

## CALENDAR

### Wednesday, Dec. 2

**Held by:** Greater Reading Chamber of Commerce & Industry  
**Summary:** Wells Fargo economic forecast breakfast  
**Where:** Stokesay Castle, 141 Stokesay Castle Lane, Reading  
**Time:** 7:30-9:30 a.m.  
**Cost:** \$20  
**Contact:** bkirkner@greaterreading-chamber.org

### Thursdays, Dec. 3, 17

**Held by:** Concretely Speaking Toastmasters International  
**Summary:** Public speaking and leadership skills  
**Where:** Greenawalds Fire Co., 2500 Focht Ave., Allentown  
**Time:** Noon-1 p.m.  
**Cost:** Free  
**Contact:** Dan Loikits at 610-428-1579 or danl@loikits.com

### Wednesday, Dec. 9

**Held by:** Greater Reading Chamber of Commerce & Industry  
**Summary:** Women2Know speaker series  
**Where:** Inn at Reading, 1040 N. Park Road, Wyomissing  
**Time:** 11:30 a.m.-1:30 p.m.  
**Cost:** \$20  
**Contact:** bkirkner@greaterreading-chamber.org

### Wednesday, Dec. 9

**Held by:** Berks-Lehigh chapter of Construction Financial Management Association  
**Summary:** Recession, Recovery & Now – Economic Forecast  
**Where:** Allentown Brew Works, 812 W. Hamilton St., Allentown  
**Time:** 3:30-7 p.m.  
**Cost:** \$50 members, \$60 nonmembers  
**Contact:** Audrey Stroman at 610-724-7094 or Mike Malinoski at 610-927-4547

### Thursday, Dec. 10

**Held by:** Lehigh University College of Business and Economics  
**Summary:** The art and science of making decisions in business  
**Where:** Lehigh University, Iacocca Hall, 111 Research Drive, Bethlehem  
**Time:** 7:30-9 a.m.  
**Cost:** \$35  
**Contact:** Beth Simmons at

### Wednesday, Dec. 16

**Held by:** Greater Reading Chamber of Commerce & Industry  
**Summary:** Big Focus on Small Business – social media  
**Where:** Senior LIFE Reading, 20 Shelbourne Road, Reading

please see **CALENDAR**, page 20

## SUBMITTING ITEMS

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

## BEHIND THE LIST WITH MATTHEW SORRENTINO OF NORRIS MCLAUGHLIN & MARCUS PA

# 'Exceptional service to our clients'

Legal complications can be overwhelming.

From work-related injuries to lawsuits to commercial litigation, today's legal system often requires attorneys to be specialized to properly advise clients.

We've all been in situations where the question of legality has arisen, but when we hear the word "attorney" or "lawyer," mostly we have a vague idea of how law firms work.

Here to answer this week's "Behind the List" questions and offer insight into law practices is Matthew Sorrentino, partner of Norris McLaughlin & Marcus PA of Allentown.

**Lehigh Valley Business: How long has Norris McLaughlin & Marcus PA been operating in the Greater Lehigh Valley and what are its primary services?**

**Matthew Sorrentino:** Norris McLaughlin can trace its roots back over 100 years in the Lehigh Valley, when it was founded in 1913 as Butz & Rupp. After several name changes as partners came and went, the firm became Tallman, Hudders & Sorrentino PC ... in 1989. In 2009, THS merged with Norris McLaughlin & Marcus PA ..., a firm headquartered in Bridgewater, N.J., with an office in Manhattan. NMM is a general purpose business-law firm.

**LVB: What have been some of the biggest challenges and opportunities that Norris McLaughlin & Marcus PA has encountered throughout its years in business?**

**Sorrentino:** While it was an exciting time and a great opportunity for our firm, it was challenging to implement the changes that accompany any merger. As a local company with strong ties to our community, it was with delicate balance that we announced the merger to our clients and friends and handled the transition of our name from Tallman, Hudders & Sorrentino to Norris McLaughlin & Marcus, while maintaining and expanding our market presence in the Lehigh Valley and surrounding areas.

Throughout our storied history, we have been fortunate to work with some of the Valley's best-known organizations, such as National Penn Bank, Lehigh Valley Health Network, Lehigh University, Olympus, PPL, the cities of Allentown, Bethlehem and Easton, the Brown Daub



PHOTO/CHRISTOPHER HOLLAND

**Matthew Sorrentino, partner and chairman of Norris McLaughlin & Marcus PA in Allentown, says that it's the company's employees that are the glue that keeps the firm together.**

Dealerships and Yuengling Brewery, as well as some of the area's most influential individuals.

