

2019
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the Chamber Chatter

THE MEMBER NEWS & INFORMATION RESOURCE



PROVIDING ADVOCACY, RESOURCES AND OPPORTUNITIES

2018 Business of the Year

Developer's Perspective Benefits the Whole Community

By Leigh Green

The Greater West Chester Chamber of Commerce proudly designates E. Kahn Development as the Business of the Year for 2018. The commercial real estate company, led by founder Eli Kahn, has had a tremendous impact on the face and future of downtown West Chester and the surrounding region. Kahn's commitment to Chester County's social and economic prosperity has had long-lasting and wide-reaching impact that will benefit the community for decades to come.

Kahn first set foot in Chester County in 1982. As a college student at West Chester University, he tended bar at local haunts

E. KAHN DEVELOPMENT

The Marshalton Inn, Jitters, and Vincent's. In his free time, he'd explore the Brandywine Valley countryside on his bicycle. "I loved West Chester," he says. "I loved the town, loved the school."

Kahn followed advice from his father, who encouraged him to follow his pas-

sion. He purchased a handful of small student-occupied rooming houses and duplexes while in school and set to work after graduation for Hanson Properties and Anstey & Associates in turn.

In 1990, Kahn teamed up with developer Jack Loew, and the two forged an

exceptionally successful partnership and indelible relationship. "Jack Loew was an enormous influence on my life," says Kahn. "He taught me finance, he taught me construction, he taught me how to handle difficult situations without losing my cool. He was such an honorable man and incredible person and was really my business mentor."

E. Kahn Development is most often in the spotlight for high-profile projects such as Devon Yard, a mixed retail village on the Main Line, the Chestnut Square apartments in West Chester, the 121 N. Walnut West Chester office building, and, of course, the Mosteller Building project on Gay Street in West Chester, over a decade

Continued next page

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2018 Business of the Year

Continued from previous page

in the making, which Kahn deems “44 West.”

The original 44 West project was an eight-story, 120,000 square-foot luxury condominium complex, planned by Kahn and Loew. Soon after its 2013 approval, Loew fell ill, passing away less than a year later. When Kahn eventually revisited the project, it was with a new perspective. “I wanted to do something that would honor Jack. He was a humble and understated guy.” Rather than naming just another building after him, Kahn wanted to develop something innovative, something that would benefit the whole community. Gazing at the old Mosteller building one afternoon, it occurred to him, “Oh my word, we could just leave this corner open as a plaza,” he recalls thinking. “If you spend any time in any great city, living or working near a plaza is one of the highlights, and that’s the one thing Gay Street didn’t have - a place that people can gather and have coffee and ice cream and meet. Something that 100, 200 years from now, would still be the place to gather. We would name this plaza after Jack and people would forever associate this beautiful space with my friend and partner Jack Loew.”

Kahn pared his original plan down to a four-story, 45,000 square-foot development. He expected the project’s modest scale and community-oriented focus to pass Borough Council with flying colors, but it was denied.

“I learned a long time ago not to get emotional about real estate,” he says. “But I couldn’t help it. I was emotional about it.” He persisted, with the support of the Chamber, its Business Advocacy Committee, and countless community members, but to no avail. Kahn boarded up the property and moved on. “Believe me, I was completely embarrassed by the building and the condition it sat in,” he says, “but I wasn’t going to do something that didn’t make sense.”

The plan was revived in 2017 when Borough Council reached out to resume discussions with Kahn. Now slated for

2019 completion, 44 West will bring a carefully selected restaurant or two, retail, offices, public art and a communal plaza to the historic downtown of West Chester.

But while E. Kahn Development might be known for high-impact real estate, Kahn is proud of lower-profile development, including Mitch’s Gym (formerly a laundromat) and an upcoming project that will replace the former Rubinstein’s Office Supply building with small-scale apartments for seniors and younger residents.

