

## THE OUTLOOK OF MARKETING IN 2019

As 2019 kicks off, businesses are looking for new competitive advantages and ways to connect with more customers. The following highly effective mediums were presented by Gummi Sigurdarson, CEO, RedKnight at a recent Business Connectors.



**Hyper Targeting**—Hyper targeting is going to be more prevalent and a great strategy in 2019. It will also be the key to spending your money wisely. Instead of thinking in large broad scopes of who you are marketing to, pick a very niche audience and go after it.... All out and everywhere!

**Video**—This will be the most over-hyped tool in 2019. There is more video being uploaded every week than any human being could watch in a lifetime. There are predictions that video will rule bandwidth and internet usage in 2019, but that does not mean they will be watching your stuff. If you are going to get into the video game, do it with a purpose and understanding of who you are targeting with your video. Creating videos just to create videos serves no purpose whatsoever.

**Microsites**—These sites are hybrids between landing pages and websites. Major brands have started using these - some for long periods of time, some to support a single campaign or event and others just for a day. Microsites can be a great way to reach a niche audience on a niche topic. So consider these a legitimate option for you in 2019.

**Personalization**—If content is king personalization is its queen. This goes hand in hand with hyper targeted marketing. People don't want things to be generic any longer. Basically, they want it personalized; ideally, you put their name on it.

**Email Marketing**—This is something that never went away, but we believe the strategic use of emails will have a huge impact again in 2019. If you can utilize it correctly and send the right information to the right audience in your database, this can be a huge opportunity. Even if you have regular emails going out, 2019 is the year to review what emails you send to whom. It's time to stop making the assumption that everybody wants to hear the same message.

**Social Media**—Social media can be effective as long as you keep up with the basics. That includes somewhat regular posts and making sure you are on the right platform based on your target market. To really capitalize on social media, utilize the ad platforms on these mediums. Many businesses haven't even begun to tap into ad platforms fully.

### Direct Mail—

Last but not least, we think that direct mail is going to be the ruler of the marketing kingdom again in 2019. Of course, that is assuming



you utilize it correctly. The age of sending out thousands of mailers and taking a shotgun approach is probably gone. What will rule is targeting your mail to the right audience and hitting them often, in conjunction with other mediums.

RedKnight is a full service marketing, consulting and print company located in Colmar.



### IN THIS ISSUE

President's Message  
Member News

Upcoming Programs  
Welcome New Members  
Member Renewals

Member Milestones  
Recent Events & Photos  
Prospector Advertisers

BEST CHAMBER OR NETWORKING GROUP

*Serving the Indian Valley, North Penn, Wissahickon regions and surrounding communities*

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## PROSPECTOR

*Published bi-monthly by the*

**The Chamber of Commerce**

**for Greater Montgomery County**

217 Church Road, Suite C, North Wales, PA 19454

Phone: (215) 362-9200 | Fax: (267) 613-8865

### Chamber Satellite Office

676 DeKalb Pike, Suite #208, Blue Bell, PA 19422

## A MESSAGE FROM THE PRESIDENT'S DESK



*"Innovation is change that unlocks new value."*

- Jamie Notter

The Chamber continues to grow because of the support and engagement of our over 800 members. We always welcome your suggestions and comments for change and improvement. I am happy to share that your input has led to the creation of a Young Professionals Council for the 40 and under members. YPC provides the opportunity to build relationships, improve networking skills and career advancement through development programming. The format for Business Connectors was changed this year to include a learning component along with networking and now meets twice monthly as well as "on the road" at member locations. The Annual Business Expo is moving to Montgomery County Community College for attendee convenience. Finally, programming is being developed to focus on topics of interest for the business executive. Our first event will be in May on Artificial Intelligence. Please continue to share your input in order that together we can continue to build a strong business community.

Best,

Pam

## CHAMBER STAFF

Kim Nguyen, Vice President, Member Services

Wendy Custer, Member Relations Manager

Steve O'Driscoll, Member Development

Carol Schultz, Events Coordinator

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## MEET THE BOARD OF DIRECTORS



### Outgoing Chair Recognition

Mike Coakley, Kreischer Miller, was recognized for his service as board chair. The Chamber had its largest one year membership growth during his term along with expansion through the Colonial Business Association. Greg Gifford, Rubin Glickman Steinberg & Gifford and Jim Madanci, Shoprite were also recognized for their service as board members.

### 2019 Executive Committee



**Front Row:** Nanette Carney, The Carney Group, *Treasurer*, Mary Griffith-Alfarano, Fulton Bank, *Secretary*, Michael Coakley, Kreischer Miller, *Immediate Past Chair*. **Back Row:** Duncan Reed, Edward Jones Investments, *Chair*, Gaetan Giannini, Montgomery County Community College, *Vice Chair*.



### Board of Directors

### Welcome New Board Members



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**Ed Harris**  
Valley Forge Tourism &  
Convention Board



**Jeremy Neely**  
Acts Retirement-Life  
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**David Onorato, Esq.**  
Hladik Onorato and  
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**Kirk Walters**  
The Walters Group



## The TASA Group

Located in Blue Bell, PA, in “the round building” on DeKalb Pike, The TASA Group connects the legal and business worlds with the finest consulting or testifying experts available locally, nationally and globally.

