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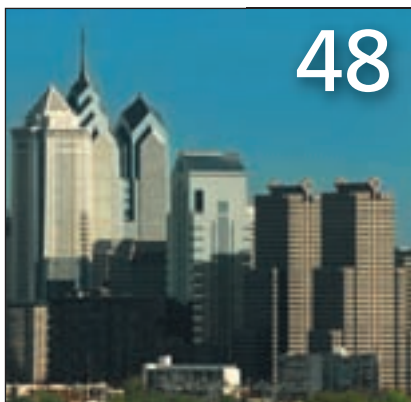
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In This Issue | APRIL 2008

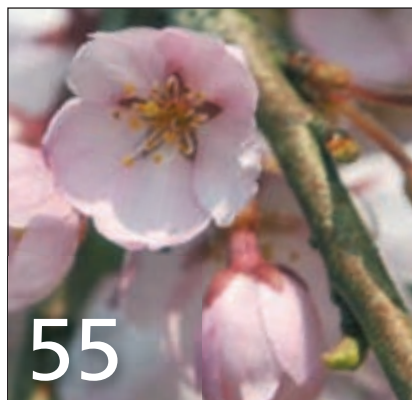


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*A perfect time
and wonderful way
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Published by: MACnificentPages,
P.O. Box 334, Pottstown PA 19464-0334
Editor & Publisher – Bill Haley
Advertising Manager – Patti Seigel

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STATE-OF-THE-ART URGENT CARE



COVER STORY

PREMIER IMMEDIATE MEDICAL CARE FACILITY NOW OPEN AT OAKS MEDICAL CENTER

Oaks Medical Building, located at Building 450 in the Oaks Corporate Center, adjacent to the Oaks exit of Route 422 across from Target, is pleased to announce the opening of its newest tenant, Premier Immediate Medical Care. Operating 12 hours a day, seven days a week, Premier closes a critical gap in the 422 corridor for affordable, accessible and patient-friendly urgent medical care.



"Our company was founded by practicing emergency room doctors who saw first hand the strain on capacity and the strain on patients' health caused by wait times ranging from 30 minutes to several hours in non-life threatening cases," explains Jeffrey K. Rafsky, Vice President and Chief Operating Officer of Premier. "Those conditions beg the question, 'There has to be a better way.'"

The urgent care model delivers that better way. Well established in many states such as California, Illinois, and others, the model is just now gaining resurgence in Pennsylvania. Premier Immediate Medical Care opened its first location in Douglassville, PA, in September of 2007. Oaks is the second facility, and the company plans

to open its third location in Lionville during the summer of 2008 with two more before the end of the year – one in Lehigh County, PA, and one in Southern New Jersey. Nearly all the region's major insurers now recognize Premier as an in-network provider. Approximately 75 percent of accounts are billed via insurance with the remaining 25 percent on a cash basis.

"We provide a full range of diagnostic and treatment services right here in this facility," Rafsky says as he walks past the new nurses' station and patient rooms – hard-walled for maximum privacy. "In terms of facilities and equipment, this is just like a full emergency room you would find at

(See "Cover Story" on page 7)



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COVER STORY

(Continued from page 5)

any hospital. The staff is all emergency-room trained and we are well prepared to stabilize and treat patients presenting with a wide range of injuries and illness."

Asked what emergencies, if any, he had witnessed in the first few weeks of opening, Rafsky answered, "We've treated a fractured hip; exam-

ined a patient who presented with shortness of breath, and were able to rule out cardiac arrest. We also saw an infant with serious symptoms, and we administered immediate stabilizing care and arranged transport to a local hospital, calling ahead to provide all the medical information and ensure rapid admission."

The center treats episodic illness – such as flu, infections, broken

(See "Cover Story" on page 58)

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The Cash Gap

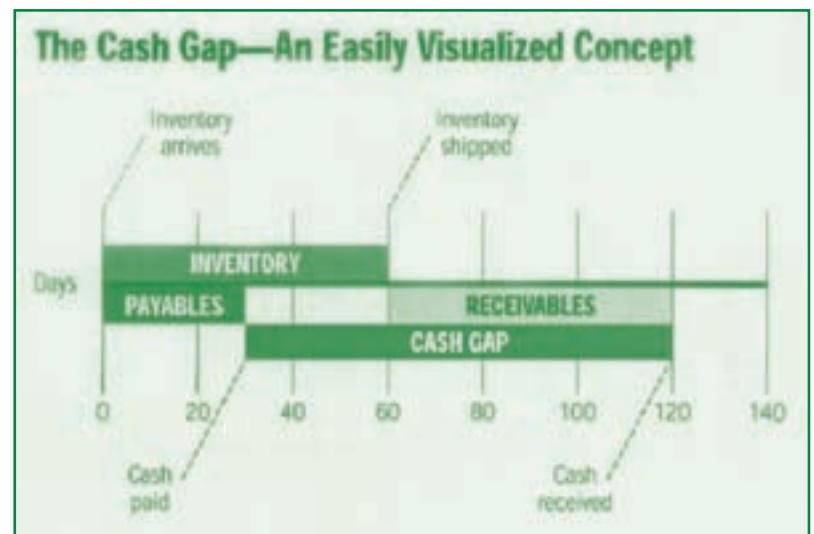


BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

Last month I talked about planning and managing the financial aspects of your business. Included in that was the importance of managing cash flow. I'd like to expand on that principle and specifically talk about the concept called "The Cash Gap."

What is the cash gap? Well, it's simply the number of days between when you have to pay for things in your business and when your customers end up paying you. For example, you might have to buy materials to produce a product or buy inventory to stock your shelves. In addition, you may need to pay for labor well in advance of billing your client. Or you may have to incur costs for licenses or permit fees before you can include them in the cost of a project to your client. And, of course, your customer may take longer to pay your invoice than you would like. So, the time between you laying out the cash and your client paying you defines your cash gap. If you were to chart the cash gap it would look something like this:



Theoretically, the time between you paying cash and you receiving cash (the gap) needs to be financed in some way. It could either come from cash in the company or borrowed from some source. By using cash from within your business you limit the possibilities of investing that cash in other areas. And, of course, borrowing money also costs more money in the form of interest. So it behooves every business to reduce the cash gap to as small an interval as possible. As a matter of fact there are some companies who actually have a negative cash gap. That is ideal!

So how do you reduce your cash gap

to the fewest amount of days? Here are some things you might want to consider implementing in your business. Some of them may work and others may not depending on the type of business you have. Here are some items to contemplate:

1. **Require partial or full deposit on contracts to be paid up front.**
2. **Finish projects expeditiously so that they can be billed/invoiced.**
3. **Bill/invoice immediately on completion of job.**
4. **Consider billing on a more frequent interval, (weekly instead of monthly).**

(See "Business & Marketing Strategies" on page 10)



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SPRING FORD COUNTRY CLUB

THE HIDDEN GEM

While driving west towards Pottstown on Route 422, just past the Royersford exit on the right you will notice a golf course. That is the hidden gem, the Spring Ford Country Club.



Since 1924 Spring Ford Country Club has provided its members excellent golf, recreational, and social experiences. This member-owned country club has survived both rough times and good times over the last 84 years and today is known as one of the more challenging golf courses in the Delaware Valley as the mission of the club remains:

To provide a golf and social environment that focuses on the family and provides value and a sense of pride for our members and employees.



This reputation is well deserved, for in spite of varying business cycles, Spring Ford Country Club remained forward thinking. Recent expansions have doubled the size of the clubhouse adding a first-class formal dining area, pub, offices, expanded outdoor awning-covered deck, expanded banquet room, and other associated facilities. A newly installed computer-controlled extensive irrigation system, which services over 95 percent of the almost 200 acre property, adds a new level to the quality of the fairways and greens as overseen by the experienced Mark Rubbo, course superintendent. Other ongoing improvements include new bridges throughout,

cart path renovations, and tree removal and replacement.

The members of the member-owned Spring Ford Country Club are proud of the elected club leadership that has been taking this forward-looking approach, as indeed they should be. As a result of the extensive alterations and additions to the clubhouse and the recruitment of

General Manager Craig Komatz several years ago, Spring Ford Country Club has expanded the social activities to extend to all members of the family.

Activities oriented toward the children include swimming pool activities, "Etiquette Night" where children are taught dining skills by a professional, "Kids in the Kitchen" where kids take part in the preparation of a meal and given the opportunity to serve it to their parents. Other activities tailored toward the kids are: Easter Egg Hunt, Easter Brunch, Christmas Brunch including gifts and a visit by Santa, Movie Night, and 'Out of Sight Night' where the kids are entertained by a DJ while the parents dine in a separate area.

Of course there is an extensive junior
(See "Spring Ford" on page 11)

BUSINESS & MARKETING STRATEGIES

(Continued from page 8)

5. Give 15-day terms instead of 30-day terms.
6. Give a one percent or two percent discount for those who pay early.
7. Charge interest for those who pay late.
8. Systematically track over due receivables and actively pursue collections.
9. Reduce inventory by using low inventory trigger points.
10. Buy inventory on consignment and pay only when sold.
11. Negotiate longer payment terms from your vendors.

Try some of these and see what might work for your business. As they say in the bean counting world – CASH IS KING. So the sooner you collect it and the slower you dole it out the closer you'll get to being king of the hill. 🏆

JLG Business Consulting is a consulting company that works with business owners and helps them achieve improved results. If you would like further information contact John Patania via email at jpatania@verizon.net or by phone at 610.666.1564

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SPRING FORD

(Continued from page 9)

golf program, which is held by resident pro Rich Steinmetz and his staff. The Family Golf program is held twice a month during the season where members are welcome to bring their children (any age) for a fun afternoon, which includes a golf clinic and playing a few holes from 150 yards. The little junior golf camp for ages 6-9 consists of two days instruction on the basic golf swing followed by a few "games." The junior golf camp for ages 10-18 features four days of golf instruction on all phases of the game and playing time on the course. Juniors with established handicaps may play in the club's regular tournaments.

The women's golf program at Spring Ford is truly amazing. Over the years as their skills improved, the ladies entered teams in the Philadelphia Cup Tournament. The Philadelphia Cup tournament was started in the mid 1890s by four clubs in the region. It has grown since then to over ninety clubs, many clubs providing several teams of seven members each. (An individual club may enter no more than four teams in this competition) It is a match play tournament. The clubs are divided into groups of six teams each and these teams play each other in a round robin. The winner of the six teams holds the cup for that group of teams. Today there are 28 cups with about 156 teams competing.

The first cup is called the Philadelphia Cup and is physically held by the best team of the first group of six teams, which happens to be the best team in the entire league. *Spring Ford women are in the first cup.* Being in the first cup, competing with the five other best women teams in the region puts them in an elite group of golfers.

For first-time golfing women, Spring Ford offers an incredible opportunity to learn from the best pros in the region, and how to play golf in a friendly environment at any skill level and also be associated with other women golfers who are among the very best golfers in the region. The women's golf program is extensive throughout the season and includes inter club individual and team tournaments and intra club team matches.

