

Biographies

Group # 1

Kory Freshwater

Personal: I graduated from Westminster College in 1999 with a BA in Public Relations. Since that time I have worked in 3 different sales roles. Currently, I am the Berks County Representative for Advanced Business Equipment. I live in Reamstown, PA with my wife Britany and our two kids. I coach Pee Wee football for the Cocalico School District. Professional: With over 6000 customers, Advanced Business Equipment has been the authorized Toshiba and Kyocera Dealer in Berks County for the past 35 years. We sell and service printers, copiers, facsimile and a host of other office equipment. In addition we also sell supplies and consumable. We offer complete printer fleet management for hp and most major brands of output devices.

Elisamuel Rivera

Is life getting in the way of making both major and minor repairs around the house? Do you have an odd job but don't know how or where to start? Need someone with the knowledge to come up with a solution and execute it? When it comes to your home repair and improvement, A.D.A.D Construction can solve it all.

Always professional. Always safe. Always reliable. Always dedicated and devoted. Every time, that's our motto. A.D.A.D Construction completes all major and minor home repairs in a fast, efficient, and affordable manner, making your "To Do" list a thing of the past. High quality, consistent work means every home repair, installation, maintenance, or odd job is quickly checked off your list leaving you with that much needed time to do the things you enjoy most.

Brenda Messina

I am the Travel Sales Supervisor for AAA Reading Berks. I have been employed with AAA for 20 years. I supervise a group of 8 travel agents that sell leisure world wide travel. I handle all the administrative day to day needs. Along with selling travel and handling and issues that arise. Training the agents to new products cruises, and tours is also part of my job. AAA Reading Berks sells World Wide travel in the form of individual Cruises, Tours, Airfare, Car rentals and Hotel reservations. Along with that we handle group departures in all of the products previously listed. We do not handle corporate or business travel.

David Johnson

The 7 Most Important Things You Should Know About David Johnson.

1. A passion for **results** with a **proven track record** of business accomplishments: Sales increased by **240%**; Profits increased by **175%**; new customers increased by **1000%**; margins increased by **50%**.

2. **20+ years of experience** in Sales, Marketing, Engineering, Software Development, Accounting, Business Development, Human Resources, R&D, Export, Operations and Management.
3. Successful **entrepreneur, business owner** and **real estate investor**. David bought and grew his business by more than 67% to where it works without him and provides passive income. Furthermore, he owns 24 properties for additional passive income.
4. Bachelor of Arts Degrees in **International Business** and **German** (Euro centers Cologne) from Grove City College and Bachelor of Science Degree in **Electrical Engineering** from the University of Pittsburgh.
5. Former **Army National Guard** and **Air Force ROTC** member who, as the son of an Air Force officer, has lived throughout the US as well as in Germany, Korea, England and Japan. David speaks fluent German, basic French and basic Spanish.
6. David and his wife Jacqueline enjoy traveling and spending time with their two sons skiing and boy scouting.
7. An **Action COACH client** who knows first hand the value of a business coach, David became a business coach to help other business owners get the results they desire, just as he continues to do with his business.

If you would like to get extraordinary results in your business call or **email** David today to schedule a complimentary business evaluation.

Bryan Mull

BMull Consulting is a team of designers, web developers, and internet marketing professionals that provide web design and internet marketing consulting. Our diverse team has years of experience working with Fortune 500 companies and we offer the same technology and techniques used by large corporations to the business owners of the Greater Reading, PA area.

Iris Baez

Is not available

Don Starke

I have been in the technology field for over 12 years with my primary focus on total client satisfaction. CMIT Solutions of Reading can handle all of your IT needs. We are a local IT services provider focusing on small and mid-size businesses. We offer a wide range of computer support services, including flat rate support managed services, providing 24/7 support and budgetary control; data back up and disaster recovery; employee Help Desk located in U.S.; remote monitoring and support; hardware and software purchasing; software training, general break-fix, networking and multi-site support.

Dennis Kintzer

Dennis has been self employed and a member of the Greater Reading Chamber of Commerce for nearly 20 years. He has supported the American Cancer Society for 17 years. Dennis has spent over 10 years in the classroom helping budding entrepreneurs learn the operations of company development through Junior Achievement. Dennis has spoken to National audiences numerous times over the last 10 years regarding Networking and Business Development. Additionally, he serves on the Board of Directors for the National Association of Mobile Entertainers. In his spare time, he loves to spend time with his children, play golf, basketball, racquetball...anything physical. Dennis is the owner of DMK Sound Productions since 1993. The company has provided mobile entertainment for events such as Weddings and Corporate events, including most of the events run by the Greater Reading Chamber of Commerce and Industry since 1993.

Anthony Danna

Senior Account Executive-Comm. Networks:

Experienced in Telecom Services & Equipment and Voice & Data Communications, Application Software and VoIP Networking. Broad background in Sales, Sales Management & Training, Operations & Customer Service Management and Cross-Functional Team Management Skills.

Have custom designed, engineered, sold and implemented Telecommunication and VoIP Networked Systems for local headquartered accounts as well as their branch offices nationwide.

Proficient in consulting with all commercial lines of business as well as governmental, educational and medical accounts.

Beverly Manwiller

“Hands-on” customized computer training provided at the client’s site for the “end-user” on Microsoft applications or proprietary software. All training includes individualized or group instruction with independent practice activities. Supplementary student manuals are available free of charge.

