

# Community EWorks

a publication of Community First Fund

[www.commfirstfund.org](http://www.commfirstfund.org)

## Client Feature: Home Instead Senior Care

Angela Belov's close relationship with her grandparents instilled in her a fondness for working with seniors in need. In 2008, Angela invested in a home care franchise, Home Instead. Home Instead provides in-home, non-medical caregiving services to seniors and their families in need of assistance. Home Instead gives seniors the chance to stay in their homes rather than go into nursing home facilities. Caregivers address the personal needs of each client, provide companionship and help around the house.

Angela left her job of ten years at a software company to devote more time to running the business. Since the very beginning Angela has been a hands-on business owner conducting all of the client intakes, introductions and care planning. Due to her incredible diligence, Angela has developed a business that is rapidly expanding. She has received numerous citations of recognition for her success from the franchise, along with enthusiastic encouragement from her Community First Fund lender Fred Engle.

For years Angela donated her time to a relief agency that provided services to those in need, mainly seniors, in the Greater Philadelphia area. Angela remarks of her business, "It's what I should have always been doing; it's not a job, it's who I am."



Community First Fund would like your support in helping other inspiring individuals like Angela Belov pursue their lifelong passions. Please consider a donation to Community First Fund your contribution to giving an opportunity to those exceptional people in your community.

## Latino Business Owners Discuss Economic Future

On July 28, 2011 Community First Fund hosted a roundtable discussion on Rural Hispanic Small Business. The discussion was held as part of the *Winning the Future Roundtable with American Business* series sponsored by the White House Business Council and the Small Business Administration.

President Barack Obama made clear in his State of the Union address that we as a country must commit to winning the future. After his address, the President asked senior Administration officials to "get on the road", hosting roundtable discussions with business leaders across the country. The purpose of these discussions is to listen to local businesses and get feedback on how the SBA can best support their growth.

These discussions also serve to make sure that local business leaders are aware of and have access to resources and programs designed to help them create jobs and compete in the market place. Community First Fund is proud to play a part in this discussion and support the advancement of small businesses not only in our community, but across the country.

The discussion was attended by local entrepreneurs of all business experience levels, from those in the process of drafting business plans to well established Community First Fund clients. A diverse array of industries were represented, from commercial real estate investors to small family owned businesses, from restaurants to service industries. Lancaster City Council Member Jose Urdaneta was also in attendance.

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For a full listing of regional offices see website

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## News Program Highlights the State of Women Entrepreneurs in the Economy

On August 14, 2011, Joan Brodhead, Senior Vice President and COO of Community First Fund and Director of The Women's Business Center brought her expertise to WGAL's Pennsylvania Newsmakers show and discussed the affect of the economy on the state of women-owned businesses and



Joan Brodhead, Women's Business Center Director and COO of Community First Fund

opportunities for entrepreneurs in Pennsylvania. Pennsylvania State Treasurer Rob McCord moderated the discussion. The topics included the state of women's employment in the recovery and the impact of entrepreneurship on economic independence.

The Women's Business Center at Community First Fund provides training, customized business counseling, loan capital and advocacy support to start-up and existing women-owned businesses. Funding and technical assistance support for the Center is partially provided by the U.S. SBA. The goal of the Center is to develop more knowledgeable, better prepared business owners through these services and outside resources.

Pennsylvania Newsmakers, a premier politics and policy talk television show, airs locally Sunday mornings at 7:30 on WGAL-TV (NBC) in Lancaster. Check listings for local and cable showtimes throughout Pennsylvania.

## Congratulations!

Community First Fund would like to congratulate Director of Training and Business Lender Miriam Soto on her completion of the Pennsylvania Bankers Association's Commercial Lending School. This program focuses on business development, credit restructuring, and the practical application of commercial lending knowledge.

Miriam has been with Community First since 2004. She has received Community First Fund's Presidential Sales Award in both 2009 and 2011. Miriam attended Mt. Union College in Alliance, Ohio and is a graduate of Leadership Lancaster. Congratulations Miriam!

## Come Celebrate Community First!

Save the Date! Community First Fund is hosting its Annual Friends of the Fund Luncheon Friday, November 4, 2011. The event will be held at the Marriott Lancaster at Penn Square.

The Networking Reception will begin at 11am and Lunch will be served at noon. The keynote speaker for the event is Robert Egger, Founder and President of D.C. Central Kitchen.

Email [marketing@commfirstfund.org](mailto:marketing@commfirstfund.org) for information on Sponsorship Opportunities for the 2011 Friends of the Fund event.

Discounts are available for early registration by October 14. Please register online at [www.commfirstfund.org](http://www.commfirstfund.org), or at [fof2011.eventbrite.com](http://fof2011.eventbrite.com).

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