For men, Spring Ford offers the same opportunities to learn the game from the club professionals including Rich Steinmetz who also happens to be the regional PGA 2007 champion. What better opportunity is there than to learn from the very best?

The men's seasonal schedule is also very busy. The Club Championship scratch and President's Cup handicap tournaments highlight the year for individuals but represent only a fraction of the competitive opportunities at Spring Ford. The Member-Member tournament and the Member-Guest tournament

(See "Spring Ford" on page 13)

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From the Four P's to the Four R's: Marketing's New Language



MARKETING 101

By Todd Palmer, Virtual Farm Creative, Inc.
www.virtualfarm.com

In 2008, consumers have become turned off to PUSH marketing as they are bombarded with as many as 3000 messages hitting them every day. The company saying how great they are in a display ad doesn't cut into all of the other marketing noise out there. Besides, consumers trust each other more than someone trying to sell them something. It's a highly connected marketplace.

The four P's of **push marketing** (Product, Price, Place and Promotion) have been the retail standard since marketing became more of a science than a way to describe what went on in the village square. Product, price, place and promotion were used to move people through the buying cycle of Awareness, Interest, Desire, and Action.

Targeting customers en mass, through magazines, television, radio was the one-to-many marketing model. **ONE** marketer would show

and describe product... Massage and manipulate pricing... Place ads and products in front of **MANY** potential consumers... Exploit and promote the offering however possible.

According to WebTrends, a leading provider of web analytics and consumer-centric marketing intelligence solutions, that model has recently shifted dramatically as consumers are listening to each other (not to marketers) and are getting bombarded with too many messages to make sense of it all,

(See "Marketing 101" on page 14)

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SPRING FORD

(Continued from page 11)

offer team competition. Also, the Senior Men play team intra-club tournaments once a month with five sister clubs in the region. Proudly, Spring Ford seniors usually win these tournaments. Monthly Member-Guest (Stag Days) are held, giving members the opportunity to entertain friends and business associates with a round of golf and banquet.

Although the impression may be that the Spring Ford golf course is busy with all the member tournaments, the fact is that tee times are hardly ever needed, especially during the week. It would be an exception to wait more than 20 minutes to tee off from the time that you are ready to golf.

The restaurant at Spring Ford, headed by Executive Chef Tyler Colby may be the finest in the area, offering a variety of foods to suit almost everyone's needs. The rooms are conducive for friendly conversation, as an experienced staff provides excellent service. The high number of social members at Spring Ford attests to the high quality of the food and service. The "Board Room," overlooking the golf course, offers private dining for small groups. The Pub atmosphere, including a large fireplace, is a popular gathering place for members prior to dinner. Meals



may also be served on a less formal basis in the Pub.

Banquet facilities at Spring Ford are the largest in the area, capable of seating up to 300 guests. Weddings and special occasion banquets are held on regular basis.

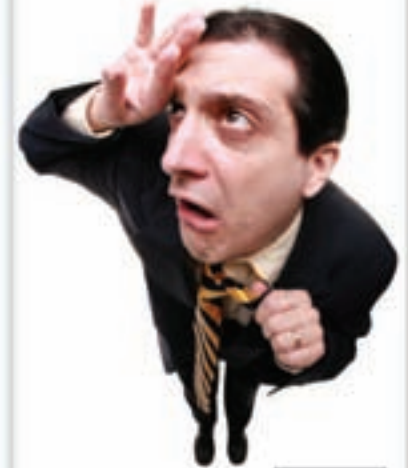
So if you are seeking a country club that caters to the entire family consider Spring Ford Country Club. If you are seeking a country club that offers the most challenging golf, consider Spring Ford Country Club. If you are seeking a country club in which you also become part owner, consider Spring Ford Country Club. 🍷

Spring Ford Country Club is hosting the inaugural Tony DeGisi Invitational Scratch Pro-Am on April 25th 2008. This tournament will feature the top 22 professionals in the G A P and 22 teams of the top amateurs in the area. The Pro's will compete for the third largest purse in the G A P tournament schedule. The course will be open to the public and this would be an excellent opportunity to visit the club, meet a few members, obtain further information regarding membership, and watch your favorite area professionals and leading amateurs as they compete for cash and valuable prizes.

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MARKETING 101

(Continued from page 12)

marketing is transforming from the traditional Four P's of push marketing to the Four R's of consumer-centric marketing (Reveal, Reward, Respect and Retain).

So much has been made of **viral marketing** lately that I will skip its definition and jump right to its outcome and another R word – referrals. Smart marketers from Pottstown to Poughkeepsie know that the most effective way to get new business, to make new sales, is from referrals. The Four R's that define the current climate support referrals like nothing else. Modern marketing or this revolutionary new sales stream isn't really marketing at all but a new world in which the web creates an ongoing conversation about products and services on the World Wide Web.

REVEAL: Take the information you already have about your customers and allow them to reveal why they are loyal to your brand. These revealing insights can help you learn how to attract new customers.

REWARD: It's a good idea to give clients something for revealing valuable marketing information. To truly collect valuable information you need to offer something valuable. I get three to five

requests a week to take a survey that will "only take 10 or 15 minutes." I don't have ten or fifteen minutes to give a marketer to help them unless I am somehow rewarded.

RESPECT: Highly relevant targeted offers result in increased trust toward your brand. Value the consumer's time and information and promote an ongoing dialog beyond your products and services to create a culture of mutual respect between your existing and potential clients and your company.

RETAIN: Retention of customers, especially online customers, is about understanding the behavior and interests of the consumer to create an ongoing dialog that is beneficial to the consumer and on their terms.

You've all seen ecommerce websites where buyers rate products and leave comments—some online players within the 422 corridor are doing this. It's a dangerous feature to add for a company that doesn't care, but retention marketing is all about creating a platform that encourages interaction, interactivity and honesty about your Tri-county brand. 📦

Todd Palmer is Creative Director at Virtual Farm Creative, Inc., a full service advertising, marketing and multimedia firm specializing in excellent traditional and Internet branding. Visit them at www.virtualfarm.com



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CITY ON THE RISE READING

THIS MONTH'S 'BUZZ AROUND THE BLOCK' IS THE FIRST IN A TWO PART SERIES.

Like a number of "post-industrial" towns along the 422 corridor, Reading is finding that revitalization begins with the arts.



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

Adam Mukerji is the city's Director of Business and Economic Development. Our first phone conversation is not two minutes old before he mentions the Goggle Works, an impressive arts center in the heart of downtown. Mr. Mukerji, upon learning that I had not yet been to the Goggle Works, says, "I insist that you go there."

This former site of the Wilson Goggle Company at 2nd and Walnut streets is now the largest arts center in the United States. It is also the intentional centerpiece of the City's redevelopment efforts, but some six years ago, its future was not so promising. "What we said to city council was that we didn't know what we were going to do with the building," says Mukerji. There was talk of tearing it down to free up the site for use in the city's still unfulfilled quest to create more surface parking. "When we sent the structural engineers in, they said it was structurally still very sound and that it would cost a lot of money to replace a building like that."

A Catalyst

Meanwhile, Reading native and philanthropist **Albert Boscov** was considering his dream of a downtown resurgence. He knew at that time what other towns in our area have also discovered. "I saw the Banana Factory [an arts center] in Bethlehem and the Torpedo Factory in Alexandria, Virginia," he says. "I saw that they were day in and day out catalysts. If you put in a football stadium it gets used twenty or thirty times a year," but an arts center would bring people into downtown on a daily basis.

"We also knew of the avenue of the arts in Philadelphia, and what it's done for the neighborhoods there," adds Mr. Mukerji. "We then started looking at what it would cost for adaptive reuse," of the 168,000 square foot facility. "We got some monies from the federal government and some monies from the state government, and Mr. Boscov did additional fundraising."

The center's six buildings now house artists of all types; from painters to woodworkers, performers and musicians, even glassblowers. There are five galleries, a 200-seat theatre dedicated to art films, classrooms, meeting rooms and a cafe. The entire campus is open to the public at no charge. One can browse the galleries, and even wander into the open studios to chat with the artists. And this, at Mr. Mukerji's urging, is exactly what I did.

Step inside the Goggle Works and it will not be long before you are glad this beautiful building still stands. It is an amazing facility; the building itself being one of the artworks on display. I walk around the galleries on the first floor and head upstairs, intending to check out all five floors. Once on level two I enter the first open studio and find painter **Judy Lupas** at work. She promptly drops everything she is doing and takes me on a walking tour of the

(See "Buzz Around the Block" on page 42)

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GOAL SETTING

WAYS TO KEEP FOCUSED AND MOTIVATED



TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller, Business and Personal Coach

At the beginning of the year, people typically set goals as a new year's resolution (i.e. lose weight, spend more time with friends, run a marathon, etc.). At the end of the year, people find that they only reach some or none of their goals. Anatole France said "To accomplish great things, we must not only act, but also dream; not only plan, but also believe." You must dream and believe in reaching your goals.

Let's focus on a plan of action to help you set goals. If you for example wanted to run a full marathon (26.2 miles), these are the things that you would want to consider:

CREATE A PLAN OF ACTION. In order for you to achieve your goal, you have to start with the what, when, and who questions. Identify these questions up front rather than later on. That will help make your journey less painful. Don't create the plan and then put it away. Keep it in a place where you can review it every so many days to see where you are and where you're going.

WHAT IS THE GOAL THAT I WOULD LIKE TO ACHIEVE? What is your dream, what do you want to achieve. For example, you want to run a complete 26.2-mile marathon. You should make this your goal and not someone else's. This is a common trait when setting goals. I want to do this because my spouse or friends think it would be excellent for me. Well, if you don't establish the goal for yourself, you will find it hard to achieve that goal.

WHEN WOULD I LIKE TO ACHIEVE THIS GOAL BY? Set a realistic time frame

around your goal. I want to complete this marathon in Philadelphia, PA by July 2008. If at all possible, try to break the goal into manageable components (i.e., 90-day increments). Also, creating milestones within the goal allows you to not feel overwhelmed. Be sure to have fun when you're working to reach your goal. Let me say that again—have FUN when working towards your goal. When you start to take it too seriously, you start to lose focus and that causes you to shift your focus elsewhere.

(See "Tips for Success" on page 18)



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PEIRCE COLLEGE PARALEGAL PROGRAM

The University Center at Montgomery County Community College

Peirce College offers Montgomery County Community College students the opportunity to complete their bachelor's degrees in Paralegal Studies at The University Center at Montgomery County Community College in Pottstown, Pennsylvania. Associate degree students earn their degree at Montgomery County Community College while pursuing their bachelor's level degree from Peirce College. Students who already have earned a bachelor's degree can earn a post-bachelor's degree certificate in Paralegal Studies.

Why Peirce?