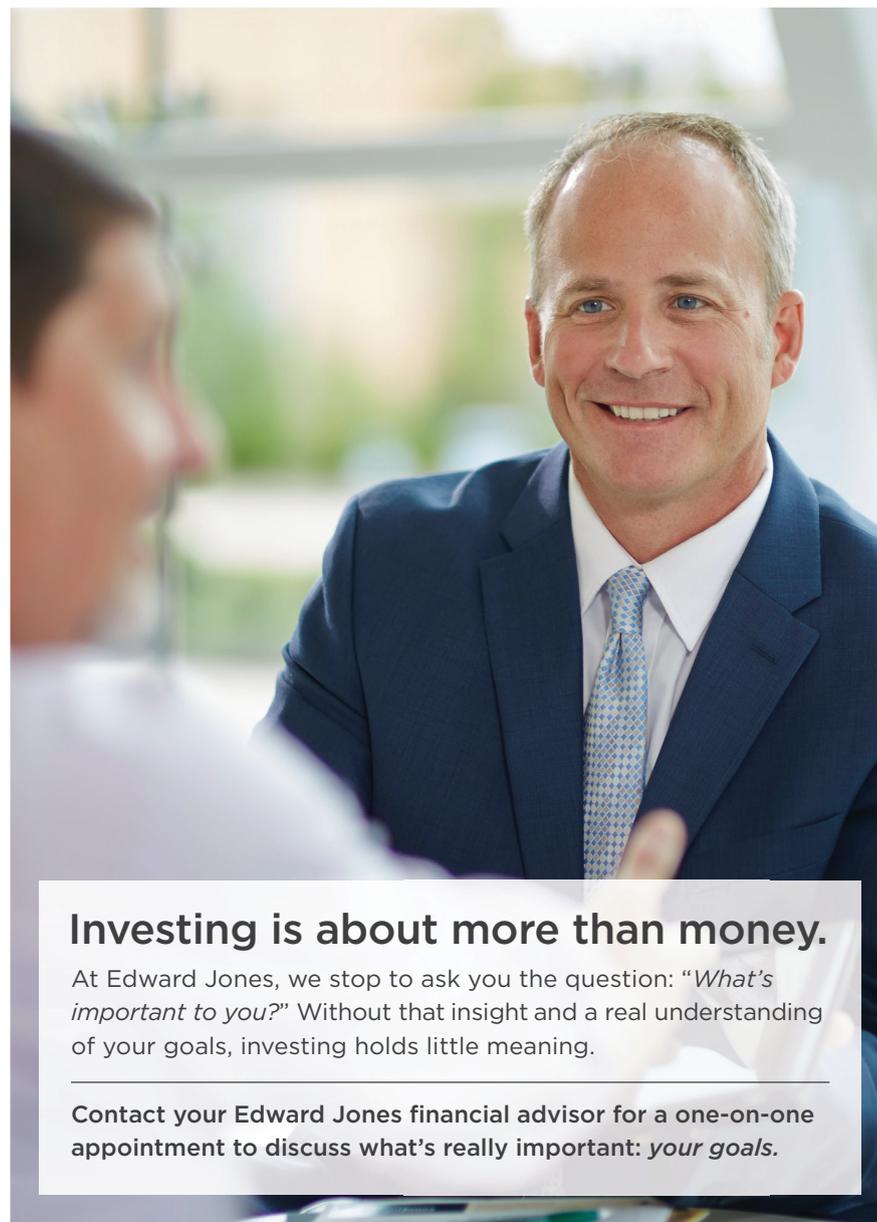
In the years to come, Kahn and his wife Jeanne plan to work with the county and other private organizations to tackle issues of affordable housing. “Chester County is one of the wealthiest places in the country,” he says. “We must do better to provide respectable housing for those working to get back on their feet.”

When told his company was selected as Business of the Year, Kahn demurred, “I’ve flown under the radar screen as much as I can,” he says. “But it’s an honor, and I’m very flattered. I love what I do, I love the people I work with. My company is made up of a lot of really great people, and I work with a lot of really great subcontractors. I’m just one part of this.”

