 6

Held by: Northeast Pennsylvania Manufacturers & Employers Association
Summary: OSHA hazard communication GHS training
Where: Top of the 80's, 3 Top of the 80s Road, Hazleton
Time: 9 a.m.-noon
Cost: \$110 members, \$220 nonmembers
Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

Thursday, Feb. 7

Held by: Northeast Pennsylvania Manufacturers & Employers Association
Summary: Cross training techniques training
Where: Top of the 80's, 3 Top of the 80s Road, Hazleton
Time: 9 a.m.-noon
Cost: \$110 members, \$220 nonmembers
Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

Thursday, Feb. 7

Held by: Northeast Pennsylvania Manufacturers & Employers Association
Summary: Effective monitoring and employee interactions training
Where: Top of the 80's, 3 Top of the 80s Road, Hazleton
Time: 1-4 p.m.
Cost: \$110 members, \$220 nonmembers
Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

Thursdays, Feb. 7 to June 13

Held by: Manufacturers Resource Center
Summary: Manufacturing leadership institute
Where: Manufacturers Resource Center, 961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County
Time: 8:30 a.m.-4:30 p.m.
Cost: \$3,995 or early bird at \$3,495
Contact: Diane Lewis at diane.lewis@mrca.org or 610-628-4578

Mondays, Feb. 11 and 18

Held by: Northeast Pennsylvania Manufacturers & Employers Association
Summary: OSHA 10-hour training for the general industry
Where: Top of the 80's, 3 Top of the 80s Road, Hazleton
Time: 9 a.m.-3 p.m.
Cost: \$398 members, \$796 nonmembers
Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

please see **CALENDAR**, page 16

SUBMITTING ITEMS

Email calendar items two weeks in advance to editorial@lvb.com

BEHIND THE LIST WITH TIM FALLON OF PBS39 – WLVT

Technology has a significant impact on business. From email and social media to online marketing and video production, the outlets for connection seem endless.

One communication company with a strong footprint in the Greater Lehigh Valley is PBS39-WLVT in Bethlehem.

Here to answer this week's "Behind the List" questions is Tim Fallon, CEO of the company.

Lehigh Valley Business: How long has PBS39 - WLVT been operating in the region and what are its primary services?

Tim Fallon: PBS39 began broadcasting in 1967 from the 'mountaintop' studio on Mountain Drive in Bethlehem. We recently celebrated our 51st year of broadcasting in our studio on the SteelStacks campus. Although we have two fully equipped, state-of-the-art studios and mobile production capabilities, we offer much more than television. Some of our most important services include educational and community outreach initiatives, focusing on

making our community a better place for everyone.

LVB: What have been some of the biggest challenges and opportunities that PBS39 - WLVT has encountered throughout its years in business?

Fallon: As a public media station, we have made a commitment to bring quality programming and a unique viewing experience to our audience. We are challenged to make good on that commitment despite changing media platforms, viewer habits and a fluctuating fiscal landscape. I feel that we have risen to the challenges over the years and have a number of triumphs, including our wonderful facility on the SteelStacks campus, a new journalistic initiative called "Reporter Corps" and community initiatives like Lehigh Valley Reads, which will officially launch at the end of February.

LVB: How does PBS3 - WLVT directly stimulate the local economy? How does it get involved with the local community?

Fallon: The location of our facility in South Bethlehem has allowed



PHOTO/SUBMITTED

us to develop partnerships with local businesses and other non-profit organizations to make our community a better place to live, work and play. We are involved with our local schools, helping children learn what it means to be good neighbors, as Mr. Rogers always taught. We work with a number of cultural organizations and strive to be a positive influence in the lives of individuals in our community.

LVB: What is your guiding philosophy as a business leader?

Fallon: The team is of paramount importance. Always hire people

who are smarter than you are – your organization will thrive because of it.

LVB: What is the best piece of career advice you've ever received?

Fallon: When you wake up in the morning, assume that the best day of your life is still ahead of you – and it could be today.

LVB: PBS39 – WLVT recently added many new people to its team. What are some of the organization's goals and future plans?