Peirce College is a private, four-year, specialized institution providing practical, high quality degree programs to primarily working adult learners. Flexible scheduling, outstanding student services and innovative delivery systems, especially online learning, are key elements of Peirce's deep tradition and continued dedication to helping Peirce students achieve individual and professional excellence through academic success. It is one of the lowest cost private colleges in Pennsylvania.

That value, combined with Montgomery County Community College's affordable tuition plans, means tremendous value for the student. Peirce holds scholarship competitions twice a year. New applicants or current students with fewer than nine Peirce College credits are eligible to participate.

Why Paralegal Studies?

The Peirce Paralegal Program is approved by the American Bar Association – the same organization that approves every major law school in the United States. It is a mark of quality recognized by legal professionals nationwide. Peirce College's paralegal faculty members are all experienced attorneys – and the same professors teach at all Peirce College locations. Students at the University Center at Montgomery County Community College receive the same degree, delivered by the same professors using the same curriculum and learning outcomes as their counterparts at the Main Campus in Center City Philadelphia.

The U.S. Department of Labor, Bureau of Labor Statistics, predicts faster-than-average growth for the paralegal profession. There is a tremendous need for bachelor's level trained paralegals in the industry today.

The Peirce College Paralegal Studies Program prepares students for rewarding careers in the legal industry as paralegals working under the direct supervision of lawyers in the public and private sectors. Students may go to work in the public sector, private sector, and in virtually any area of the law that they choose. Peirce's paralegal classes cover all the

(See "Paralegal Program" on page 19)



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TIPS FOR SUCCESS

(Continued from page 16)

Don't forget to celebrate when you reach milestones. This is great motivation to help you achieve the next level of your plan.

WHO IF ANYONE DO I NEED TO HELP ME ACHIEVE THIS GOAL?

Sometimes you need others support to help you overcome challenges and obstacles in order to achieve your goals. If you have not run in some time, you may need to engage some friends or a running coach for training and motivation. This is not a bad thing at all. Having people who are positive in nature supporting you with your goals, helps you keep focused and motivated on your vision.

These are just some of many methods to assist you in setting goals. These methods can be utilized with any types of goals (short or long-term) you're looking to achieve. Reflect on what you've learned throughout the process. Every goal starts with your vision, your dream. If you believe it, you can achieve it. Put your goal-setting plan in place and work your plan. 📌

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TriCounty Community Network (TCN) is holding its 4th Annual Caregiver Seminar on March 29, 2008. Join us from 8:30am to 3:00pm at Parkhouse & Riverview, 1600 Black Rock Road in Royersford. This special event is devoted to all Caregivers, whether you are caring for an elderly grandparent, a disabled child, or even a professional client. Caregivers will have the opportunity to connect with community resources, access information, speak directly with service agencies, and interact and socialize with other caregivers.

Over 30 agencies will be available to discuss their services in an open, health fair style forum. Irene Doniger, Certified Laugh Leader through www.worldlaughtertour.com, will be starting the day with Laughing for the Health of It! The main focus of the event will be three break-out sessions, where attendees

can register for workshops in specific areas of interest. Featured workshops include topics on stress-reduction, The Waiver Program and community choices, living wills, end of life care, memory-loss, and much more.

TCN's Caregiver Seminar is open to all, if you are caring for a loved one of any age, or just looking for information, come enjoy a free lunch and take home important and priceless knowledge. To qualify for lunch, registration is required by March 24. How to register: please phone the TCN office at 610-705-3301 and mention the "Caregiver Seminar."

TCN is an organization that encourages partnerships among business and community members in southern Berks, northern Chester and western Montgomery Counties. With over 100 members, its mission is to build relationships among organizations, community members and businesses through advocacy, information sharing and education to improve health, social and environmental conditions within the tricounty area. For more information about TCN, visit www.TCNetwork.info. 📌

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PARALEGAL PROGRAM

(Continued from page 17)

major areas of the law, and students have the opportunity to choose electives in their areas of interest.

Increasingly, Peirce students are using a Paralegal Degree as preparation for law school. The Paralegal Degree also provides instruction for state licensing and national certification examinations for paralegals and legal assistants.

Enrollment Benefits

Peirce has an open enrollment policy, and students may start their Peirce career at any time. First level paralegal classes start in the fall each year, but students may begin taking their general education requirements at Montgomery County Community College classes in the fall, spring or summer. Paralegal students at The University Center at Montgomery County Community College have access to the same student services, including tutoring and advising, as their counterparts at the Main Campus in Center City Philadelphia. These services are provided by Peirce directly at The University Center.

Class Structure

Students may take their entire course of study on campus at the state-of-the-art University Center at Montgomery County Community College. Peirce College provides the paralegal classes, and general education requirements (even at the bachelor's level) fulfilled through classes offered by Montgomery County Community College at University Center.

Courses are offered in the evenings, and are designed to be flexible for the working student. Peirce classes meet once per week for 14 weeks for the first four paralegal classes. These classes meet for three hours (6 to 9 pm). Upper level Peirce classes meet once per week for 7 weeks (6 to 10 pm). Students also may take paralegal courses online through Peirce College after completing their first four classes in the classroom in Pottstown or in Center City. Online courses last seven weeks and have no required set meeting times for students. ■

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PENNSYLVANIA'S BREACH OF PERSONAL INFORMATION NOTIFICATION ACT



LEGAL PERSPECTIVES

By Bruce L. Baldwin, Esq.
Wolf, Baldwin & Associates, P.C.

In an age in which our lenders, doctors, lawyers, accountants, and others no longer keep our personal data in paper files, in which vast mountains of confidential information can be easily stored on a small computer disk or portable drive, the consequences of even a single security breach can mean devastation to the credit and finances of thousands. For this reason and because the United States Congress had failed to enact legislation to address the problem on a nationwide basis, in 2005 Pennsylvania joined the growing list of states to enact security breach notification legislation. The legislation, entitled the Breach of Personal Information Notification Act (the "Act"), went into effect on June 20, 2006, and is codified at 73 P.S. §§ 2301, et seq.. The effects of the Act are far-reaching indeed.

The Act's requirements extend to any business organization, whether for-profit or not-for-profit, and any state agency or local political subdivision, that "maintains, stores or manages computerized data that includes personal information." The requirements likewise apply to entities that destroy records. The Act also extends beyond Pennsylvania's borders to organizations chartered or licensed to operate under the laws of other states or of the United States or any other country, to the extent that a security breach involves the personal information of a

Pennsylvania resident, thus setting up the possibility that large multi-state financial institutions could be simultaneously subject to numerous and conflicting notification requirements of different states with respect to a single security breach.

The notification requirements of the Act are triggered when there is a breach of the security of a computerized data system "to any resident of this Commonwealth whose unencrypted and unredacted personal information was or is reasonably believed to have been accessed and

(See "Legal Perspectives" on page 45)

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PERKIOMEN PARTNERSHIP ADDRESSING STATE MANDATED STORMWATER EDUCATION REQUIREMENTS

Eighteen communities in Montgomery, Bucks and Lehigh Counties have joined the Perkiomen MS4 Partnership in order to jointly address the public education and participation requirements of the Pennsylvania's stormwater management regulations. The Perkiomen Watershed Conservancy will be assisting the Partnership. Many municipalities in Pennsylvania are required to provide information about stormwater to their citizens as part of the PA Department of Environmental Protection's Municipal Separate Storm Sewer System (MS4) program.

The municipal Partners include East Greenville Borough, East Rockhill Township, Lower Frederick Township, Lower Pottsgrove Township, Lower Providence Township, Lower Salford Township, Marlborough Township, New Hanover Township, Pennsburg Borough, Perkasio Borough, Schwenksville Borough, Sellersville Borough, Souderton Borough, Telford Borough, Upper Gwynedd Township, Upper Milford Township, Upper Providence Township and West Rockhill Township. Additional municipalities are expected to join the Partnership.

The overall goal of the Perkiomen MS4 Partnership is to increase the public's awareness and understanding of the role stormwater plays in replenishing local groundwater supplies and what individuals and property owners can do to improve the water quality of stormwater run-off.

Stormwater is the name we give rain when it starts to become a nuisance. But rain is critical to our survival. Without rain, our lush landscapes turn brown and dusty, our wells go dry and our quality of life begins to deteriorate. But too much of

a good thing can cause serious problems.

Stormwater replenishes local water supplies when it has a chance to infiltrate into the ground. Groundwater recharge is reduced when the natural hydrologic cycle is interrupted by impervious surfaces that block stormwater infiltration. Whether a community uses private or public wells or draws from surface water sources, restoring groundwater is critical to ensuring that clean water supplies will be available in the future.

We cannot change the amount of rain that falls but we can manage our stormwater in ways that help preserve our water supplies without washing away our streambanks and adjacent communities. Older stormwater management techniques result in a concentration of run-off that can damage creeks and exacerbate flooding problems. Stormwater run-off also carries non-point source pollutants such as lawn chemicals, petroleum products from vehicles and pet and animal wastes into local waterways.

Wise stormwater management is necessary to minimize storm damage, reduce the potential for human and property losses, filter out pollutants and ensure that rainwater reaches local groundwater supplies. Proper stormwater management requires that everyone understand some basic principles and take some simple actions.

Please contact the PWC if you would like more information regarding stormwater management and/or non-point pollution in your community. If you are interested in learning more, please contact Crystal Gilchrist at the Perkiomen Watershed Conservancy at 610/287-9383 or check the website www.perkiomenwatershed.org.

(See "Stormwater Education" on page 22)

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STORMWATER EDUCATION

(Continued from page 21)

TEN THINGS I CAN DO TO PROTECT MY WATER

Pick up after pets and keep livestock out of streams. (Animal wastes can carry harmful bacteria & diseases, contaminate creeks & require expensive water treatment for human uses.)

Never dump anything down a stormdrain! (Stormdrains do not filter pollutants from stormwater so anything that goes down the stormdrain will likely end up in the nearest creek.)

Maintain open, forested floodplains. (Floodplains are critical landforms that absorb water during storm events and act as giant filters the rest of the time. Filling or paving them increases flooding and pollution elsewhere.)

Plant trees and maintain naturally vegetated streamside buffers. (Streamside trees and native vegetation help filter pollutants from stormwater run-off and reduce erosion by holding streambank soils in place.)

Convert large yards or public spaces from mown grass to meadows. (The typical suburban lawn is nearly as impervious as a parking lot! Meadow grasses infiltrate stormwater better and provide habitat for grassland birds.)

Cut back on lawn fertilizers and pesticides. (Fertilizers applied in the spring flow directly into local creeks because the grass is not ready to absorb it. Use a mulching mower set at a height of 3 inches to create a healthy, organic lawn. Fertilize only in the fall!)

Disconnect your downspout from the storm drain. (Rainwater from your roof is just as damaging to creeks and streams as run-off from a parking lot. Let your yard help filter out impurities and infiltrate stormwater back into the local aquifer.)

Convert a corner of your yard to a rain garden. (A wet area in your yard can be considered a nuisance or an amenity, depending on how you manage it. If its wet, look for native plants that like "wet feet" and create a visual focal point.)