Looking ahead, Kahn sees limitless possibility for West Chester. “It’s an unbelievable place,” he says, “and, by the way, it’s not done.” He feels the Chamber has done a remarkable job of identifying and promoting the needs of the dynamic community as it steadily evolves.

And for their part, E. Kahn Development will stay the course. “We’re going to continue doing what we do, one project at a time, in our little corner of the real estate world.”

Leigh Green is a local resume writer and copywriter. She writes powerful content to propel your career and business growth. 610.739.5855 | Leigh@PillarResumes.com | www.PillarResumes.com



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MAKING SENSE OF INVESTING

2018 Citizen of the Year

Citizen of the Year epitomizes community involvement

By Leigh Green

Leaders of nonprofit organizations that pFor his tireless dedication and service to those in need and his leadership within the Chester County community and government, the Greater West Chester Chamber of Commerce has chosen Matthew Holliday as its 2018 Citizen of the Year.

“Few embrace and serve their community with such depth and breadth as Matt,” said GWCC President Mark Yoder. “His service is not only in line with the mission of the Chamber itself but impactful on a tremendous scale that reaches throughout our region and beyond.”

Holliday came to West Chester as a freshman West Chester University student and fell in love with the town. He’d moved thirteen times as a youth and says, “This was the first place that had ever resembled a hometown to me. Once I moved to West Chester, I knew I would never leave.”

Holliday initially enrolled at WCU as a History Education major. “I thought the best thing would be to be a positive role model for high school students,” he says. But his history professor at the time, Dr. Ben Peters, advised him otherwise. “He said, ‘Holliday, you should be making history not teaching it,’” he recalls. “That was a very nice hyperbolic stretch, and I think teaching is an incredibly noble calling, but I understood what he meant: you should be getting out there and helping even more people.” Holliday switched majors and earned a degree in Political Science.

Upon graduation, Holliday hit the ground running. “I knew I wanted to be a part of the positive momentum that our community has,” he says. “I’m fortunate that a number of people took chances on me.”

Holliday served as Political Director for the Republican Committee of Chester County before becoming Chief of

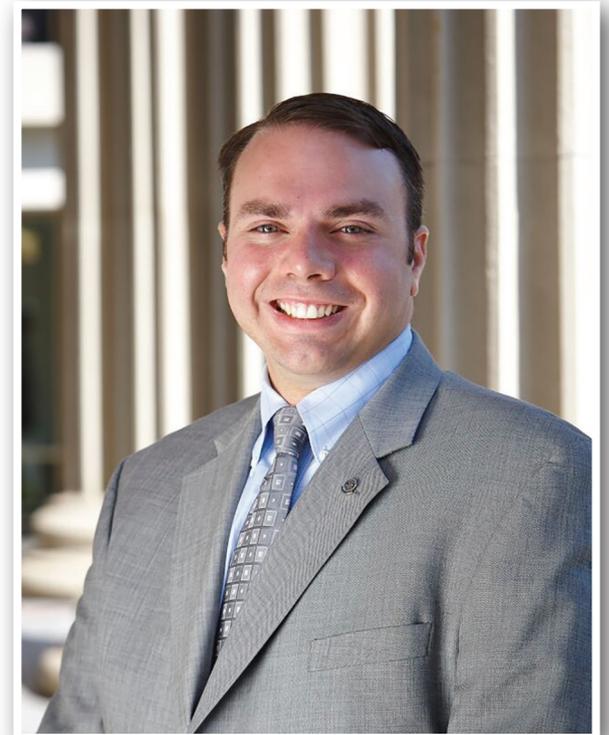
Staff for State Representative Dan Truitt a year later. It was alongside Truitt that Holliday really cut his teeth. “I was exposed to the two different facets of being an elected official in the legislator,” he says. “You have the official job in Harrisburg, creating laws, and then the very real end of helping individual citizens with their needs.”

Holliday helped Truitt with some key pieces of legislation including The Pennsylvania Safe Schools Act, a comprehensive anti-bullying initiative, and the Family Medical Leave Expansion Act, which allows job-protected leave for individuals caring for a sibling, grandparent, or grandchild.