Fallon: Our team has grown tremendously in the past year, and we are continuing to create high-quality content on air, online, and in our community. Our nightly news show, "PBS39 News Tonight," is a direct result of this growth. Our vision is to create a community that is inspired, engaged and vibrant, with a mission to act as the catalyst to promote civic engagement, and to fulfill the regional needs of the Greater Lehigh Valley through our dynamic communication platforms and resources. "Stay Tuned," as they say, because there is still so much more to come from PBS39.

NEWSMAKERS

PEOPLE: promotions, appointments and hires

ARCHITECTURE/ ENGINEERING

Hanover Township-based **DesignPoint Inc.** named **Katherine Schilling** an architectural designer. She will focus on clients' space planning and space utilization and assist with furniture design, finish selections, construction documents, 3D renderings and photo-realistic presentations. She has a bachelor's degree from New York Institute of Technology. **Carolyn Wilson** was named an interior designer. She will specialize in furniture, fixtures and equipment design and planning to support the firm's senior living



Schilling



Wilson

portfolio. She has an associate degree from Northampton Community College and a bachelor's degree from the School of Visual Arts in New York City.

ASSOCIATIONS

The **Pennsylvania Association of Nonprofit Organizations** elected **Mark Aurand** a board member. He will chair the public policy committee. He is founder of Bethlehem-based Greater Good LLC, which provides legal services to nonprofits, small businesses, entrepreneurs, individuals and families.

BANKING/ FINANCE

Hanover Township-based **Valley National Financial Advisors** named **Eric Cedor** senior



Cedor

associate. He will work from the Bethlehem office and help support wealth management and financial planning clients. He has a bachelor's degree from Temple University's Fox School of Business.

RKL Wealth Management in Wyomissing, a subsidiary of RKL LLP, hired **Rochelle Grey** as a senior wealth adviser. Grey brings nearly two decades of experience with high-net-worth and ultra-high-net-worth clients to her new role, where her focus will be helping clients achieve their financial goals. Grey earned her bachelor's degree in business management from Alvernia University and a master's degree in



Grey

please see **NEWSMAKERS**, page 16

NEWSMAKERS

continued from page 15

business management from Lehigh University.

Quakertown-based **QNB Bank** named **Lori Pinkerton** assistant vice president and credit manager. She will manage and participate in the underwriting process for commercial lending while training and developing credit analysts. Most recently, she was assistant credit manager. She has a bachelor's degree from DeSales University.



Pinkerton

HEALTH CARE

Dr. Lillybeth A. Birriel has joined **St. Luke's Weight Management Center** as an obesity medicine specialist. Birriel will work with medical (non-surgical) weight loss patients. She was a family medicine physician in the St. Luke's University Health Network. She is a graduate of Ponce School of Medicine and completed her residency at Penn State Health Milton S. Hershey Medical Center.



Birriel

LAW

Bethlehem-based **Greater Good LLC** named **Robin Cunconan-Lahr** of counsel. She will represent individuals and families with asserting their disability

rights and rights to individualized education plans. She will also advise employers and owners of public accommodations on their duties to individuals with disabilities and lead trainings and seminars on disabilities and inclusion. She is an adjunct professor in Northampton Community College's education department. She has a bachelor's degree from the University of Iowa, a master's degree from Iowa State University and a law degree from Drake University.



Cunconan-Lahr

NONPROFITS

Maxatawny Township-based **Rodale Institute** named **Erik Oberholtzer** a board member. He will support the nonprofit's mission to improve the health of people and the planet through regenerative organic agriculture. He is a chef, entrepreneur and co-founder of Los Angeles-based Tender Greens.



Oberholtzer

Allentown-based **Center for Vision Loss** elected **Jeffrey Deloglos** a board member. He is a trust officer for ESSA and works from the Bethlehem office. He has more than 25 years of experience in the financial



Deloglos

services industry and a degree from Penn State.

REAL ESTATE

Evercor of Allentown, a firm specializing in the maintenance and support of commercial and industrial facilities, hired **Lawrence P. Berti** to its management team. Berti will be responsible for expanding the company's customer base and increasing brand engagement with core. He worked previously at Coates Toners. He has a degree in advertising from Penn State.



Berti

Nadine Caban joined the sales team at **Weichert Realtor's** Bethlehem office. She will help clients during the home-buying and -selling process. Caban was a program assistant at MCAS New River Child Development Center in North Carolina.