Keep your paved surfaces to a minimum. (Patios and parking spaces can be created with attractive pervious materials that allow stormwater infiltration to the soils below.)

Maintain your septic tank. (Septic tank maintenance sure isn't sexy but with thousands of on-lot septic systems in our communities, proper maintenance is critical to protecting groundwater and surface water from contamination.)

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Mike Nolen, President of The Nolen Group (left) welcomes Ken Vanluvenne, President of Apyx, Inc. to 100 Springhouse Drive

ECONOMY NOT ELECTION DRIVES THE STOCK MARKET



INVESTMENT IDEAS

By Jim McGuire, Branch Manager, A.G. Edwards

As we get closer to the upcoming presidential election, you may see or hear news stories about how the stock market behaves in an election year. As a result, you might be tempted to start thinking about how to rearrange or even change your investment strategy around this time. But before you make adjustments based on who might occupy the Oval Office, you may want to take a look at how the stock market has performed historically following election years.

Starting with the 1864 election and leading up to the first presidential election of this century in 2000, information in Yale Hirsch's Stock Trader's Almanac indicates the following:

- The stock market shows no pattern in post-election years. The post-election year from December to December has seen the market advance 17 times and decline 16 times.
- The market has not played favorites with political parties. If broken down by which party won the White House, a Republican victory produced a rising market in the calendar year fol-

lowing the election 10 times and a lower market 10 times. Similarly, a Democrat win produced a higher market in the calendar year following the election seven times and a lower market six times.

If statistics interest you, you may find this curious: Hirsch's Almanac also shows that in the 15 elections between 1900 and 2000, the market rose 13 times when the incumbent party reclaimed the presidency. In the two years of decline, the market dropped only 0.5 percent and 2.3 percent, respectively.

(See "Investment Ideas" on page 47)

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TOPIC:	Advances in Infertility Care
PRESENTER:	Shahab S. Minassian, MD, FACOG Women's Clinic, Ltd.
WHEN:	Wednesday, March 26 6:30 – 8 p.m.
WHERE:	The Inn at Chester Springs 815 N. Pottstown Pike, Exton
INFO:	Admission is FREE. Seating is limited. Registration Required. Call 610-988-HELP.



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MARILOU E. WATSON AND LILIAN P. NIKOLEAVSKY JOIN FOX ROTHSCHILD'S MONTGOMERY COUNTY OFFICE

Fox Rothschild LLP has announced that Marilou E. Watson has joined the firm's Intellectual Property Practice as a partner, resident in the Montgomery County, Pennsylvania office.

"Marilou offers a great deal of practical knowledge in the intellectual property arena," said Gerard P. Norton, chair of the firm's Intellectual Property Group and co-chair of the Pharmaceutical & Biotechnology Group. "We're fortunate to have her join Fox."

Watson focuses her practice on all aspects of intellectual property law, with particular emphasis on foreign and domestic patent prosecution; client counseling; infringement analysis; patent invalidity and freedom to operate studies and Hatch-Waxman issues related to ANDA filings; and licensing, due diligence, and divestiture matters in the chemical and pharmaceutical arts.

Watson joins Fox from Synnestvedt and Lechner, LLP, where she was chair of the Pharmaceutical Practice Group. Before that, she was Assistant Intellectual Property Counsel at Elan Drug Delivery, Inc.

Watson has been a registered pharmacist since 1991 with a focus on advanced pharmaceutical technology. She has a wide variety of technical experience within the pharmaceutical industry, which includes biopharmaceutical research and development involving pharmacokinetic drug preformulation of proprietary compounds. Her pharmaceutical technical support experience involved technical analysis of numerous pharmaceutical products, devising project protocols and lab scale formulations of various drug products and excipients including product validation, sterility and stability studies.



Marilou Watson



Lilian Nikolaevsky

Active in the legal community, Watson has been a member of the Philadelphia Bar Association; the American Intellectual Property Law Association, of which she was chair of the Diversity Committee from 2002-2003. She is also a current member of the Philadelphia Intellectual Property Law Association, and chaired its Diversity Committee from 2005-2006. In addition, she is a past president and current Advisory Board member for the Villanova Law School Minority Alumni Society.

Watson graduated from Villanova University School of Law (J.D. 1994), and received a B.S. in pharmacy from Temple University School of Pharmacy in 1991. She graduated from Temple University School of Arts and Sciences in 1987 with a B.A. in biology. She is admitted to practice in Pennsylvania and before the U.S. Patent and Trademark Office, the U.S. Supreme Court, and the U.S. District Court for the Eastern District of Pennsylvania.

Fox Rothschild LLP has announced that Lilian P. Nikolaevsky has joined the firm as an associate in the Litigation Department, resident in the Montgomery County office.

Nikolaevsky joins Fox Rothschild from Marks & Sokolov, LLC, where she

was an associate. Prior to that she was a contract attorney in the Securities Litigation Department of Schiffrin, Barroway, Topaz & Kessler LLP, in Radnor, Pennsylvania.

Fluent in Russian, Nikolaevsky focuses her practice in business litigation issues involving contract law, international and domestic business transactions, and immigration law.

Nikolaevsky received her J.D. from Temple University Beasley School of Law in 2004, and her B.A. from George Washington University in 2000. She is admitted to practice in Pennsylvania and New Jersey. ■

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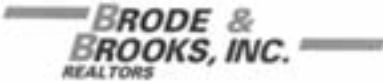
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ALIGNING TECHNOLOGY With BUSINESS

By Matthew Kirby, KP Interface

Businesses spend a great deal of money on their computers, printers, servers and their technology in general. Similar to a car owner who gets an oil change every 3,000 miles, computer systems require routine maintenance as well. The cost of maintenance (oil change) is far less then the cost of a problem (replace your engine).

Over the past several months, we have explored topics ranging from staying mainstream in your *Information Technology* investments, utilize *Fixed Fee* computer consulting firms to implement and support your technology, industry best practices and products to run your business' technology, how to develop technology *budgets*, the importance of redundancy and disaster recovery, and other key topics that businesses should consider as they address their technology needs. After many of the decisions have been made, don't forget about the basics of maintaining the critical investment your business has made in technology.

For starters, make sure that you have service contracts on all your critical equipment (Servers, Printers/Copiers...). Business critical equipment should be purchased with a three-year warranty with high availability parts turn around (four-hour response).

Implement a policy for changing your passwords. Passwords should change a minimum of every 90 days and should be fairly complex.

Identify new patches that need to be deployed; and ideally, leverage a patch management system to implement new patches.

Check device manager for any problematic devices. Check event logs for warnings or errors. Check for disk space, making sure that at least 20 percent of free space is available on all drives. Depending on your budget or the services provided by your IT consultant, your systems could be monitored 24 hours a day for performance related issues. Identifying potential problems in

advance and preventing business down-time is always the preferred approach to IT maintenance and support.

While we are only touching on the basics, other key areas are to maintain IT policies such as email and mailbox retention, security, end user / employee IT policy and internet usage policies. Make sure that backup power solutions are in place and properly configured. Check them routinely for battery status. Be sure to check your backups to ensure they are successful. If you use tapes, routinely clean your tape drive, make sure you have off site data, make sure your IT consultant is reviewing your backups as well, complete a restore (simulate a disaster), maintain an inventory of all hardware and software by serial number and assigned user as well as maintain license keys and have the media readily available in the event it is needed.

There are many other areas that need to be maintained (printers, firewalls, switch, internet service, antivirus, anti-spyware, antispam, remote access, critical business software...), most important is that your business understands the importance of routine system maintenance, maintains a schedule and maintenance checklist, and does not let this get overlooked due to other important business initiatives.

In the months to come, we will dig deeper into the common technology challenges, frustrations and resolutions for small businesses. But if you have questions or need advice, please feel free to contact me via email mkirby@kpinterface.com or call 610.994.9800 x 104 and I will get you pointed in the right direction. ■



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Impact of Divorce and Subpoena on a Business:

When Their DIVORCE BECOMES A BUSINESS PROBLEM



LEGAL ISSUES

By Melissa M. Boyd, Esquire and
Mary Cushing Doherty, Esquire
High, Swartz, Roberts & Seidel, LLP

It's 4:30 on a Friday afternoon, a stranger walks into your business handing you an envelope. You open the envelope and discover that you have received a subpoena *duces tecum* (do you wish you understood Latin?) addressed to the Custodian of Records (who is that?) You have been asked to produce about four large boxes of documents to the divorce attorney of your employee's spouses. The Custodian of Records and the documents are required at the courthouse by Tuesday of the following week at 9:00 AM. Your inclination is to ignore the document, but instead you think better and pull this article from your file.

In Pennsylvania, when parties divorce, assets are equitably divided. Instead of simply a fifty-fifty split (i.e. each spouse receives exactly one-half of the marital property), equitable distribution contemplates each spouse's financial situation after the termination of the marriage. While equitable distribution is a flexible standard, it is more difficult to predict the actual outcome, since various factors are subjectively weighed. Almost all assets acquired by each spouse during the marriage are marital property (i.e., the family home, as well as non-tangible items such as retirement benefits). Likewise the value of one spouse's interest in a business acquired during marriage is a marital asset subject to distribution.

Valuing the business interest and ascertaining income can be very compli-

cated. The disclosure necessary to value the business or determine the income of an owner-spouse may result in a subpoena issued to the subject business. The business entity must carefully consider how it will comply with or object to the subpoena. In most cases, the Court will allow attorneys to subpoena records directly from the business of which a spouse is an employee or has an ownership interest.

Usually, subpoenas are issued to a particular supervisor or the Custodian of Records of the business. A Custodian of Records is an employee or administrator who has access to the business books and records. A subpoena *duces tecum* is issued to appear and produce tangible evidence for use at a hearing, trial or deposition. When one receives a subpoena of this

(See "Legal Issues" on page 28)

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BARBARA COHEN AND SCHUYLKILL RIVER HERITAGE CENTER RECEIVE AWARD

The Hankin Group would like to congratulate Barbara Cohen and the Schuylkill River Heritage Center at the Phoenixville Foundry for being selected to receive the 2008 Preservation Achievement Grand Jury Award for their restoration work at the Foundry.

Nominated by the Phoenixville Area Economic Development Corp. (PAEDCO), The Schuylkill River Heritage Center will be honored on May 1st at the 15th Annual Preservation Alliance Awards Luncheon in Philadelphia.

The landmark Phoenix Foundry, built in 1882, is a unique architectural treasure of approximately 14,000 square feet which played a vital role in the Phoenix Iron

Company. Located on Main Street in downtown Phoenixville, this highly visible structure already houses the Schuylkill River Heritage Center in its easterly wing.

The Hankin Group acquired the building in 2006 and have plans for the approximately 12,000 square foot balance of the building which will include a combination entertainment venue/banquet facility.