**LVB: Norris McLaughlin & Marcus PA is one of the largest law firms in the region. How do you think your firm's values have contributed to your sustained growth?**

**Sorrentino:** I believe we have a three-prong value system at NMM.

(1) We value providing exceptional service to our clients. The merger with Norris McLaughlin allowed us to offer our clients established services typically available only in large metropolitan areas, but without the hassle and expense of hiring firms in Philadelphia or New York City.

For example, our clients now have access to sophisticated intellectual property, immigration, securities, employee benefits and bankruptcy legal services, to name a few.

(2) We value our strong commitment to our community. Our ties to the community and the organizations that play a role in the success of the Lehigh Valley's citizens and neighborhoods allow us to have a deeper relationship and a vested interest in our clients, which include individuals and families, middle market companies and global organizations.

We hold denim days every Friday to raise money for local charities, make major corporate sponsorship donations to various organizations throughout the Lehigh Valley

and hold leadership positions with numerous nonprofits, including ArtsQuest, the State Theatre, Third Street Alliance for Women and Children, Estate Planning Council of the Lehigh Valley, Boys and Girls Club of Allentown, Cops 'n' Kids, United Way of the Lehigh Valley, Allentown Art Museum, Leonard Pool Society of the Lehigh Valley Hospital and Health Network, LifePath, Lehigh Valley Community Foundation, Community Bike Works and Habitat for Humanity of the Lehigh Valley, and many others.

(3) We value and appreciate our employees, who are the glue that holds NMM together. We have the right people doing the right work, and we have continued to recruit and retain the best talent in the area.

A sign that our company is doing well is the great loyalty and longevity of our attorneys and staff. The firm has experienced virtually no turnover at our staff level, and we believe that this is a result of providing an environment for our attorneys and staff that allows them to be productive, while also permitting them to express their values and their vision, both through their work and through their commitment to the community, their coworkers and their families.

We continue to be named among the Morning Call top workplaces and Best Places to Work in Pennsylvania – a direct result of our employees' dedication to our success.

**LVB: What have been some of the most significant projects your firm has dealt with in the local community, and how does the firm directly stimulate the local economy?**

**Sorrentino:** Working with our clients to achieve their business goals and helping them with legal matters makes our clients more successful, which in turn creates/maintains jobs in the Lehigh Valley.

We are also the only firm in the Lehigh Valley to have a dedicated economic development law practice group — where we work closely with companies looking to relocate to, or start their businesses in, the Lehigh Valley.

Because of our longstanding reputation and ties to the community, we have been involved with some of the recent, exciting projects in the area, such as:

- The redevelopment of Allentown through the Neighborhood Improvement Zone.
- Charles Chrin Route 33 interchange project in Palmer Township.
- Hamilton Crossings in Lower Macungie Township, which will include a Costco, Whole Foods, Dick's Sporting Goods, Target and

please see **SORRENTINO**, page 20

## MORE AT LVB.COM

**VIDEO:** Matthew Sorrentino talks about the areas of practice at Norris McLaughlin & Marcus PA.

## BUSINESS NOTES

**Planet Fitness** said its 1332 Hanover Ave., Allentown, location has gone through an extensive renovation and is now open. The club has new high-tech cardio equipment, new locker rooms and a new Black Card Spa area with HydroMassage beds, massage chairs and tanning booths.

Frederick J. Stellato of **Norris McLaughlin & Marcus PA** in South Whitehall Township has been elected

to the Pediatric Cancer Foundation of the Lehigh Valley board of directors. He previously served on the board from 2007-09. The foundation supports quality of life for children diagnosed with cancer in the Greater Lehigh Valley, as well as supports their families, long-term survivorship and bereavement programs.

James E. McLean, senior vice president of investments for **Steel Valley Investment Group** in Center

Valley, was elected vice chairman of the Da Vinci Science Center of Allentown's board of trustees. Joseph A. Tracy, vice president of the Center for Connected Care and Innovation for **Lehigh Valley Health Network**, was elected to the board.

**OAA Orthopaedic Specialists**, which has locations in South Whitehall Township, Bethlehem and Lehigh, has unveiled new Samsung digital radiography equip-

ment it will be using that exposes patients to lower doses of radiation. The equipment uses 70 percent less radiation than competitive X-ray machines, it said.