Caban

SENIOR CARE

Allentown-based **Phoebe Ministries** named **Karen Sandt** director of nursing for Phoebe Allentown Health Care Center. She will manage and organize the nursing department's clinical operations and ensure its compliance with policies and regulations. She is a regis-



Sandt

tered nurse. She was director of divisional performance improvement with Manor Care. She is a registered nurse and has a bachelor's degree from the Southside Regional Medical Center in Petersburg, Virginia. **Maria Slowik** was named regional director of registered nurse assessment coordinators. She will oversee the resident nurse assessment coordinators at the organization's continuing care retirement communities. She was a minimum data set coordinator with Elm Terrace Continuing Care Retirement Community. She is a registered nurse and has a bachelor's degree from St. Joseph's University. **Jennifer Simmers** was named administrator of Phoebe Richland's Meadow Glen Personal Care Community in Richlandtown, Bucks County. She will provide administration, programming and management of Meadow Glen. She was the lead therapist for Phoebe Rehab Services' Allentown campus. A licensed personal home care administrator, she has an associate degree from Lehigh Carbon Community College and a bachelor's degree from DeSales University.



Slowik



Simmers

SENDING NEWSMAKERS

Send announcements concerning promotions and newly hired personnel to cholland@lvb.com. Save photos at 300 dpi as TIFF or JPG files. Please do not embed photos in word documents. Photos sent through the mail will not be returned. Releases should include the municipality in which the company is located.

CALENDAR

continued from page 15

Thursday, Feb. 14

Held by: Northeast Pennsylvania Manufacturers & Employers Association

Summary: Safety roundtable discussion on injury prevention featuring back injuries, concussions and repetitive motion injuries

Where: Top of the 80's, 3 Top of the 80s Road, Hazleton

Time: 11 a.m.-1 p.m.

Cost: \$38 members, \$76 nonmembers; lunch included

Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

Tuesday, Feb. 19

Held by: Manufacturers Resource Center

Summary: Software selection: making your ERP work for you

Where: Manufacturers Resource Center, 961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County

Time: 11:30 a.m.-1 p.m.

Cost: Free lunch and learn

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Thursday, Feb. 21

Held by: Manufacturers Resource Center

Summary: Training with industry job instruction

Where: Manufacturers Resource Center, 961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County

Time: 8:30-10:30 a.m.

Cost: Free breakfast and learn

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Monday, Feb. 25

Held by: Northeast Pennsylvania Manufacturers & Employers Association

Summary: Management development certificate series: critical thinking and problem solving workshop

Where: Top of the 80's, 3 Top of the 80s Road, Hazleton

Time: 9 a.m.-4 p.m.

Cost: \$171 members, \$342 nonmembers; lunch included

Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

Tuesday, Feb. 26

Held by: Manufacturers Resource Center

Summary: The 5S system

Where: Manufacturers Resource Center,

961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County

Time: 8:30 a.m.-4:30 p.m.

Cost: \$350 per person or \$300 of three or more people

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Thursday, March 7

Held by: Lehigh University Executive Education

Summary: Supply chain management: overview and principles

Where: Lehigh University, 621 Taylor St., Bethlehem

Time: 8:30 a.m.-4:40 p.m.

Cost: \$1,060

Contact: Execed@lehigh.edu or 610-758-3590

Tuesday, March 12 to Thursday, March 14

Held by: Manufacturers Resource Center

Summary: Introduction to preventive and predictive maintenance

Where: Location TBD

Time: 8:30 a.m.-4:30 p.m.

Cost: \$990 or discounted at \$890 for three or more people

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Friday, March 15

Held by: Manufacturers Resource Center

Summary: Cybersecurity trends and safeguards for manufacturers

Where: Manufacturers Resource Center, 961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County

Time: 8:30-10:30 a.m.

Cost: Free lunch and learn

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Tuesday, March 19 to Friday, March 22

Held by: Manufacturers Resource Center

Summary: Internal auditor training

Where: Manufacturers Resource Center, 961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County

Time: 8:30 a.m.-4:30 p.m.

Cost: \$550

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Monday, March 25

Held by: Northeast Pennsylvania Manufacturers & Employers Association

Summary: Management development certificate series: accountability and empowerment

Where: Top of the 80's, 3 Top of the 80s Road, Hazleton

Time: 9 a.m.-4 p.m.