The Schuylkill River Heritage Center provides a unique historic context as a gateway to the region; so that students, residents and visitors can better appreciate the rich industrial legacy of the Schuylkill River watershed

and the Phoenix Iron and Steel Company. This charitable non-profit organization also offers information about the cultural, recreational and historical resources available in Chester and northwestern Montgomery counties. The Heritage Center has video presentations, large-scale murals depicting the Phoenix Iron and Steel Company and scenes from the Schuylkill River's industrial past. There are also informational, interactive kiosks, as well as historic artifacts on display.

In 1996 the Richardson-Romanesque style structure was listed by Preservation PA as one of the state's nine most endangered buildings. With the help of a grant from Chester County, PAEDCO acquired The Foundry property in 1998 with a plan of restoring the shell of the building to a point where it would interest responsible builder/developers. By the end of 2007, PAEDCO had spent over five million dollars making improvements to the building, creating the "Symbols of Steel" Sculpture Garden, the Schuylkill River Heritage Center, and restoring the adjacent Phoenix Column Bridge, which was constructed in 1871 and spans the French Creek. 🏠

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LEGAL ISSUES

(Continued from page 26)

nature, it is important to review the contents expeditiously to determine an appropriate course of action and response.

Subpoenas seeking business records pertaining to an owner or employee should be closely scrutinized. Often legal counsel should be sought. Many subpoenas seek information that may unduly reveal a trade secret or potentially undermine the viability of the business by revealing proprietary information or competitive pricing information. The business entity may want to argue that compliance would be unduly burdensome, onerous for the business, or it may be unreasonable for the business to produce the requested information. Some subpoenas may be sought in bad faith to force the owner-spouse to settle. Perhaps the information sought is not germane to the issues pertaining to the divorce.

Business entities should also be mindful that divorce materials can become public record. The pleadings and information filed with the Court in a divorce proceeding can be accessed by the public unless the record on the divorce mat-

ter is sealed. Therefore, when business records are brought into the divorce litigation through the use of a subpoena, the entity must be mindful of the potential for a publication of business records that would otherwise be kept private.

When a business is concerned about keeping their financial and business matters private, steps should be taken to protect the confidentiality of business records and prevent the dissemination of business information and financial records. The business entity should negotiate a confidentiality agreement that is tailored to meet the specific concerns of the business and the relevant information required by the parties to the divorce litigation.

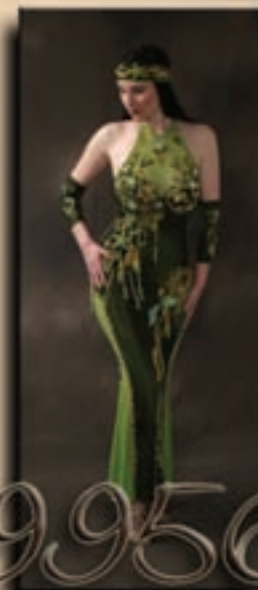
Confidentiality agreements perform several functions. First, they protect sensitive financial information from disclosure to anyone other than the litigants, their advocates and the Court. The parties to the agreement may not disclose business information received from the other party. If the information is revealed to another individual or company, the business has cause to claim a breach of contract and can seek injunctive and monetary damages.

(See "Legal Issues" on page 31)

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LEGAL ISSUES

(Continued from page 28)

Confidentiality agreements define exactly what information cannot be disclosed by specifically classifying certain information as confidential or proprietary. Confidentiality agreements can also call for the redaction of information that is not germane or relevant to the divorce action. The confidentiality agreement will also limit each party's use of the confidential information. For example, the agreement will specify that the confidential information is to be used only by the parties or signatories to agreement and for the divorce or support litigation purposes. Knowing a few basic points concerning confidentiality agreements can ensure that the relevant information will not be misused by the parties.

When information is sought which is clearly irrelevant or requested in bad faith to undermine the viability of the business, it may be more prudent to seek redress from the court by filing a Motion to Quash the subpoena. Successfully quashing the subpoena in its entirety relieves the obligation to appear or produce documents. A Motion to Quash a subpoena must be

made before the time specified in the subpoena for compliance. All reasons why a business should not be expected to respond to the subpoena should be articulated in the motion. More often than not, an argument on the motion to quash is had before an ultimate ruling is issued.

Failure to comply with a subpoena may result in sanctions issued against the business. If a confidentiality agreement is not negotiated or a Motion to Quash is not granted, the business administrator or records custodian will be required to appear and provide the requested information. Sanctions for failing to comply with a subpoena will result in fines and an unfriendly Court. Future applications on behalf of the business will be viewed less favorably by the judge.

If you receive a subpoena for business financial information, treat it seriously. Act quickly. This is a good time to seek the advice of your attorney so that the business interests are protected. ☑

Mary Cushing Doherty, Esquire is a partner with High, Swartz, Roberts & Seidel, LLP, heading the domestic relations practice. Melissa M. Boyd, Esquire an associate with High, Swartz, Roberts & Seidel, LLP practicing domestic relations law exclusively.



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PRESIDENT'S WELCOME

Dear Chamber Members,

This is my last letter to you as I leave TriCounty Area Chamber after 20 plus years at the helm.

Thank you all for everything you have ever done to support this organization, the board, the staff, and /or me personally. We've come a long way over two decades haven't we? I sincerely wish Tim Phelps, the new president, all the best and respectfully request your support as he takes over the leadership of your great Chamber. I will be moving to Delaware for half of the year and to Fort Myers, Florida for the other half of the year. My family is still in the area and I know I'll be making frequent visits. I will be getting a personal email address. I hope you'll stay in touch. Eileen will give my email to anyone who requests it. I wish you and your business much success, I will miss you all !!!!

Dale P. Mahle,
President

E-MAIL ADDRESSES FOR CHAMBER STAFF:

Eileen Dautrich, Executive Vice President
eileen@tricountyareachamber.com

Jeff Dentler, Vice President of Finance
jeff@tricountyareachamber.com

Amy Noble, Marketing and Communications Director
amy@tricountyareachamber.com

Susan Burnett, Membership Development and Services Director
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Kitty Papp, Special Events Director
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Ralph Kulp, Membership Sales
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Your Chamber Hard At Work

During the month of January, the Chamber staff answered 262 calls and assisted 55 visitors at the Chamber office! tricountyareachamber.com had 52,979 Hits / 5,169 Visitor Sessions for the month of January!

Visit tricountyareachamber.com for Chamber Events and Community Events!

Noble Notes

Amy Noble



When I think of spring, I think of growth and change. Our flowers and trees start to bloom, we clean our homes and open the windows for some fresh air, we store our snow boots and replace them with our sandals, and so on. We should be able to make the same kind of positive changes in our professional lives, and the Chamber has partnered with New Hanover Leadership Development to bring you a special opportunity to do so. On Friday, April 18th, you can join over 80,000 leaders across North America as you learn to ADVANCE at work, ADVANCE in life and ADVANCE yourself. How do you know if you are progressing as a leader? What do you do when your paycheck isn't motivating you as much as it used to? When did being "human" become unprofessional? Renowned authors, businessmen and leadership experts will provide you with a wealth of information designed to help you grow your influence. Bring your entire team to the 2008 Maximum Impact Simulcast at New Hanover UMC in Gilbertsville for this full day program. You will hear presentations from internationally recognized leadership expert, John C. Maxwell; ESPN College Basketball Analyst, Dick Vitale; President of Chick-Fil-A, Dan Cathy; and many others. Visit www.maximumimpact.com/mis to learn more about the speakers and program. Visit the Chamber's website, tricountyareachamber.com to register for this exciting event. You owe it to yourself to be there.

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additional tickets, please contact the Chamber for availability. Reading Phillies Night is sponsored by: About All Floors, Berks County Abstract Company, Chestnut Knoll Assisted Living Community, Eskra Plastic Surgery, P.C., Friendship House Foster Care & Adoption, Pottstown Health Club, Roland & Schlegel, P.C., Schultz Technology Solutions, LLC, and Smale's Printery.

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For more information on becoming a TriCounty Area Chamber of Commerce Member, please contact Susan at the Chamber, 610.326.2900.

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The TriCounty Area Chamber of Commerce is a business advocacy organization whose mission states "as the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region." The vision of the Chamber is "effecting change to create a thriving region."



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TCACC MEMBER NOTES

NEW ADDRESS: Piazza Hyundai of Pottstown, 84 Autopark Blvd., Limerick, 19468.

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JAMES KING PROMOTED TO PRESIDENT, NATIONAL PENN INVESTORS TRUST COMPANY

National Penn Bancshares, Inc. announced today that James D. King of Lower Gwynedd, Montgomery County, Pa., has been promoted to president of National Penn Investors Trust Company (NPITC). In this role, he is responsible for supervising all activities of the Wyomissing-based company, which is the investment management and trust arm of National Penn Bank. In addition, as the firm's chief investment officer, King and his 65-member staff are responsible for more than \$2.4 billion of assets in more than 4,000 client accounts.

King joined National Penn in 1994 as a senior executive officer and Investment



James King

Services group manager, responsible for developing and managing all proprietary investment strategies. Previously, he had been with Meridian Asset Management, focusing on high net worth clients in Philadelphia and the state of Delaware.

King, a graduate of Wissahickon High School, Ambler, Pa., earned a bachelor's degree from The Pennsylvania State University, University Park, Pa., and has 30 years of financial services industry experience.

Professionally, King is involved with the Financial Analyst Society of Philadelphia, as well as the Bond Club of Philadelphia. He serves the community as treasurer of the Inter-Faith Housing Alliance. 🏠

ABOUT NATIONAL PENN INVESTORS TRUST

National Penn Investors Trust Company, the trust company subsidiary of National Penn Bancshares, Inc., (Nasdaq: NPBC) is responsible for more than \$2.4 billion in client assets. With six Pennsylvania locations – Wyomissing, Oxford, Doylestown, York, the Lehigh Valley, and Hazleton – NPITC offers a broad array of professional wealth management services for individuals, businesses, nonprofit organizations and municipalities. For individuals and families, the group applies proven proprietary investment strategies to investment management accounts, IRAs, trusts, guardianships and estates. "Institutional Advisors" was created within NPITC to provide specific investment expertise to qualified pension and profit sharing plans, endowment portfolios, government entities, and a variety of consultant relationships. "Institutional Advisors" is compliant with the CFA Institute's Global Investment Performance Standards (GIPS®), including verification of performance by a third party.

TODD ALDERFER PROMOTED TO EXECUTIVE VICE PRESIDENT OF NATIONAL PENN BANK

National Penn Bancshares, Inc. announced today that Todd A. Alderfer of Gilbertsville, Montgomery County, has been promoted from senior vice president to executive vice president of National Penn Bank. Alderfer brings 35 years of financial services experience to the company and is taking on the new role of central region director of retail banking. In his new role, Alderfer is responsible for overseeing 23 community offices, as well as for seeing that retail banking objectives are met throughout the region.



Todd Alderfer

Alderfer, a graduate of Souderton Area High School, Souderton, Pa., went on to graduate from the Pennsylvania School of Banking at Bucknell University, Lewisburg, Pa., and the National Commercial Lending Graduate School at Oklahoma University, Norman, Ok.