Holliday now serves as The Prothonotary of Chester County, an elected role he’s occupied since 2016. He leads a staff of 30 and handles any issues that arise with the well over 12,000 annual cases seen by the Court of Common Pleas. He’s worked to make services more accessible, implementing a language translation service and expanding payment options. And he’s established an internship program with WCU and a Prothonotary’s Advisory Council for feedback and process improvement.

But it’s helping individuals that brings Holliday the most joy. He says, “One of my favorite things to do is go the extra mile for someone, even when it’s not our responsibility.” This past year, he was able to help a young girl, whose mother had passed away, meet her relatives in Mexico for the first time. She’d saved money for six months before being denied a passport on a technicality. He was able to intervene, convincing a judge to issue an order so the girl could obtain an emergency passport. Holliday also regularly checks in on victims of abuse in the courtroom, making sure they have the resources they need to start their new lives.

And while the demands of this role would keep anyone busy, they scratch the surface of Holliday’s work. This



coming year Holliday will navigate four presidencies of non-profit organizations for The Friends Association for Care and Protection of Children, The West Chester Rotary Club, the Domestic Violence Center of Chester County, and the West Chester Downtown Foundation while hitting the campaign trail to seek re-election as Prothonotary. He’ll also serve on ten additional boards in a variety of leadership capacities for The Friars’ Society Alumni Association Board, the West Chester Public Library, the Greater

Continued next page



2019 Annual Banquet
Sponsored by **ArthurHall**
INSURANCE

The Greater West Chester Chamber of Commerce and its Board of Directors cordially invite you

Thursday, February 7, 2019 at the Desmond Hotel | Cocktails 5:30pm - Dinner 6:45pm

Honoring: 2018 BUSINESS OF THE YEAR - **E. KAHN DEVELOPMENT**

2018 CITIZEN OF THE YEAR - **MATTHEW HOLLIDAY**

2018 COMMUNITY SERVICE AWARD RECIPIENT - **CHESTER COUNTY NIGHT SCHOOL**

2018 JAMES E. O'NEILL, JR. OUTSTANDING JUNIOR CITIZEN - **MOLLY CAMP, HENDERSON H.S.**

More info and tickets available at GreaterWestChester.com

2018 Citizen of the Year

Continued from previous page

West Chester Chamber of Commerce, the Knights of Columbus, the West Chester University Alumni Association, the West Chester Area Senior Center, the West Chester Business Improvement District, The Arc of Chester County, Student Services, INC., and The Salvation Army of West Chester.

Holliday says it typically rounds out to at least one meeting or event per night. "I don't necessarily recommend that to anyone, but there's so much need in the community that, until more people step up, I'm going to do what I can."

When told he'd been selected as the Citizen of the Year, Holliday says, "I honestly couldn't believe it." Immediately his thoughts turned to his role models within the community. "So many people accepted me as soon as I stood up and was ready to help," he says, counting Richard May (WC Downtown Foundation and WC BID), Tracy Sammarone (WC Downtown Foundation), Bill Ronayne and Bill Friedmann (Rotary Club), and

the late Dr. Rob Lukens (Chester County Historical Society) as chief early influences.

Looking ahead, Holliday's eager for new opportunities for public service roles and sees a bright future for West Chester. He says, "I think this community is only going to improve. I think we have the possibility to eliminate chronic homelessness in the next few years. The project that is replacing the old Mosteller building is going to be a huge asset down the road. And we just have to make sure we welcome new members to the community with open arms. That is going to be key in making sure we continue to succeed."

"When you get high up on the mountain it's easy to say, 'This is good. Let's keep it here,'" Holliday adds. "But there's always more to climb, and you have to make things better and better."

Purchase tickets for the GWCC Annual Banquet at GreaterWestChester.com.