Cost: \$171 members, \$342 nonmembers; lunch included

Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

Wednesdays, March 27 to April 8

Held by: Manufacturers Resource Center

Summary: Project management workshop

Where: Manufacturers Resource Center, 961 Marcon Blvd., Suite 200, Hanover Township, Lehigh County

Time: 8:30 a.m.-4:30 p.m.

Cost: \$795 per person or \$715 if registered before Feb. 13

Contact: Diane Lewis at diane.lewis@mrpcpa.org or 610-628-4578

Wednesday, April 17

Held by: Northeast Pennsylvania Manufacturers & Employers Association

Summary: Management development certificate series: organizational behavior

Where: Top of the 80's, 3 Top of the 80s Road, Hazleton

Time: 9 a.m.-4 p.m.

Cost: \$171 members, \$342 nonmembers; lunch included

Contact: Chris Robbins at crobbins@nepamaea.com or 570-622-0992

PEOPLE: out and about, in the community and other noteworthy sightings



PPL supports employment-preparation program

Carol Obando-Derstine, regional affairs director for PPL Electric Utilities, (center) presented \$2,500 to Easterseals Eastern Pennsylvania to support its LEAP employment preparation program, which assists young people with disabilities in transitioning to life after high school and into the working world. Also pictured are Nancy Knoebel (left), president and CEO, and Ann Marie Surovy, director of advancement for Easterseals.



BB&T invests in Ben Franklin clients

Connie Faylor, Ben Franklin Technology Partners regional manager, Greater Reading/Berks and Schuylkill, accepted a \$10,000 check from the BB&T Economic Growth Fund of Berks County Community Foundation from David Roland, market president, Berks/Schuylkill/Northern Montgomery Counties, BB&T. The funds will be used to invest in regional technology-based companies that create and retain highly paid, sustainable jobs.



Harwick Photography donates camera

Joyce Harwick of Harwick Photography donated a \$400 digital camera to The Arc of Lehigh and Northampton Counties, whose mission is to advocate, educate, and provide services and support for people with intellectual and developmental disabilities and their families. Pictured from left is Harwick along with Brian and Tom, who accepted the camera on behalf of The Arc.



Lafayette college students visit Victaulic

As part of its 100th "innoversary" celebration, Victaulic welcomed 10 Lafayette College students who are enrolled in the college's Career Tracks Program to its global headquarters in Easton. The students toured Victaulic's foundry and manufacturing facility and engaged with company leaders in engineering, legal and marketing to learn what makes Victaulic's new product development process successful. The students were also joined by Lafayette alumni now employed at Victaulic for a networking lunch. The day ended with a panel discussion and presentation about internships and career opportunities. Victaulic's "innoversary" commemorates the company's 1919 patent, which sparked a century of growth in the construction industry.