Alderfer serves the community as board president of PAID, Inc., as board member of the United Way of SEPA, as well as board member and executive committee member of the TriCounty Area Chamber of Commerce. 🏠

GOVERNMENTAL AFFAIRS COUNCIL

GOVERNOR RENDELL'S PROPOSED 2008/2009 BUDGET

Governor Ed Rendell's proposed Fiscal Year 2008/2009 budget calls for an increase of spending by 4.2% (\$1.1 billion) for a total of \$28.3 billion, and includes items such as the expansion of healthcare, alternative energy initiatives, increasing basic K-12 education spending, the improvement of prescription coverage for Medicare recipients, expanding prison capacity, providing more autism services for adults, and the hiring of more police officers and state troopers. The governor also proposed a new fee on homeowner's insurance policies for people who live in flood plains, at a rate of 7 cents per \$100 of premium. The money raised would be used to help fund a \$100 million flood mitigation program. It also includes an increase in tobacco taxes to fund his aforementioned plans to expand healthcare coverage.

The budget proposal also includes a short-term "economic stimulus" program which calls for the reduction of state loan rates to businesses, increasing state infrastructure spending, spending \$750 million for community revitalization projects, and giving out \$130 million to low-income families who do not pay state income taxes.

Rendell's economic stimulus package and other parts of the budget are of potential concern to the business community, and may affect the overall well being of the Commonwealth's economy. The budget increase surpasses the inflation rate, and proposes more borrowing. In fact, the proposed tax rebates for low-income families would be paid for by borrowing from the state's "Rainy Day Fund" which currently totals approximately \$740 million. Some legislators and members of the business community are already questioning the effectiveness of a rebate to families who don't pay income taxes, and how much the spending of that rebate by just a portion of the populace will impact the state's economy.

Rendell's plan also continues to call for an alternative energy fund, where he calls for not only borrowing to create the fund, but a surcharge on electric bills. Rendell's budget speech was also of concern because of items not mentioned, such as pushing to more quickly phase-out the Capital Stock and Franchise Tax, and the reduction of the personal income tax.

The capital stock and franchise tax is a tax paid on a business' assets each year, regardless of how much money the business has made or lost that year. Income is taxed separately with the corporate net income tax. The tax was targeted for elimination in 2000. However, the law passed by the Legislature did not kill the tax immediately, but put in place a gradual reduction of the tax until it would disappear completely in 2009. The phase-out has since been extended to 2011. There are also two bills with the legislature to cut the Personal Income Tax - One that would lower the current 3.07 percent rate to 2.99 percent, while the other would cut the current rate to 2.93 percent in 2008 and to 2.8 percent in 2009. It is estimated that by reducing the income tax rate to 2.99 percent, the state would lose between \$255 million and \$260 million in revenues, which may be a better way to borrow from the state's Rainy Day Fund, and the state's economy would benefit from all residents and small business owners having more money to spend instead of just low income families.

Rendell told a reporter with KDKA in Pittsburgh that his budget really did not include tax increases because the fees it contains on cigarettes, electricity and property insurance are "just pennies." Fee is another word for tax, and increased spending, more borrowing and not reducing business taxes is not the way to prepare for the projected economic slowdown. 🏠

Alex Rahn of Wanner Associates (www.wannerassoc.com) serves as the Government Affairs Consultant and Lobbyist for the Delaware County, Main Line, TriCounty Area and the Greater West Chester chambers of commerce.

"TUNE IN" WEDNESDAY EVENINGS FOR CHAMBER UPDATE ON PCTV!

Featuring various topics and Chamber updates.

Wednesday evenings at 8 PM PCTV Channel 28

BEHIND THE SCENES AT THE TriCounty AREA CHAMBER

The TriCounty Area Chamber of Commerce Regional Planning Committee met on Wednesday, February 6, 2008. As a follow up to the video that was shown at the Chamber's Economic Development Luncheon in October, the agenda at the meeting included presentations to update the Chamber membership on two area projects. Pat Heller of Sapphire Development presented information and shared renderings for the Upland Center being built in West Pottsgrove School District. In addition, Andy Paravis from North Coventry Township, provided a summary of the development proposed for the Route 100 corridor. The committee meets monthly, on the first Wednesday of the month at 8 AM at the Chamber Office. If you would like to join the Chamber's Regional Planning Committee please

contact the Chamber office.

The TriCounty Area Chamber of Commerce Environmental Education Committee met on Tuesday, February 5, 2008. This committee meets on the first Tuesday of the month, at 7:30 AM, at the Chamber Office. Ted Danforth was in attendance at the February meeting to share information about his new endeavor, Hidden River Outfitters, and the educational, personal and professional development, and team-building activities that this company offers through kayaking. In addition, the chamber members in attendance shared information regarding their organizations and programs. The committee also discussed ideas for educational field trips to local facilities and businesses to offer to chamber members this spring. ■

*Planning an event?
Promoting employees?
Proud of your recent
awards? Celebrating a
significant anniversary?*

***The Chamber strives to recognize
Members for their success.***

**Send press releases regarding
awards received, promotions,
events, etc. to Amy at:
amy@tricityareachamber.com
or fax them to 610.970.9705
for upcoming issues of the
Route 422 Business Advisor.**

POLLY KALESH, NEW SALES DIRECTOR AT EXPRESS DATA SYSTEMS

Express Data Systems, Pottstown, Pennsylvania, recently announced significantly improved customer service and enhanced sales for existing and new customers that require comprehensive payroll processing. Express Data System's addition of a new, proactive sales director is in direct response to their objective of remaining the leading locally owned and operated payroll processing company in the Tri-County region.



Polly Kalesh

"We are adamant about building new relationships with more accountants, bookkeepers, human resource professionals and financial planners," says Express Data Systems President, Jennifer Scotese. "At the same time we want to enhance our current relationships and become more visible in the Tri-County area through networking and growing our client base. To do this we needed to bring in a special individual." Express Data Systems announced that Polly Kalesh will assume the role of sales director for the company. A lifelong Chester County resident, Kalesh is a West Chester University graduate who brings many successful years of real estate sales to her new role of supporting Express Data Systems customers.

"It is very important to me to be selling something I believe in, to be offering a real value to a client," says Kalesh. "I could never sell a drug with adverse side effects or something useless. Express Data's offer-

ing, on the other hand, delivers real value to companies that they know and care about."

For more than twenty years, Express Data has supported companies throughout Chester, Berks and Montgomery Counties with excellent and dependable payroll processing and other value-added services that effectively support small businesses including Human Resources and Employee Benefit expert consultation.

"Business owners are, by definition, busy people," says Scotese who assumed company President when her father, Express Data Systems founder Jay Berman stepped into an operational role. "Express Data's goal is to provide customers with quality resources to allow them to focus on what they do best, what their companies do best," she added.

Both Scotese and Berman are very confident that sales and service will improve with the addition of Kalesh. "Polly has tremendous people skills and is very sincere," offers Berman. "She wants to do right by the customer and, as a customer and as an employer, that's the best kind of salesperson you can have."

For more information on Express Data or to schedule an exploratory meeting with Polly Kalesh visit the company website at www.expressdatasys.com or call them at 610.495.7166. ■

Economic Climate Elevates Importance of Community Colleges

**By Karen A. Stout, President,
Montgomery County Community College**

Today's economic climate coupled with recent concern about rising college tuitions continues to bring attention to America's community colleges as a solution for building the prosperity of our country's middle class. Our nation's community colleges, including Montgomery County Community College, are offering affordable access to workforce training, technical careers and baccalaureate and advanced degrees to more than 12 million Americans, among them 30,000 Montgomery County residents, annually.

Over recent years, many colleges have increased tuition at a rate faster than inflation. Yet, because of strong local sponsor support, a renewed internal focus on improving operating efficiencies and stable state operating support, Montgomery County Community College tuition has risen just 2.5 percent over the last two

years, well below the cumulative CPI increase over that same period. Last year, according to a College Board report, community colleges nationally increased tuition just 4.2 percent compared to 6.6 percent increases for public colleges and universities and 6.3 percent increases for private institutions. Montgomery County Community College has placed a strategic focus on reducing the financial burden on our students by reducing the percentage of the College's operating budget that comes from credit student tuition.

Looming in the background, as we strive to maintain affordability, are fears that an economic downturn could force public funders, primarily states, to cut their funding to community colleges. Such cuts would lead to sharp increases in tuition and fees at a time when Americans are most in need of the quality locally-based workforce training and education programs community colleges provide. The Governor's recently announced FY09

budget for community colleges is a case in point. It calls for a 3% increase in operating support but no new capital dollars. This lack of investment in our important learning environments will require our colleges to find alternative mechanisms for keeping our aging campuses and information systems up-to-date, energy efficient and ADA compliant. The lack of investment also stalls important new program development in areas the state needs most. And, it shuts off any opportunity for our colleges to consider expanding to further serve the underserved communities in our state.

Community College enrollment is counter cyclical. When the economy is strong, our enrollment is stable. When the economy weakens, our enrollments grow. Adults are returning to our campuses for re-training or to re-tool their skill sets to prevent downsizing of their positions. Parents are sending their children to our community colleges aware of the financial savings and opportunities for transfer to

four year colleges and universities. More first generation college students, a number that continues to grow as our College works more proactively with our feeder high schools and community based organizations, are coming to our campuses seeking affordable access to higher education.

Continued investment in the mission of community colleges is more vital than ever as we strive to strengthen the quality of our workforce and empower our residents to afford an education that enables them to thrive as contributing citizens in these uncertain economic times. A statement in the newly released College Board report on community colleges entitled, Winning the Skills Race and Strengthening America's Middle Class, says it best: "The ingrained habit of ignoring the current and potential contributions of community colleges must be broken." Our time has come. Community colleges can no longer be overlooked. We are essential to building the prosperity of our communities and our country. ■

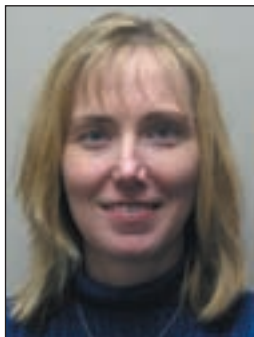
— MEET THE — LEADERSHIP TRI-COUNTY CLASS OF 2008



Terri Lampe



Timothy Knapp



Wendy David

Terri Lampe works as the Economic Development Director for the Borough of Pottstown. Terri has an Associates Degree in Business Administration, as well as a pending CEcD certification. Terri has also received certification from completing the Dale Carnegie Public Speaking course and is a registered Pennsylvania realtor. Terri believes that "Progress comes from caring more about what needs to be done than about who gets the credit"- Dorothy Height. Her business role model is Louis Gendron, a French gentleman and mentor, who was her supervisor when she worked at the United Nations. Terri has worked in the Tri-County area for 18 years. Terri is on the executive board of directors of Camp Fire USA and the Camp ADAHI council. Terri feels that it is important to participate in the Leadership program because "it takes a focused approach into the heart of the community." Terri also is excited about meeting people in the community, visiting places she usually wouldn't go to, and learning about the assets that surround us. Terri has a daughter, Lauren, and an English Mastiff, Sadie. In Terri's free time, she enjoys skiing, baking and cooking, and attending her daughter's athletic events.