## DIVIDENDS

**Weis Markets Inc.** of Sunbury, which has grocery stores in the Greater Lehigh Valley, declared a quarterly dividend of 30 cents per share to shareholders of record Nov. 27, payable Dec. 11.

COMPILED BY STACY WESCOTT

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## LIENS

The following liens were filed in Berks County Courthouse by the Internal Revenue Service:

**Illusions at 306 Salon and Spa**, 306 W. Lancaster Ave., Shillington; 15-00186; \$12,888.  
**Heat and Cool**, 219 Sunrise Road, Reading; 15-00198; \$31,288.

**Penny's Pizza**, 819 Rhodes Ave., Boyertown; 15-00199; \$24,444.

**Real Pets Corp.**, 30 N. Third St., Womelsdorf; 15-00200; \$7,027.

**G. Bauer Pest Control Inc.**, P.O. Box 665, Douglassville; 15-00201; \$60,533.

**Live N Learn Station Inc.**, 135 S. Fifth St., Reading; 15-00205; \$24,942.

**Northstar Oil Co. LLC**, 2298 Golden Key Road, Kutztown; 15-00208; \$29,035.

The following liens were filed in Berks County Courthouse by the Pennsylvania Department of Labor and Industry to the use of Unemployment Compensation Fund for unpaid unemployment compensation contribution, interest and penalties:

**Acess Industries Inc.**, 5869 Pottsville Pike, Leesport; 15-18596; \$6,750.

**Unique Kids Day Care Center Inc.**, 215 W. Douglass St., Reading; 15-18597; \$553.

**Miami Restaurant and Lounge LLC**, 801 Walnut St., Reading; 15-18598; \$1,000.

**Dave Small Inc.**, 106 S. Center Ave., Leesport; 15-18654; \$878.

**K O Towing Service Inc.**, 3058 St. Lawrence Ave., Reading; 15-18655; \$1,598.

**Orwig Law Offices**, 2213 Quarry Drive, West Lawn; 15-18656; \$2,061.

**Virginville Lens Co.**, 1050 Maidencreek Road, Fleetwood; 15-18657; \$1,131.

**Wylde Snack Foods Inc.**, 201 N. Third St., Womelsdorf; 15-18658; \$845.

**Douglassville DP Inc.**, 1139 W. Ben Franklin Highway, Douglassville; 15-18659; \$1,957.

**Gil Persicketti LLC**, 415 Church St., Reading; 15-18971; \$3,740.

**McLeish Inc.**, 1009 Shilo St. Reading; 15-18972; \$1,000.

**Advanced Industrial Piping Inc.**, 4145 Hill Terrace Drive, Sinking Spring; 15-18973; \$3,511.

**MCM Electric Inc.**, 3414 Foster Lane, Reading; 15-19015; \$724.

**Temple Tire Inc.**, 2834 N. Fifth St., Reading; 15-19380; \$3,386.

**Flying Hills Café Grocery LLC**, 15 Village Center Drive, Reading; 15-19382; \$1,259.

**Berks Center For Clinical Research LLC**, 1800 N. 12th St., Reading; 15-19383; \$1,299.

**Allentown Refrigerated Terminals Inc.**, 125 Seneca Trail, Boyertown; 15-19384; \$21,045.

**Penn Graphics Equipment Inc.**, 139 Mill Hill Road, Hamburg; 15-19719; \$5,277.

**Berks Mobile Maintenance Inc.**, 41 Penny Lane, Bernville; 15-19720; \$1,021.

**Diffurence Media Group Inc.**, 1501 Orchard View Road, Reading; 15-19724; \$586.

**Ruscombmanor Inc.**, 4933 Kutztown Road, Temple; 15-19722; \$1,000.

**Reading Bucket Services LLC**, 2002 Trooper Road, Reading; 15-19723; \$18,131.

**Italian American Democratic Club**, 243 Chestnut St., Reading; 15-19797; \$583.

**T J Baker Funeral Home Inc.**, 222 N. Front St., Reading; 15-19798; \$8,003.

**Devi Foods LLC**, 615 Penn Ave., West Reading; 15-19801; \$1,050.

**New Muhlenberg Diner Inc.**, 2801 N. Fifth St. Hwy., Reading; 15-19803; \$1,191.

**Independence Operating LLC**, 137 Kensington Blvd., Blandon; 15-19803; \$708.

**Express Quality Services Inc.**, 101 E. Baumstown Road, Birdsboro; 15-19804; \$7,056.

**Bello Insurance Group LLC**, 1166 Mulberry St., Reading; 15-19805; \$1,390.

**Infotel Integrated Services Inc.**, 1481 Mizell Ave., Winter Park, Fla.; 15-19806; \$1,000.

**J Wise and Co. LLC**, 48A Wingco Lane, Reading; 15-19807; \$770.

**Way-Har Farm Market LLC**, 7701 Bernville Road, Bernville; 15-19808; \$538.

The following liens were filed in Berks County Courthouse by the Pennsylvania Department of Revenue:

**Browns Material LLC**, 282 Lobachville Road, Oley; 15-18390; \$1,054.

**Fourth & Penn Streets Restaurant Corp.**, 400 Penn Ave., No. 402, Reading; 15-18391; \$718.

**B&G Lunch Inc.**, 121 Stitzer Road, Fleetwood; 15-18392; \$953.

**Speedpro Imaging Reading**, 480 Wingco Lane, Reading; 15-18393; \$565.

**CK Logistics Inc.**, P.O. Box 5843, Wyomissing; 15-18394; \$851.

**G. Miller & Sons Welding Inc.**, 323 Wolf Creek Road, Bernville; 15-18395; \$996.

**Harfield Inc.**, P.O. Box 14266, Reading; 15-18396; \$57,086.

**Miam Gaia Inc.**, 60 Rock Road, Morgantown; 15-18397; \$876.

**Music Tours Unlimited Inc.**, P.O. Box 533, Birdsboro; 15-18398; \$12,503.

**Music Tours Unlimited Inc.**, P.O. Box 533, Birdsboro; 15-18399; \$3,502.

**Pinnacle Employer Services Inc.**, 400 Washington St., Reading; 15-18400; \$1,026.

**610 Café Corp.**, 1925 Centre Ave., Reading; 15-18401; \$599.

**Affordable Computers & More LLC**, 2534

Penn Ave., West Lawn; 15-18402; \$1,116.

**Berkshire Inn LP**, 1741 Papermill Road, Wyomissing; 15-18403; \$1,038.

**Burritos 2 Beach LLC**, P.O. Box 4095, Reading; 15-18404; \$924.

**Cash Instant**, 2252 Perkiomen Ave., Reading; 15-18405; \$1,114.

**Dresher Pet Shop**, 285 Susquehanna Trail, Allentown; 15-18406; \$730.

**Fritztown LLC**, 16 Maywood Ave., Sinking Spring; 15-18407; \$911.

**Grande Construction Co. Inc.**, 2213 Quarry Drive, West Lawn; 15-18438; \$3,204.

**JAD Communications**, 137 Spohn Road, Sinking Spring; 15-18439; \$538.

**JRF Motorsports LLC**, 348 Memorial Highway, Fleetwood; 15-18440; \$682.

**Landes Landscaping & Design Inc.**, 202 Saddlebrook Drive, Wernersville; 15-18441; \$3,435.

**Meridian Agro LLC**, 440 Lehigh St., Reading; 15-18442; \$794.

**M T & G Food Services LLC**, 19 Krick Ave., Sinking Spring; 15-18443; \$1,045.

**Muddy's Smokehouse BBQ LLC**, 2309 Hampden Blvd., Reading; 15-18444; \$12,870.

**Pig Pit Inc.**, 54 Pine Forge Road, Boyertown; 15-18445; \$563.

**Rumba Restaurants LLC**, 528 E. Lancaster Ave., Shillington; 15-18446; \$9,919.

**Station House Grille LLC**, 157 Tuckerton Road, Reading; 15-18447; \$547.

**Stickler's Garage & Auto Supply**, 681 Summer Mountain Road, Bernville; 15-18448; \$1,146.

**Triple N Ice Inc.**, 2514 Perkiomen Ave., Reading; 15-18449; \$573.

**Vacuum Formed Creations LLC**, 1780 S. Main St., Bechtelsville; 15-18450; \$675.

**YoGo Dog LLC**, 4902 Penn Ave., Sinking Spring; 15-18452; \$2,234.

**Electrical Petroleum Services Ltd.**, 546

Penn Ave., West Reading; 15-18463; \$567.