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Business Resources

Ranked by local employees

Rank	Company Address	Local employees	Top local executive(s) Title(s)	Website Phone	Local/total locations Headquarters Year established	Services provided
1	MONTGOMERY COUNTY COMMUNITY COLLEGE 340 DeKalb Pike Blue Bell, PA 19422	2,000	Kevin Pollock President	www.mc3.edu 610-718-1800	3/3 Blue Bell 1964	Associate degree, certificate programs and workforce development services
2	NORTHAMPTON COMMUNITY COLLEGE 3835 Green Pond Road Bethlehem, PA 18020	1,753	Mark Erickson President	www.northampton.edu 610-861-5300	3/4 Bethlehem 1967	Degree, certificate and diploma programs, youth programs, training, English as a second language and adult literacy, higher education, workforce training, business consulting, professional development and energy audits
3	READING AREA COMMUNITY COLLEGE 10 S. Second St., P.O. Box 1706 Reading, PA 19603	991	Anna D. Weitz President	www.racc.edu 610-372-4721	1/1 Reading 1971	Education and workforce training
4	BUCKS COUNTY COMMUNITY COLLEGE 1 Hillendale Road Perkasie, PA 18944	800	Stephanie H. Shanblatt President	www.bucks.edu 215-968-8000	3/3 Newtown 1964	Associate degrees and certificate programs, continuing education, transfer opportunities with three campuses, online learning
5	LEHIGH CARBON COMMUNITY COLLEGE 4525 Education Park Drive Schnecksville, PA 18078	362	Ann D. Bieber President	www.lccc.edu 610-799-2121 800-414-3975	6/DNR Schnecksville 1966	Credit programs and workforce and community service courses in Lehigh, Carbon and Schuylkill counties
6	RCN TELECOM SERVICES (LEHIGH) LLC 2124 Avenue C Bethlehem, PA 18017	225	Sanford Ames Senior Vice President and General Manager	www.rcn.com 877-726-7000	1/6 Princeton, N.J. 1964	Telecommunications solutions for commercial and residential customers: digital television, high-speed internet, phone, video production
7	POPULYTICS 707 Hamilton St. Allentown, PA 18101	122	Gregory Kile President and CEO	www.populytics.com 484-862-3500 866-733-6158	1/1 Allentown 2013	Corporate wellness programs, emotional wellness resources, benefits consulting and administration, occupational health services and fitness centers
8	KEYSTONE FIRE PROTECTION CO. 433 Industrial drive North Wales, PA 19454	119	John M. Lawlor CEO	www.keystonefire.com 215-641-0100 888-641-0100	1/1 North Wales 1956	Fire protection, installation, inspection and repair of all fire protection equipment to include sprinkler, alarm and suppression systems
9	MILFORD ENTERPRISES INC. 450 Commerce Drive Quakertown, PA 18951	105	Gary Fetterman President and CEO	www.milfordei.com 215-538-2778	1/1 Quakertown 1983	Design, fabrication, installation of custom exhibits, retail displays, environments and fixtures
10	PA CAREERLINK LEHIGH VALLEY 555 Union Blvd. Allentown, PA 18109	77	David Dopkin CareerLink Administrator	www.careerlinklehighvalley.org 610-437-5627	1/53 Harrisburg 1999	Job and labor market information, website training for employers, basic computers and internet job search and resume preparation
11	TELECOMMUNICATIONS ON DEMAND 1 S. Second St. Pottsville, PA 17901	60	Jeffrey Bornstein and Diane Bornstein CEO and CFO	www.tcdemand.com 570-581-8300	1/3 Pottsville 1994	Services management and business development outsourcer designing and managing inbound and outbound programs for its own call centers and 20 domestic and international centers
12	CSI 4670 Schantz Road Allentown, PA 18049	39	John M. Lawlor Owner and CEO	www.comsysinc.com 610-439-1600	1/1 Allentown 1975	Access control, communications, fire alarm, mass notification, intrusion and perimeter detection, monitored services, video surveillance, system design, installation and maintenance
