



Guidelines & Things You Should Know...

Basics

- * The cost of attending a regular meeting is \$10.00 (with or without breakfast). This money is used to secure our meeting space, which includes breakfast.
- * Please dress business casual or better for the meetings.
- * Be prepared to give an infomercial about yourself at each regular meeting. Who are you? What do you do? Who would be a good referral for you? What is your target market? In 30 seconds please. Also be prepared to share something personal about yourself, as we will do this at times in addition to, or in place of infomercials.
- * Although there is no restriction on a PAK member to be a part of another business group, we ask that you consider dedicating yourself to one group.
- * Get a copy of the PAK Philosophy & PAK Guidelines to anyone new to the group that you have invited. Meet with them after their first meeting to review any questions they might have.
- * Community announcements are a moment to share something you are grateful for, something you learned (Personal growth), or a charitable event in which you are involved. This is not the time to put in another plug for your business.
- * As an active member of PAK, please share community announcements of charitable events you are involved, and special business activities you are conducting with our Facebook managers, who will make sure these items are posted on our page. Please email Freddy Vasquez (fred@fxvdigital.com)
- * In the case of inclement weather, we follow Wyomissing School District's protocol. If the school district has even a delay, our meeting is canceled for the day.
- * Read your e-mails from the group, so that you are aware and in the loop on all our activities.
- * Please refrain from talking and cell phone use while others are presenting or giving their infomercial.
- * Questions, concerns and constructive criticisms should be forwarded to a member of the steering committee in writing.
- * Have fun! If you are not having fun along the way, check yourself and evaluate the level of your involvement. Being a part of PAK should not be a strain, but a willing desire to contribute to, and learn from the group.

Be Active

- * Attend meetings regularly. This simple act makes a difference and allows you to be submersed in the support of PAK. Please come considering what you can give as much as what you may receive.
- * We ask, that as you are engaged in PAK, that you volunteer to moderate a regular meeting.
- * Regular attendees, who invest in the mission of PAK, including support of our annual event, will be given opportunities to do presentations at our regular meetings. Presentations are an opportunity to, not only share what you do for a living, but to share about yourself personally and your passions and goals, so we can walk beside each other in our endeavors.
- * Introduce the PAK to other qualifying business people in the community. Keeping in kind gaps in represented business categories. Duplication of representation in a business category should receive approval by the active PAK member in that category before a new member is invited into the group. Approval should be sought prior to inviting someone in a duplicate category to attend a meeting.
- * Remember to promote each other to potential clients and customers.
- * Take an active role in the annual event. Sell or Buy four tickets, help promote the event, and be a part of suggesting speakers and charities to support.
- * One-on-One meetings are encouraged between members with a Win-Win mindset. Win-win can be defined between the parties meeting. The encouragement here is to refrain from presenting a lopsided sales pitch. The goal of on-on-one meetings is to get to know one another and seek ways to support each other's personal and business goals.
- * Sponsor a social event for the group. It is our desire to have periodic social activities for PAK. This can be simply inviting the group to meet somewhere, or planning a more detailed gathering. We leave this to your creative imagination and talents.

Steering Committee Members

Dennis Pellegrini – dpellegrini@pbsrep.com • Michael Kaucher – mkaucher@readingberkschurches.org • Elizabeth "EJ" Jackson – ej-u3healing@comcast.net
Suzanne Tercha - stercha@murrayins.com • Peter Guerrieri - pguerrieri@dynamicpt.com