The QVC West Chester Christmas Parade was brought to you by the Greater West Chester Chamber of Commerce. For those who attended the parade, we hope that the event added a little extra cheer to your holiday season. The West Chester Christmas weekend of activities relied immensely on the efforts and support of local businesses. Thank them by shopping local now and forever. Special thanks to the hundreds of volunteers, residents, area businesses, sponsors, supporters, Emergency Medical Services, Borough of West Chester organizations (Public Works, West Chester Borough Police Department and Parking Authority) and West Chester Fire Police, without whom the events of the weekend wouldn't be possible. Generous thanks to the Parade Producer, Under the Sun Productions, Inc. and their amazing staff including West Chester Christmas Parade Committee Volunteers Todd Marcocci & Amy Walp, Parade Directors.



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Greater West Chester Chamber of Commerce is proud to be a selected sponsor of Disney's Approach to Quality Service

2018 Community Service Award

Chester County Night School provides lifelong learning

By Andy Hachodorian

It's amazing what can happen when you sit some friends around a kitchen table and toss around ideas and brainstorm.

Back in late 1955, John Mitman, his wife and some friends did exactly that talking about a need for adults to experience lifelong learning. Operating out of a garage at the time they developed the first catalog for the Chester County Night School (CCNS).

Back then the catalog was typewritten and included 15 classes such as shorthand, bookkeeping, typing and even lamp shade making.

From those modest and humble beginnings has blossomed an effort now serving nearly 6,000 students a year; twice a year 175,000 catalogs are sent to all residents of Chester County.

The huge growth from those beginnings in a garage to the efforts today has garnered the Chester County Night School the 2018 Community Service Award recipient by the Greater West Chester Chamber of Commerce.

The award will be presented on Thursday, February 7, 2019, from 5:30 to 8 p.m. at the Desmond Hotel in Malvern during the Chamber's Annual Banquet sponsored by Arthur Hall Insurance.

CCNS is an outlet for both traditional and non-traditional learning. It's a great way for people to take classes that are fun, but also fulfilling and enriching.

"We have a strong base of learners in our traditional classes such as foreign languages, computers, fitness and crafts," says CCNS Co-Director Jill Johnson. "But there is increasing interest in our more

non-traditional classes such as Beekeeping, Backyard Chicken and Egg Production, Ghost Hunting and Blacksmithing.

"Those seeking personal enrichment can take classes on public speaking, dream interpretation and 'hygge' your way to happiness," she adds. "For the practical learner, CCNS offers classes on career enhancement, business development and computer skills. And for those who want to get in better physical shape, we offer Aqua Spinning, Taekwondo, and Yoga with a Twist (to name just a few)."

According to Johnson, CCNS serves students from ages 9 to 91 with both adult classes and the CHECK (Chester County Enrichment Classes for Kids) summer camp program.

"Typically, we serve approximately 4,000-6,000 students a year – which we like to say is the size of a small university," says Johnson.

Johnson explains that the CCNS is meeting the current trends.

"Our classes are the kind that capture what people need in today's world whether it's for enjoyment, career enhancement, physical enrichment or mental stimulation. Our classes change with the changing times," she says. "For example, our 'Islam: Knowing Your Neighbor' class became very popular when tensions arose in the Middle East.

"After 9/11, students didn't want to

travel so enrollment in our Language classes declined while our more 'homey' classes such as a cooking and sewing flourished. When the national economy falters,

our Business and Investment classes soar! We are now exploring the current trends of online classes and teaching of-

fered through Zoom and You Tube."

Leslie Heisman, CCNS Co-Director adds that the organization has a base of students who have taken classes for many years.

"One student loved our classes so much that she left us a Trust Fund which has helped our non-profit organization tremendously," Heisman adds proudly. "Many students have even made careers out of our classes. For example, one student took several of our flower arranging classes and opened her own floral store. Another student took our Clowning class and set up a whole Party Entertainment business. One of our long-time dance instructors, Valerie Clemens, said teaching for CCNS led her to open her own dance studio."

CCNS, Heisman says, contributes to lifelong learning for adults in the county.