Additional offerings include:

- Procedural manual development of customization
- Quick Reference Guides
- Electronic Forms Development
- Process improvement review
- Analysis of training needs

Instructor has Masters Degree in Elementary Education and 30+ years training and business experience. Students learn in a friendly, non-threatening setting and activities can be customized to company examples. See website for additional information.

Alyse Mitten Breahr

Alyse is the President of Interlace Communications, Inc., an association management and hybrid printing company providing businesses and organizations with online and printed

solutions. Since its inception in 1994, Interlace Communications has been serving, in an independent contractor capacity, as the association management company for the Mid-Atlantic Community Papers Association -- running their day-to-day operations. Interlace Communications also provides marketing services to businesses through network advertising in free circulation publications throughout the United States and digital and offset printing to businesses and organizations. With the maturity of the internet providing online marketing and social networking, Alyse realized that many of the marketing clients for network advertising were shifting portions of their revenue from printing to online. With that said, the loss of revenue from the shift had a huge impact on the revenue stream to her business. In 2009, Interlace Communications shifted their commercial printing into high gear to provide a combination of digital/offset printing as well as online printing and re-engineered themselves to become the only "hybrid printing company" in Berks County. Their online flip-page electronic newsletters expanded into secure, electronic employee handbooks, training manuals, and books. They pride themselves on excellence in customer service and creative, out-of-the-box thinking. Interlace Communications is a woman- owned, family-run business. Interlace is also a WBE certified company with the state and federal government providing government entities

Suzanne Tercha

I am a 15 year resident of Spring Township, married to my husband Don for over 30 years. We have 2 sons, 1 daughter-in-law and a new granddaughter, Stella, born November 28, 2009.

I started my Benefits career working as an Administrative Assistant in November 1995, progressing rapidly to accounts manager and office manager. IN Sept. 2005 I was offered a position as Account Executive in Employee Benefits at Murray Insurance where I managed a book of appropriately 50 clients. Responsible for retention of groups, renewal meetings, market comparisons and building client relationships.

Lisa Haupt

Many people don't know that I am a third degree black belt World Champion in Taekwondo. I own a karate school and sell real estate. I entered into the real estate profession at a time when many agents were struggling to make ends meet. However, I believe if I can keep a karate school afloat and sell real estate in this economy I can do anything as long as I remain focused on my goals. I believe whether you think you can or think you can't- you are right. I choose to always believe I can no matter what obstacles I face.

Ron Rothenberger

RIS is a full service independent insurance agency located in West Lawn; Pa. Opened in December 2007 by Ron Rothenberger, RIS provides great affordable insurance with the utmost personal service.

Rothenberger Insurance Services can help with your entire personal. Auto, home, commercial, motorcycle, life, and health needs. We are affiliated with over 12 companies which allow us to find the best coverage at the lowest price to you.

C. Malcolm Smith

C Malcolm Smith, III CPA, CITP the principal at C. Malcolm Smith & company, P.C. is a Certified Public Accountant with more than 25 years experience in all areas of public accounting. C. Malcolm Smith & Company, P.C. is located in Wyomissing, PA and is a regional firm. The firm provides close personal attention to its clients. Our clients include individuals, Businesses, and non profit organizations. We specialize in tax strategies and business practices to assist our clients to maximize their income and keep what they earn.

John Carter

Is not available

Phillip Frassinelli

Established in 1946, Spherion has been serving the personnel needs of their clients for over 60 years. Collectively, your local Spherion team has more than 80 years of experience servicing clients; a majority of that time being spent in the recruiting, staffing and healthcare industry. As license owners, they combine the resources of an industry leader with local market expertise to bring you workforce solutions that will bolster your success. Founded on a commitment to recruiting and staffing excellence, Spherion is a valuable source of skilled talent and career opportunities. One of North America's largest employers, Spherion is a trusted career partner to 375,000 individuals nationwide. Spherion extends its expertise to a broad spectrum of skill sets and industries:

- Accounting & Finance
- Administrative/Clerical
- Contact Centers
- Customer Service
- Engineering & Manufacturing
- Human Resources
- Legal
- Light Industrial
- Sales & Marketing
- Technology

Stephanie Makovsky

I have been employed by U.S. Health Works, a full occupational health facility, for the past nine years. I stated as an x-ray technician and helped the physician with care of injured employees. Since 2005 I have stepped into the position as the Occupational Health Sales Consultant. This entails maintaining relationships with our current clients

that use us for worker's compensation injury care. Physical exams, drug testing and training programs. I develop and maintain sales to new clients for such services, and I am assigned as their own consultant who manages the relationship between the business client and U.S. Health Works.

Jim Gray

Video Works Production Company is leader in corporate communications in the Berks County area. For over 20 years, we've produced television commercials, corporate videos, training videos, sales and promotional videos, fundraising programs, capital campaign videos, and most recently, we've been specializing in producing video for the web.

We take a creative approach to each program and know what buttons to push to help our clients sell their product or service.

Merra Lee Moffitt

With over 34 years personal investing experience and 19 years small business experience, Merra Lee Moffitt possesses the crucial tools, tips, techniques, and talent the self-employed, small business owner needs to financially survive and thrive in today's tough challenges. Speak to her about small business retirement plans, business emergency cash, expansion readiness, flexible rollovers, pension plans.

THE community's Advisor for Self Employed.

Rodger Caramanica

I have a diverse past with experiences ranging from manufacturing meat products to selling the latest and greatest software applications. I like to think my greatest asset to anyone is common sense.

My experiences include various management positions as well as sales responsibilities. I have been a small business owner, independent contractor, and employee in the past 40 years. I have a positive outlook on things and enjoy just about everything life deals out.