***“Service. Service. Service. We answer a need that attorneys have in preparing their case, whether it be plaintiff and/or defense, in a very ethical way,” said, Jay Rosen, one of the owners of The TASA Group.***

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The TASA Group has an exceptional record of employee longevity: More than 35% have 5-15 years of service; 25% have 15-20 years; and 13% have more than twenty years. This outstanding record of experience, institutional memory, and accomplishment benefits clients and experts in every interaction. It translates to careful attention to detail, rapid response, and intelligent referrals.

As a result, we save you many hours of costly search time and the effort of locating essential expertise on your own.

Each year, The TASA Group fields thousands of requests for assistance. No other firm in our industry offers and successfully refers as many experts in as many categories as we do.

***“We’ve always adapted to the changing technology which required new and different kinds of expertise. I see that happening at a faster clip in present day and in the next five years,” commented, Jay Rosen.***

In addition, we continue to expand our portfolio with services that include, expert profiles, expert witness research products, and a free, acclaimed webinar series offering CLE credit in some states. In addition, we continue to develop and foster relationships/partnerships with local and national organizations and businesses to offer more comprehensive, timesaving and cost-effective services to our clients.



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KEYNOTE SPEAKER  
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WOMAN OF EXCELLENCE  
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Timoney Knox LLP  
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Keynote Speakers | Eight Power Sessions | Networking

Thursday, March 28, 2019

Normandy Farm Hotel & Conference Center | 1401 Morris Road, Blue Bell

#pypcon



# CONGRATULATIONS

## MILESTONE CELEBRATIONS

Re-Pack, Inc. is celebrating 20 years as a member of The Chamber. Receiving our token of appreciation is President Rick Surprise.



**BPN Leadership Team**

Thank you to Round Guys Brewing Company for your 5 years of supporting the business community. Receiving The Chamber's token of appreciation is Mark Armstrong and owner Scott Rudich.



## BUSINESS PARTNERSHIP NETWORK (BPN) RECOGNIZES OUTGOING CHAIRS(BPN)



We had the opportunity today to recognize and thank Scott Polsky, Offit | Kurman, as the outgoing chair for the Lansdale BPN. Scott is one of the founding members of BPN and through the past four years has been very active in helping to grow and improve the value of his group.

Please join us in congratulating Dan Bencsik, Bux-Mont Awards, for serving as the 2018 Chair of the Indian Valley Business Partnership Network group. It was fun to surprise Dan with a plaque made by his company, thanks to the help of his brother Adam!



We were happy to recognize April Donahue, QNB Bank, for her leadership as Chair of the Montgomeryville BPN group. April helped launch our third group last year doubling the number of members during her tenure.



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## MEMBER NEWS

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Formerly the Community Health & Youth Foundation, The Chamber's 501c3 affiliate recently clarified its mission to support the school districts and other non-profit organizations in providing programming and opportunities for the youth in the Greater Montgomery County region. One initiative includes Community Reading Day, which this year will be held on May 7th. Over 100 business and community individuals will share the gift of literacy by reading to 2500 second grade students. The 21st annual Reading Day book is about a local boy, Chase and the challenges he has to overcome. The book is written by his mother, through the eyes of his older brother.



The Foundation is also hosting a networking event to learn more about how you can get involved as well as to meet Chase and his family to kick off Reading Day.

**Registration for both Reading Day and the Networking Meet & Greet is now open at [www.chambergmc.org](http://www.chambergmc.org)**

## Community Youth Foundation



**Networking Meet & Greet**  
**Join The Chamber and The Community Youth Foundation as we network and meet the author of our 21st Annual Community Reading Day story!**

**CHASE-MAN How My Brother Became A Real Superhero**



**Community Youth Foundation**  
An affiliate of The Chamber of Commerce for Greater Montgomery County

**Light refreshments to be served!**

Tuesday, April 30th, 5:00 - 7:00 PM

Volpe Enterprises, 217 Church Road, Suite A, North Wales, PA 19454

Register at [www.chambergmc.org](http://www.chambergmc.org)

215-362-9200 or [info@chyfmontco.org](mailto:info@chyfmontco.org) or find us on 



**Souderton Telford Main Streets**  
*presents*  
**So You Think You Can Cook**

**March 6th 6:00 - 8:00pm**  
Franconia Heritage Banquet & Conference Center

The Chamber staff will be competing. Please come out to this great event and help us win.



**Montgomery County**  
**Manufacturing & Trades Expo**

**March 12th 9:00am - 1:00pm**  
The Greater Oaks Philadelphia Expo Center

Learn about career pathways in manufacturing and trades. Great for students, parents and educators.



**North Wales Library**  
*presents*  
**Taste of Montgomery County**

**March 28th 5:30 - 8:00pm**  
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Try foods from local restaurants and other eateries. Buy your tickets in advance to save.