Timothy Knapp works as the Safety, Health, and Environment Manager for Cabot Supermetals. Tim received his Bachelors of Science in Physics from St. Vincent College, and a Masters in Environmental and Occupational Health and Radiation Safety from the University of Pittsburgh. Tim's personal business philosophy includes "Do what's right, learn to listen, be decisive, build the right team, coach often, recognize that change can be good, accept responsibility, and most importantly, have fun." Tim has had many business role models, from Disney to Taylor Backes in Boyertown, teaching Tim to be passionate about what he does. Tim

has worked in the Tri-County area for 11 years. Tim feels it is important to participate in the Leadership program because the non profit organizations that support our local community rely on programs and volunteers to continue their success. By participating in the Leadership program, Tim feels that this is one way business and businesspeople can give back to those organizations. Tim hopes to receive a sense of accomplishment and personal fulfillment from completing the program and then becoming more involved in the community. Tim has four children, Hanna, Jerri, Alex, and Mason, and his very own "wonder woman", Tracy. If Tim has time left over after spending time with his family, he enjoys motorcycling, learning to play the guitar, and occasionally singing in Barbershop harmony.

Wendy David works as the Director of Community Impact for Regional Investments for the United Way of Southeastern Pennsylvania. Wendy received her Bachelors from Arizona State University. Wendy believes that one should work hard and enjoy their job as well as try to be positive and surround one's self with positive people; never giving up. Wendy admires Bill Gates and others like him who are very successful and give back to society. Wendy has worked in the Tri-County area for 4 years and has attended many Chamber mixers and breakfasts. Wendy feels that it is important for her to participate in the Leadership program so that she may be well informed about the region so she may best serve the community. Wendy hopes to get to know the Tri-County region in more depth from her involvement in the Leadership program. In Wendy's free time, she enjoys spending time with her husband, Bob, and her children, Adam and Natalie. Wendy also enjoys cooking and gardening. 🍷

FEBRUARY WOW

WOMEN OF THE WORKFORCE LUNCHEON



Edie Shean-Hammond, Superintendent of Hopewell Furnace National Historic Site and Northeast Region Tourism Program Coordinator presented a very informative overview to the Women of the Workforce Luncheon attendees on one of our region's natural and cultural treasures and how we can all "Be Part of It."

MEMBERSHIP MIXER



Samantha Marcheskie, a freshman at Ursinus College and representative of Olympic Oil Heating and Air Conditioning, smiles for the camera at the February Membership Mixer. This well-attended event was held at the Berman Museum at Ursinus College.

CALENDAR OF EVENTS



TRICOUNTY AREA CHAMBER OF COMMERCE

Thurs., April 3
10 AM – 3 PM
Tri-County Area Spring JOB FAIR
Norco Fire Hall, 144 West Schuylkill Road (Rt. 724), Pottstown
Exhibit at the job fair to meet potential employees, accept resumes, conduct on-site interviews or hand out applications! The event is free for job seekers.
\$200 per table for Chamber Members; \$300 per table for non-members (fee includes 8' table and lunch for two representatives)

Thurs., April 3
3:30 PM
Chamber 101
Chamber Conference Center, 152 High St., Suite 360, Pottstown*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No Charge.

Tues., April 8
11:30 AM – 1:30 PM
Women of the Workforce Luncheon
Raven's Claw Golf Club, 120 Masters Drive, Pottstown
The keynote speaker will be Amy Shearer, Marketing & Public Relations Manager for Longwood Gardens. She oversees the Gardens' communication efforts including market research, advertising, media relations, and community outreach. This event is being sponsored by Kelly Insurance Agency, Inc.
\$28 per Member prepaid or at the door / \$36 per Member invoiced. Members Only.

Tues., April 15
8 AM
Chamber 101
Chamber Conference Center, 152 High St., Suite 360, Pottstown*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No Charge.

Tues., April 15
8 – 10 AM
Managing Transitions: Addressing the Human-Side of Change
Chamber Conference Center, 152 High St., Suite 360, Pottstown*
Seven out of ten attempts at major change fail! Why? One major reason is our failure to adequately manage the human-side of change (transitions). J. Val Hastings, Professional Certified Coach, Coaching4Business Leaders, will discuss ways to effectively manage individual and organizational transition.
\$35 per Member (\$30 for additional attendees from the same company); \$75 per non-member

Thurs., April 17
8 – 11:30 AM
Tri-County Area Regional Site Tour
Looking for commercial or industrial property? Join us on the Site Tour through Pottstown, Boyertown, Limerick and the Route 422 Corridor. The morning will begin at 8 AM with breakfast and we will board the bus at 8:45 AM. The tour will conclude at approximately 11:30 AM.
\$20 per Member; \$30 per non-member

Want us to drive by your available property? Contact Kitty at 610.326.2900.

Fri., April 18
8 AM – 4 PM
2008 Maximum Impact Simulcast
New Hanover UMC, 2211 Swamp Pike, Gilbertsville
Join 80,000 business professionals across North America for one amazing day. Renowned authors, businessmen and leadership experts will provide you with a wealth of information designed to help you grow your influence. For more information on the event program and speakers, visit www.maximumimpact.com/mis.
For registration information, contact the Chamber office at 610.326.2900 or visit tricountyareachamber.com.

Tues., April 22
8 – 10 AM
Your Internal Brand: Why it Matters to Your Company
Chamber Conference Center, 152 High St., Suite 360, Pottstown*
Join Barbara Yager, National Accounts Director, and Marcia Fortley, Public Relations Manager, both with The Anderson Group, for an in-depth review of how internal branding makes a difference in hiring, managing, and retaining the most important resource of your company. Learn how to create and communicate the internal brand that reflects your company's promise to your customer.
\$35 per Chamber Member or SHRM/HR Association Member (\$30 for additional attendees from the same company); \$75 per non-member

Tues., April 22
4:30 – 6:30 PM
Membership Mixer sponsored by Kiwanis Club of Pottstown at The Elks Lodge
The Elks Lodge, 61 High Street, Pottstown
Chamber Members and Members of the Kiwanis Club will come together for great food, music, door prizes and networking.
No Charge, Members only.

Wed., April 23
5:30 PM Reception
Annual Dinner with Phil Martelli
Join us for the largest Chamber event of the year, the Annual Dinner! This year's 7 PM Program keynote speaker is Phil Martelli, head coach of the Saint Joseph's University basketball team, the Hawks. He recently co-wrote a book entitled "Don't Call Me Coach: A Lesson Plan for Life".
Individual Annual Dinner tickets are \$150 per Member or \$200 per non-member. Sponsorships are available. Call the Chamber office at 610.326.2900 for more information.

Mon., April 28
11 AM – 6:30 PM
Berks, Chester & Montgomery Women's Conference 2008
Reading Country Club, Route 422 West, Reading
The TriCounty Area Chamber and Greater Reading Chamber have partnered to bring you an entertaining day for women sponsored by National Penn Bank. This event will include lunch, break-out session workshops and a fun networking event to wrap up the event. Visit tricountyareachamber.com or call 610.326.2900 for more information.
Lunch only: \$25 per Member; \$35 per non-member / Full Summit: \$85 per Member; \$105 per non-member

Thurs., May 8
7 – 7:30 AM
7:30 – 9 AM
Membership Breakfast
Spring Ford Country Club, 48 Country Club Road, Royersford
Networking Program
The guest speaker for this event will be Michele D. Barrett, President and Founder of WalkBikeBerks whose mission is to make walking and bicycling practical, convenient, and safe transportation and recreation options for all citizens of and visitors to Berks County. She will be discussing the economic benefits of walkable and bikable communities. This event is co-sponsored by Pennsylvania CareerLink, Visiting Nurse Association of Pottstown & Vicinity, and West-Mont Christian Academy, Inc.
\$28 per Member prepaid; \$33 per Member at the door; \$36 per Member invoiced / non-member

Fri., May 9
7:05 PM
TriCounty Area Chamber Night at the Reading Phillies
Chamber Members – Look for your complimentary tickets in this newsmagazine!

tricountyareachamber.com

Registering for Chamber events is fast & easy:
Call the RSVP line,
610.326.5158
or visit us online!

For additional upcoming events visit the Chamber Calendar on our website!

***PARKING: There is NO visitor parking available at the Security Trust Building, 152 High St.** Parking is available on High St. for up to 3 hours at no charge or in the Freight Station Municipal lot, across the railroad tracks for \$.10 per hour (enter off of Hanover St.). You must have a permit to park in the 152 lot or you will be ticketed.

HARLEYSVILLE NATIONAL BANK WINS OUTSTANDING EMPLOYER OF OLDER WORKERS AWARD

D.M. Takes, President and CEO of Harleysville National Bank (HNB), recently announced that the bank has been selected as a 2008 recipient of the Outstanding Employer of Older Workers Award. Sponsored by the Pennsylvania Department of Aging and Department of Labor & Industry, the award is offered through the PA Hall of Fame of Older Workers, a coordinated initiative to identify, promote and honor Pennsylvania employers who have made noteworthy efforts to hire older workers and to increase opportunities for people 55 years of age and older.

This recognition is bestowed annually to two Pennsylvania companies that offer benefits, continuous learning, flexible schedules, and employment opportunities in all levels of their organization to older workers. The decision making process for this honor also depends upon the successful recruitment and retention of senior employees. Each year, one large company and one small

company are honored out of hundreds of companies statewide. Harleysville has been honored as the large company recipient.

"It is truly an honor for our organization to receive this award," said D.M. Takes, President and CEO of HNB, "We are a company that believes in hiring and retaining the best employees possible, regardless of age."

HNB was nominated for this award by the Harleysville Senior Center. "Not only does this award look favorably on Harleysville National Bank, but it puts the spotlight on Harleysville as a great place for seniors to live," said Robin Burstein, executive director of the Harleysville Senior Center. "Harleysville National Bank is to be applauded for having the foresight to hire older adults, to understand the benefits that mature workers provide to a business, and to demonstrate the value of engaging older individuals as active participants in the local economy. I couldn't be happier about Harleysville National Bank being inducted

into the Hall of Fame."

Previous inductees into the Hall of Fame include Hershey Entertainment and Resorts Company and Advance PCS: A Caremark Company. This year, Harleysville shares honors with Kipp's Bus Service of Curwensville, PA, the winner in the small company category. Both organizations will be presented with the honors at a May 8 ceremony in Hershey, PA.