**MirMedia Movies & Music**, 3535 St. Lawrence Ave., Reading; 15-18464; \$718.

**Nell's Inc.**, P.O. Box 67, Robesonia; 15-18771; \$108,888.

**J.P. Morgan Chase Bank NA**, 270 Park Ave., Eighth Floor, New York, NY; 15-18790; \$809.

**Sales Management International Inc.**, P.O. Box 600, Douglassville; 15-18791; \$4,536.

**Gourmand LLC**, 113 Woodrow Ave., Sinking Spring; 15-18792; \$2,695.

**Pace Family Limited Partnership**, 613 Prison Road, Leesport; 15-18793; \$8,274.

**R K Zimmers Pets Inc.**, 50 E. Philadelphia Ave., Boyertown; 15-18809; \$1,123.

**Signkrafters LLC**, 1392 Ben Franklin Highway, Douglassville; 15-18810; \$3,569.

**Junk to Jazz**, 2308 Lancaster Pike, Shillington; 15-18811; \$644.

**Children First Home Health Care Inc.**, 1220 Broadcasting Road, Wyomissing; 15-18820; \$14,225.

**Fourth and Penn Street Restaurant Corp.**, 400 Penn St., Reading; 15-18970; \$852.

(Abbreviations: dba - doing business as; fdba - formerly doing business as; ta - trading as; iata - individually and trading as.)

Note: Because of delays in reporting of liens by federal and state governments and the courts, the information above may be dated. Lehigh Valley Business is not responsible for these information-reporting delays.

If your business has satisfied a lien that has appeared in this column, please contact us. We will publish any lien satisfaction upon receiving a copy of the satisfaction notice (on letterhead of the government agency involved), which can be sent to: 65 E. Elizabeth Ave, Suite 700, Bethlehem, PA 18018, Attn: FYI. Please make sure your business' name and county of filing are clearly identified in your correspondence, and identify the issue in which the notice appeared.

COMPILED BY TERRY SCOTT REED

## SORRENTINO

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Nordstrom Rack as some of the principal tenants.

■ Southside Bethlehem's Pi project for entrepreneurial-minded technology students graduating from Lehigh University.

■ Easton's Third Street intermodal transportation facility for LANTA [Lehigh and Northampton Transportation Authority].

■ Easton's new City Hall.

■ LVHN's merger with Pocono Medical Center.

**LVB: What does the future look like for Norris McLaughlin & Marcus PA?**

**Sorrentino:** While no one can predict the future, NMM will continue to be committed to our clients, community and employees. We are optimistic about continued growth of the firm and the continued development of the Lehigh Valley region.

COMPILED BY CHRISTOPHER HOLLAND

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## CALENDAR

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**Time:** 8-9 a.m.

**Cost:** Free

**Contact:** [bkirkner@greaterreadingchamber.org](mailto:bkirkner@greaterreadingchamber.org)

**Wednesday, Jan. 13**

**Held by:** Greater Reading Chamber of Commerce & Industry

**Summary:** Path2Personal Development: Crafting powerful business stories

**Where:** Center for Business Excellence, 49 Commerce Drive, Wyomissing

**Time:** 4:30-6:30 p.m.

**Cost:** Free

**Contact:** [bkirkner@greaterreadingchamber.org](mailto:bkirkner@greaterreadingchamber.org)

**Tuesday, Jan. 19**

**Held by:** Greater Reading Chamber of

Commerce & Industry

**Summary:** Growth2Go: Gender differences in the workplace

**Where:** The Highlands at Wyomissing, 2000 Cambridge Ave., Wyomissing

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

**Cost:** \$20

**Contact:** [bkirkner@greaterreadingchamber.org](mailto:bkirkner@greaterreadingchamber.org)

**Wednesday, Jan. 20**

**Held by:** Greater Reading Chamber of Commerce & Industry

**Summary:** Power networking lunch

**Where:** DoubleTree by Hilton Hotel Reading, 701 Penn St., Reading

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

**Cost:** \$17, includes lunch

**Contact:** [awoolf@greaterreadingchamber.org](mailto:awoolf@greaterreadingchamber.org)

**Wednesday, Jan. 27**

**Held by:** Greater Reading Chamber of Commerce & Industry

**Summary:** Big focus on small business sales/customer service

**Where:** Center for Business Excellence, 49 Commerce Drive, Wyomissing

**Time:** 8-9 a.m.

**Cost:** Free

**Contact:** [awoolf@greaterreadingchamber.org](mailto:awoolf@greaterreadingchamber.org)

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