13	EPS FINANCIAL 1 S. Third St., P.O. Box 1484 Easton, PA 18042	34	Clark Gill President	www.epsfinancial.net 877-801-4411	1/1 Easton 2010	Electronic payment systems, including credit card processing and prepaid card solutions
14	SPECIAL EVENTS TENT & PARTY RENTALS 25 W. Messinger St. Bangor, PA 18013	30	Faust M. Ruggiero CEO	www.specialeventsonline.com 610-588-5050 800-360-3836	DNR/DNR Bangor 1987	Event and party rentals, long- and short-term tent rental, professional event planning, temporary heat and air conditioning services
15	POCONO MOUNTAINS VISITORS BUREAU 1004 W. Main St. Stroudsburg, PA 18360	25	Chris Barrett President and CEO	www.poconomountains.com 570-421-5791	2/5 Stroudsburg 1934	Advertising and marketing support for tourism businesses in Carbon, Monroe, Pike and Wayne counties
16	UL LLC (UNDERWRITERS LABORATORIES) 7036 Snowdrift Road Allentown, PA 18106	24	Zachary Mooney Engineering Leader	www.ul.com 610-774-1300	1/DNR Northbrook, IL DNR	Certifies, validates, tests, verifies, inspects, audits, advises and educates, navigating growing complexities across the supply chain from compliance and regulatory issues to trade challenges and market access
17	VALLEY PREFERRED - BENEFIT CORPORATE WELLNESS 1605 N. Cedar Crest Blvd., Suite 411 Allentown, PA 18104	23	Jack A. Lenhart Executive Director	www.valleypreferred.com www.benefitcorporatewellness.com 610-969-0485 800-955-6620	1/DNR Allentown 1993	Corporate wellness, network access
18	BEN FRANKLIN TECHNOLOGY PARTNERS OF NORTHEASTERN PENNSYLVANIA 116 Research Drive Bethlehem, PA 18015	22	R. Chadwick Paul President and CEO	www.nep.benfranklin.org 610-758-5200	1/4 Bethlehem 1983	Links early-stage technology-based firms and established manufacturers with funding, business, technical and college resources to create sustainable regional jobs
19	PA CAREERLINK MONROE COUNTY 2937 Route 611, P.O. Box 869 Tannersville, PA 18372	22	John Casella Site Administrator and Executive Director	www.pacareerlink.state.pa.us 570-620-2850	1/53 Harrisburg 2000	Employment and training assistance to employers and residents of Monroe County
20	LEHIGH VALLEY PLANNING COMMISSION 961 Marcon Blvd. Allentown, PA 18109	21	Becky Bradley Executive Director	www.lvpc.org 610-264-4544 888-627-8808	1/1 Allentown 1961	Regional transportation investment entity and infrastructure, development, economic, population and housing forecasting and planning
21	LASTING IMAGE 60 Shillington Road Sinking Spring, PA 19608	20	Linda Mann and Rick Mann CEO and President	www.lasting-image.com 610-670-4626 800-626-6049	1/1 Sinking Spring 1990	Recognition, branding, printing, design services, apparel, awards and trophies, warehousing
22	PA CAREERLINK BERKS COUNTY 1920 Kutztown Road, Suite F Reading, PA 19604	19	Patricia Adamczyk Administrator	www.co.berks.pa.us/dept/careerlink 610-988-1300	1/53 Harrisburg DNR	Employment and training services and information to businesses and job seekers in Berks County
23	LEHIGH VALLEY ECONOMIC DEVELOPMENT CORP. 2158 Avenue C Bethlehem, PA 18017	17	Donald T. Cunningham President and CEO	www.lehighvalley.org 610-266-6775	1/1 Bethlehem 1995	Place marketing, site location assistance, economic development project financing, brownfield remediation
24	MANUFACTURERS RESOURCE CENTER 961 Marcon Blvd., Suite 200 Allentown, PA 18109	16	Jack E. Pfunder President and CEO	www.mrcpa.org 610-628-4640	2/2 Allentown 1988	Technology acceleration and innovation, revenue growth, operational excellence, workforce training and development, strategic and succession planning
25	MYHR PARTNER INC. 7540 Windsor Drive, Suite 310 Allentown, PA 18195	15	Tina Hamilton President and CEO	www.myhrpartnerinc.com 610-443-0119	1/1 Allentown 2002	Outsourced human resources services provided with a team approach to companies nationwide, works with small and mid-sized established companies, colleges, nonprofits and private foundations