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The Alliance of Women in Business is not a traditional networking group in that it is designed to promote collaboration, brainstorming and sharing of business knowledge and experiences

### Meeting Calendar

March 19

**Networking with a Purpose**

Kristin Kane, Kane Partners Social Media

April 16

**Stress and Mindset**

Patty Ferry, Whole Body Yoga



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## NETWORKING TIPS

### 5 Ways to Upgrade Your Elevator Pitch

It typically takes about 20 to 30 seconds to ride from the top to the bottom of a building in an elevator. Whether you are travelling on an elevator, waiting in an airport departure lounge, or meeting a new contact at a networking event, the usual starting question you will be asked is "what do you do?"

Read the full article by Steve O'Driscoll, Membership Development [here](#).



## WELCOME NEW MEMBERS

**1SlickHome - Keller Williams  
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Geoffrey Slick  
[1slickhome.com](http://1slickhome.com)

**Carlee Myers Personal  
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**Davis Painting**  
Colby Davis  
[davispaintingllc.com](http://davispaintingllc.com)

**Global Travel Advisors**  
Joseph Affatato  
[globaltvl.com](http://globaltvl.com)

**GotBizBuzz, LLC**  
**Strategic Branding & Marketing**  
Karen Kessler  
[gotbizbuzz.com](http://gotbizbuzz.com)

**Higher Information Group**  
Lauren Myers  
[higherinfogroup.com](http://higherinfogroup.com)

**Hyopsys, LLC**  
Tim Wicks  
[hyopsys.com](http://hyopsys.com)

**JCAAdvantage**  
Judy Arnold

**Longevity Income Solutions**  
Michael Mastroieni  
[longevityis.com](http://longevityis.com)

**Mayes, LLC**  
Greg Mayes  
[mayescm.com](http://mayescm.com)

**MHxDesigns**  
Kyu Om  
[mhxdesigns.com](http://mhxdesigns.com)

**Office Evolution (Horsham)**  
Mark Delehey  
[officeevolution.com](http://officeevolution.com)

**Penn Community Bank**  
Trevor Harrison  
[penncommunitybank.com](http://penncommunitybank.com)

**Penn State Abington**  
Marjie Devlin  
[abington.psu.edu](http://abington.psu.edu)

**Percheron Management, LLC**  
James Wrigley  
[percheronmgmt.com](http://percheronmgmt.com)

**Pro Home Restorations, Inc.**  
Andrew Hohorst  
[prohomerestorations.com](http://prohomerestorations.com)

**Republic Bank**  
Dennis Wolf  
[myrepublicbank.com](http://myrepublicbank.com)

**Scoogi's Italian Kitchen & Bar**  
Robert Rosato  
[scoogis.com](http://scoogis.com)

**Simon Media**  
Christopher Simon  
[clsimon.com](http://clsimon.com)

**Souderton Telford Main  
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Jordana Fitzgerald  
[stmainst.org](http://stmainst.org)

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Business Partnership Network  
217 Church Road, Suite C  
North Wales, PA 19454



**Business Partnership Network**

### Meeting Locations

**Tuesdays 7:00am - 8:30am**  
Lansdale

**Wednesdays 11:30am - 1:00pm**  
Montgomeryville  
Blue Bell

**Thursdays 7:30am - 9:00am**  
Indian Valley

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5 years



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American Heritage Federal Credit Union	Laurell Technologies Corp	The Peak Center & Encore Experiences/ GHNPS * *
Bartlett Tree Experts	Law Offices of Marcia Binder Ibrahim, LLC	The Reporter
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Doylestown Health *	Play & Learn Lansdale	Univest Bank and Trust Co.
DunlapSLK *	Prescott Insurance *	Univest Bank and Trust Co. Insurance
F. Ambrose Moving	QNB Bank Colmar *	VNA Foundation of Greater North Penn
Farmers Insurance-Edward Diamond Agency	RedKnight	Wealth Builder Advisor
Fishman Sales	Right At Home Care	Whitemarsh Memorial Park
Fitzpatrick Lentz & Bubba, P.C.	Rotary Club of Blue Bell	
Genisys Credit Union *	Rubin, Glickman Steinberg & Gifford, P.C. *	
Grand View Health *	Saint Mary Manor *	
Greenfield Senior Living of Lansdale *	Salkin Associates	
Grub Burger Bar	Spanial's Service Center *	
Hamburg, Rubin, Mullin, Maxwell & Lupin, PC *	State Farm Dave Woods Agency	
Help You Buy A Franchise, LLC	Temple University Ambler Campus	
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# Chairman's Reception *Voice Karaoke*



Josh Liberio, Emcee  
Odd Man Out Media

Duncan Reed, Board Chair,  
Edward Jones Investments



**And the Winner is...** Marilyn Catti, About Flags performing her rendition of "Blowing in the Wind." Runner up was Andy Prescott, Prescott Insurance who sang "Toes." The additional karaoke competitor's included above from left: Patrick Gallagher, DJB Specialties, "End of the World as We Know it" Dan Reavy, McMahon Associates, "Lynin' Eyes" and Larry Mays, UFC Gym, "Being With You."



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