"Lifelong learning increases your knowledge and – just as importantly – your ability to use that knowledge in diverse and meaningful ways," she explains. "Lifelong learning helps to keep your brain working well, and as we continue to live longer and longer, this is a benefit that

is hard to ignore.

"Lifelong learning sparks social engagement - we connect with others because we want to learn from them and with them."

Johnson has been with CCNS for 18 years first as Program Director now as Co-Director. Heisman was on the CCNS board several years before joining the staff as Co-Director two years ago.

Marjorie Wentz, an instructor at the facility, says CCNS brings opportunity to residents of the county.

"Chester County Night School provides valuable educational opportunities for the community," she notes. "They are focused on topics that are interesting and relevant. Our firm has worked with them for several years and has been impressed with the dedication and enthusiasm of the small staff that handles this important work."

"The Chamber is thrilled to honor the Chester County Night School," said GWCC President & CEO Mark Yoder. "What a great resource to serve our community here in Chester County. We are proud to recognize their history, their efforts and their success."

To learn more about the Chester County Night School, go to ChesterCountyNightSchool.org. They are located at 222 N. Walnut St., West Chester, PA 19380 and their phone number is 610-692-1964. Purchase tickets for the GWCC Annual Banquet at GreaterWestChester.com.

Andy Hachodorian is the manager of digital marketing and media for Cutanea Life Sciences and is the former editor of the Daily Local News (West Chester).



Chamber Membership ANNIVERSARIES

Please help us congratulate these businesses celebrating milestone anniversaries who renewed their membership with the Greater West Chester Chamber of Commerce.

20 Years

William M. Dunleavy and Company Inc.
 The Gilbert & Sullivan Society of Chester County
 KMRD Partners, Inc.
 La Difference Salon & Day Spa

15 Years

The West Goshen Goddard School
 Brandywine Ballet Company

10 Years

Dave's Automotive Repair Enterprises, LLC
 The RidgeView Group Wealth Management

10 Years

Moonflower
 AFJ Company

5 Years

Temenos Conference & Retreat Center
 Artistic Eyewear
 Chester County Family Academy / a PA Charter School
 The Desmond Hotel & Conference Center
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New Year Events CALENDAR

See full details of Chamber events at GreaterWestChester.com

FREE Business Counseling Service Available to GWCCC Members Are You Too Busy Working *IN* Your Business to Work *ON* Your Business? SCORE can help!

SCORE mentors have the expertise to:

Evaluate business opportunities; develop or update your business plan; create an effective marketing strategy including social media; improve sales; expand your business; optimize use of the Internet and create a dynamic web presence; manage and control expenses; project future revenues and expenses and establish realistic profit goals.

When: EVERY Monday in January and February, 8:00 a.m. OR 9:00 a.m.

Where: Greater West Chester Chamber of Commerce Vault, 137 N. High Street, West Chester

Registration: Scheduling must be made directly with SCORE: 610-344-6910

Wednesday, January 9, 2019

7:30-9:30am

Sandler Training “How to Avoid Unpaid Consulting”

Greater West Chester Chamber of Commerce,
137 N. High Street, West Chester

Free for Members

Wednesday, January 16, 2019

11:45am – 1:00pm

Professional Development Luncheon: Business Owners in the Know, sponsored by West Chester University

“The Art of Negotiating”

The art of negotiation comes into play daily in the life of employees at all levels and in every position.

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- Factors and Considerations
- Preparation, Planning, and Execution

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- Robert Sinton, Sandler Training
- Marjorie Wentz, Trinity Wealth Management
- Harry DiDonato, MacElree Harvey

West Chester University Foundation, 202 Carter Drive, West Chester
Chamber members - \$25 | Non-members - \$35

RSVP required

Tuesday, January 29, 2019

8:00 - 9:00am

GWCC Open Board Meeting

Chamber members are invited to attend our yearly open board meeting to meet the staff and Board of Directors. It is also an opportunity to hear about the year ahead and ask questions that you may have.