Video Production Companies

Ranked by full-time local employees

Rank	Company Address	F-T/P-T local employees	Top local executive(s)	Website Phone	Local/total locations Headquarters Year established	Services provided
1	PBS39 - WLVT 839 Sesame St. Bethlehem, PA 18015	50/5	Timothy S. Fallon	www.wlvt.org 610-867-4677	1/1 Bethlehem 1964	Location and studio video production, including editing, writing and producing
2	LIQUID INTERACTIVE 7540 Windsor Drive, Suite 100 Allentown, PA 18195	45/4	Jim Ludlow	www.liquidint.com 484-891-5150	1/2 Allentown 2006	Marketing, research and analytics, search engine optimization, social media marketing, content marketing, lead generation, email marketing, media intelligence, content strategy, responsive web design, animation and motion graphics, user experience audits and analysis, video production, branding and brand design, Sitecore certified partner, full-stack web and mobile development, e-commerce, application programming interface and system integration, content management systems
3	FIRST GENERATION 410 Allentown Drive Allentown, PA 18109	32/0	William E. Carmody	www.firstgencom.com 610-437-4300	1/3 Allentown 1987	Strategic integrated marketing and branding, print development and design, video production and editing, media (print, digital and social) planning, management and placement, web and interactive design and development, learning solutions (e-learning and classroom), mobile apps, search engine optimization, motion and 3-D animation, event planning and production
4	GREEN LEAF PRODUCTIONS INC. 167 N. Commerce Way, Suite 110 Bethlehem, PA 18017	15/10	Rudy Vegliante	www.greenleafvideo.com 610-625-4844	1/3 Bethlehem 2006	Television development and production
5	WEIDENHAMMER CREATIVE Ⓢ 951 Marcon Blvd., Suite 5 Allentown, PA 18109	11/2	Curtis Johnson	www.weidenhammercreative.com 610-317-4010	1/7 Wyomissing 1978	Online strategy, user experience conceptualization, information architecture, video production, wire framing, web design and development, mobile responsive/adaptive web and application design and development
6	STRUNK MEDIA GROUP 14953 Kutztown Road, Suite 106 Kutztown, PA 19530	10/2	Matthew Strunk	www.strunkmedia.com 610-814-7773	1/1 Kutztown 2015	Digital marketing solutions including website design/redesign with mobile responsiveness, search engine marketing, social media management and advertising, search engine optimization and content marketing, reputation management, email marketing, video and audio production, logos, branding and graphic design
7	ASR MEDIA PRODUCTIONS 410 Main St. Hellertown, PA 18055	5/3	Ashley S. Russo	www.asrmediaproductions.com 908-216-6100	1/1 Bethlehem 2013	Video, television and film production services, television development, commercials, web content, corporate/training videos, motion animation, script writing, casting, media training, studio, voiceover
8	VA PRODUCTIONS INC. 113 Sugarloaf Lane Reading, PA 19607	4/2	Virginia Frederick Dodge	www.vapro.com 610-777-3636	1/1 Reading 1995	Studio and location video production, audiovisual services for meetings and events, meeting and event planning locally, nationally and worldwide
9	FIREROCK PRODUCTIONS 3440 Lehigh St., Suite 413 Allentown, PA 18103	3/0	Rocky Ulrich and Julia Ulrich	www.firerockvideo.com 610-657-5829	1/1 Lehigh Valley 2009	Television, film, video production, and photography
10	WESLEY WORKS ENTERTAINMENT & PHOTOGRAPHY 500 Chestnut St. Emmaus, PA 18049	3/3	Wesley Barrett	www.wesleyworks.com 610-928-2000	1/1 Emmaus 1992	Disc jockey, photography, videography and real estate
11	KEFI MEDIA AND VIDEO PRODUCTION 4341 Ammon Way Whitehall, PA 18052	3/5	Robert Croesus	www.kefimedia.com 610-657-3101	1/1 Whitehall DNR	Promotion of business videos, promotional video production, animated videos, web videos, drone/aerial video, event and promotional videos
12	VIDEOWORKS PRODUCTION CO. 2150 Perkiomen Ave. Reading, PA 19606	2/0	Jim Gray	www.videoworksproduction.com 610-916-1066	1/1 Reading 1996	Preproduction, production and post-production video services, web video, client consultations
13	THE MEDIA PEOPLE INC. 556 Franklin St. Alburtis, PA 18011	2/3	Scott R. Stoneback	www.themediapeople.com 610-966-5433	1/1 Alburtis 1975	Script-to-screen production of film and broadcast video, studio, locations, events, training, sales and marketing, aerials, industrial, historical documentaries, memorial video presentations and fundraising
14	HEFT MEDIA 1647 Major St. Bethlehem, PA 18017	1/1	Todd Heft	www.heftmedia.com 484 886 4338	1/1 Bethlehem 2012	Advertising, marketing, website design, search engine optimization, digital marketing, media buying, copywriting, social media marketing, video production, public relations
15	BKK COMMUNICATIONS INC. 221 Holly Drive Chalfont, PA 18914	1/0	Brian Kaiser	www.bkkcom.com 215-738-5188	1/1 Chalfont 1987	Preproduction, production and post-production, graphic design
16	CONSEQUENCE VIDEO DESIGNS LLC 9042 Wertman Road Fogelsville, PA 18051	1/2	Gardner Raymond	www.consequencevideodesigns.com 484-643-0736	1/1 Fogelsville 2009	Video production, editing, animation, event coverage, corporate meetings and presentations, logo animation

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Nominations close Friday, February 8

Nominations can be made online at

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Questions about nominating? Contact Dayna Edelman at dedelman@lvb.com

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