Spellman Administration Building of West Chester Area School District,
782 Springdale Dr., Exton

Tuesday, February 7, 2019

5:30 – 8:00pm

2019 Annual Banquet, sponsored by Arthur Hall Insurance

Join us as we congratulate this year’s honorees.

The Desmond Hotel, One Liberty Blvd., Malvern

Monday, February 11, 2019

7:30-9:30am

Sandler Training “Learn How to Sell More and Sell More Easily”

Greater West Chester Chamber of Commerce, 137 N. High Street, West Chester

Free for Members

Thursday, February 21, 2019

5:30 – 7:30pm

Networking and Restaurant Tasting at Zukin Realty/Optimal Massage

The most exciting networking event is here and it just got a little more exciting! Join us at Zukin Realty/Optimal Massage for food and drinks, courtesy of restaurants throughout town.

Zukin Realty, 121 E. Gay St., West Chester

Free to attend / \$10 Non-Members

Wednesday, February 27, 2019

5:30 – 7:30pm

The Women’s Executive Roundtable sponsored by Miles Financial Management

Featured Speaker: Sue Weldon, Unite for HER

\$55 for Members | Non-members - \$65

Seating is Limited; RSVP is Required

The Chamber Welcomes **NEW MEMBERS**

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Interior Design/Decorating

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Business Services

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Tricia Cosgrove

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Beauty Services

Fisher Wealth Management Group

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Healing Place Acupuncture, LLC

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Spotts Insurance Group

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Office Supplies/Equip./Furniture

Thrifty Vintage

www.thriftyvintagewestchester.com

Furniture

Wide World West Chester

www.IndianMotorcycleWestChester.com

Motorcycle Dealer

How Strong Is Your Tagline?

By Debi Friedmann

Let's face it, finding a few simple words to sum up everything about your company can be difficult... there's SO MUCH to say! If your tagline says too much, potential customers might lose interest, or get confused. Here are 5 tips for creating a strong tagline, and a matching game to test your knowledge of some pretty well-known taglines.

SIMPLIFY

You should be able to explain your business in 3-5 words. If the tagline isn't succinct, communicating your vision to employees or investors becomes difficult, potentially detrimental to your business.

WHAT'S IN IT FOR ME?

Being too vague can bite you (I know, I just said that to simplify!). Have a clear benefit identified in your tagline.

TELL A STORY

If you've identified your company's core values, telling your story will come easier...you've already identified your passion...now you just have to

express it in a few words.

DOUBLE-TAKE

Being bold with a play on words, or double entendre makes your tagline memorable and might even evoke a chuckle.

KEEP IT FRESH

Taglines should evolve with the company and are not easy to create. Wrapping what you do, why you do it, who you're doing it for, and where you are doing it all in one tagline isn't an easy task. Not every slogan needs alliteration, a clever rhyme, or a pun (but I tend to like the ones that do!).

Debi Friedmann, Owner of Blue Dog Printing & Design — the best doggone place to go for printing, graphic design, mailing services, promotional products and apparel since 2003. Blue Dog's core values (Unleashed Creativity, Community Loyalty and Tail-Wagging Service) inspired the tagline they stand behind "Because service matters." 610-430-7992 | bluedog@getbluedog.com | www.getbluedog.com

MATCH 'EM

See if you can identify the product/company just from its tagline.

- | | |
|---------------------------------|-------------------|
| 1. "Snap, Crackle, Pop" | A. Verizon |
| 2. "You're in good hands" | B. Rice Krispies |
| 3. "Taste the rainbow" | C. Red Bull |
| 4. "____ is on your side" | D. Campbell's |
| 5. "They're G-r-r-reat!" | E. Arby's |
| 6. "We have the meats" | F. Frosted Flakes |
| 7. "M'm! M'm! Good!" | G. Allstate |
| 8. "It gives you wings" | H. Skittles |
| 9. "The breakfast of champions" | I. Wheaties |
| 10. "Can you hear me now?" | J. Nationwide |

Answer Key:

1-F, 2-G, 3-H, 4-J, 5-F, 6-E, 7-D, 8-C, 9-I, 10-A



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