Harleysville National Bank is a wholly-owned subsidiary of Harleysville National Corporation with total assets of \$3.9 billion. Investment Management and Trust Services are provided through Millennium Wealth Management, a division of HNB with assets under management of \$3.3 billion. Individuals, families and businesses can apply for banking, trust and investment services at any of the over 40 HNB offices throughout eastern PA, by visiting www.harleysvillebank.com or calling 1-888-HNB-2100. 🏠



Priorities.

If it matters to your community, it better matter to you.

The chamber of commerce focuses the time and talents of its members on the important business and civic issues of the community—helping to create a climate of growth and success for all. A healthy community means healthy business.

Access to the important issues. One more way your membership matters.



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TriCounty Area Chamber of Commerce
Leading Businesses. Leading Communities.™

Gain Access to Important Issues Today!
Call 610.326.2900 or log onto tricityareachamber.com

TRI-COUNTY AREA REALTOR® ELECTED PAR 2008 PRESIDENT ELECT

The Pennsylvania Association of REALTORS® (PAR) announced that Gregory S. Herb has been elected 2008 president elect.

Herb, broker and president of Herb Real Estate, Inc. of Gilbertsville and Pottstown, has been in the real estate industry for 29 years.

Herb is past president and a director of the Montgomery County Association of REALTORS® and a director of the Suburban REALTORS® Alliance.

Before becoming President Elect, Herb served as first vice-president, treasurer and district vice-president. He continues to serve as director and on several PAR committees and task forces.

Herb, a member of the National Association of REALTORS® (NAR), is a director, serves on the Federal Housing Risk Management and Business Issues Committee, chairs the Marketing Forum and serves as a federal political coordinator. Herb served on the Council of Real Estate Brokerage Managers (CRB) and traveled to China on its behalf.

Herb is very active in the community having served as a member of the board of directors for the YMCA, The United Way and the Boy Scouts of America, Hawk Mountain Council, where he received the Silver Beaver Award. He is also a member of the TriCounty Area Chamber of Commerce and Berks-Mont Business Association.

He holds an associate degree in real estate and has earned REALTOR® designations including Certified Real Estate Broker / Manager (CRB), Certified Residential Specialist (CRS) and Graduate, REALTORS® Institute (GRI).

Herb lives in Gilbertsville with his wife Kathy. 🏠

Educational and Professional Development Programs Exclusively for POTTSTOWN AREA Nonprofit Organizations

The Pottstown Area Health & Wellness Foundation and The Nonprofit Center at La Salle University have joined together to create a selection of professional development programs to support the leaders and staff of nonprofit organizations in the Pottstown area. These programs are designed to address priority needs and interests identified by Pottstown non-profit leaders. In addition to support from the Foundation, they are endorsed by the TriCounty Community Network, United Way of Southeastern PA and the TriCounty Area Chamber of Commerce. All Sessions will be held at Montgomery County Community College, West Campus, 16 High Street, Room 113, Pottstown.

WORKSHOP: Strategic Planning – How To Do It and How To Use It

WHEN: Friday, April 11, 2008
from 9:30 AM – 12:30 PM

INSTRUCTORS: Jason Alexander,
Senior Partner, Capacity for Change

WHO SHOULD ATTEND: Executive
Directors, Board Members, and senior
staff involved in planning

Strategic planning always involves an investment of time, energy and money. And once you have the plan, learn how to make use of it, rather than let it gather dust on a shelf. This workshop will provide a deeper understanding of an effective, realistic planning process, from how to get started to how to implement the final product.

"How to Get Your Message Out to the Media and Beyond" will be held on May 9 from 9:30 AM – 12:30 PM.

For pricing and other information, contact The Nonprofit Center at 215.951.1701 or nonprofitcenter@lasalle.edu. 🏠

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PATTEN CONSTRUCTION RESTORING FORMER SWANN FAMILY MANSION

Steve Patten, owner of Patten Construction in Gilbertsville is proud to be part of the restoration project of the former Swann family mansion located on Route 663 in Perkiomenville. The 11,380 square foot home was built in 1977 by the owner of the prominent Swann Oil Company. The luxurious home was enjoyed by the Swann family for years. The home was later sold and revamped into office space for the former Boyertown Mutual Insurance Company. For approximately the past two years the home has been vacant and neither the interior nor the exterior has been properly maintained.

In September 2007, FDEV, LLC a development company based in King of Prussia, Pa, purchased the home and property. They partnered with TriCounty Area Chamber member, Patten Construction, to manage the extensive restoration of this once prominent residence. "Our goal is to bring life back to this previously grand mansion and

estate property", says Thomas J. Flatley of FDEV, LLC.

FDEV, LLC & Patten Construction have contracted with locally owned Luicana's Kitchen & Bath in Boyertown to renovate the mansion's kitchen and all eight bathrooms. Luicana's is known for their quality and design and have won numerous awards in the Tri-County area. "We are very proud to be partnering with Luicana's on this project", states Steve Patten.

FDEV, LLC and Patten Construction will be announcing the real estate listing and open house date closer to May 2008. Watch for an upcoming story about this project in the Route 422 Business Advisor. For more information contact Thomas J. Flatley of FDEV, LLC; telephone number: 610-680-3500; email: flatleydev@aol.com or Steve Patten of Patten Construction; telephone number: 610.473.7208; email: pattenconstruction@comcast.net. 📠

Pottstown YMCA Healthy Kids Day "Fitness Lockdown 2"

The Pottstown YMCA, 724 North Adams Street will host "Fitness Lockdown 2" on Saturday April 12th in conjunction with YMCA Healthy Kids' Day celebrations being held across the country. Lynn Seponski, YMCA Senior Program Director has organized this interactive, fun filled, health and wellness event showcasing for youth ages 6-13 that fitness can be fun. Healthy Kids' Day activities include recreational swim time (bring suit and towel) as well as group games, along with lifestyle, weight management and nutritional tips. Participants will also be treated to music by SS Entertainment.

This free event runs 10 AM - 3 PM and includes healthy snacks, t-shirts and prizes provided thanks to the generosity of our major sponsor Dr. McSurdy's Office. The smile Specialists, as well as other sponsors to date Big Daddy's Pizza, Health Partners, Giant Food, Edible Arrangements, Professional Pharmacy, Berksmont Camping, Kimberton Whole Foods, Staff and Members of the YMCA.

Fitness Lockdown 2 at the Pottstown YMCA is limited to the first 100 participants with registration required by the first week in April. For details about how your company can join the fun or for more information on Youth and other YMCA programs, please call Lynn at the Pottstown YMCA - 610.323.7300.

The Freedom Valley YMCA is a new association formed from the merging of the Phoenixville Area YMCA and the Family YMCAs of Pottstown & Upper Perkiomen Valley. Pottstown YMCA 724 North Adams Street, Pottstown, PA 19464 610/323-7300.

The YMCA mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. 📠

U.S. SMALL BUSINESS ADMINISTRATION OFFERING WORKSHOPS

As part of the U.S. Small Business Administration's efforts to assist entrepreneurs and small businesses, they will be offering free workshops on "Small Business Funding" and "How to do Business with the Federal Government" at various locations in Montgomery County. Space is limited and pre-registration is requested. To register or if you have questions, please contact Don Jefferson at 215.580.2726 or donald.jefferson@sba.gov.

How to do Business with the Federal Government

Topics include: how to register, small business certifications, finding opportunities, marketing your firm, federal supply schedules, tips to prepare your offer, and how to seek additional assistance.

DATES & LOCATIONS

Tuesday, April 8 at 9 AM at Michael's Delicatessen, Route 202, Valley Forge Center, King of Prussia

Wednesday, April 16 at 9 AM at Limerick Township Building, 646 West Ridge Pike, Limerick

Tuesday, April 22 at 9 AM at Abington Township Building, 1176 Old York Road, Abington

Small Business Funding

Topics include: SBA guaranteed lending programs, what lenders look for, use of loan proceeds, interest rates and fees, SBA resource partners, and no cost professional counseling for small business and entrepreneurs.

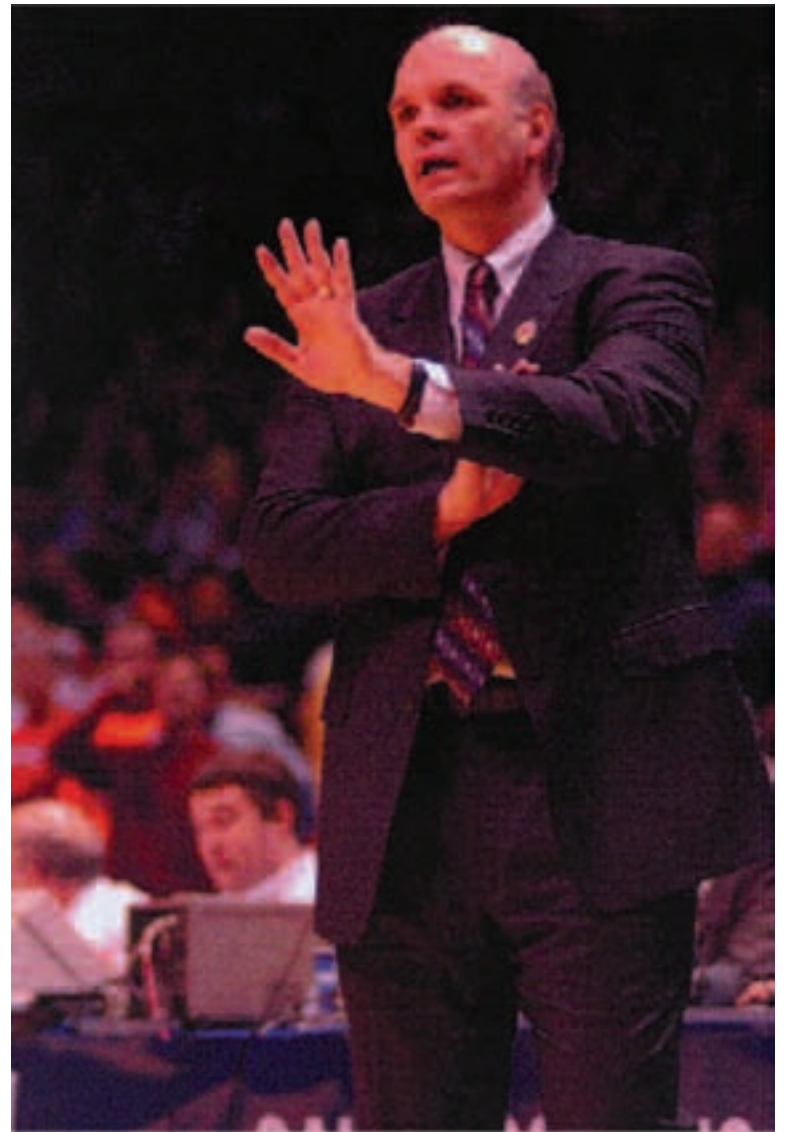
DATES & LOCATIONS

Wednesday, April 9 at 9 AM at Michael's Delicatessen, Route 202 Valley Forge Center, King of Prussia

Tuesday, April 15 at 9 AM at Limerick Township Building, 646 West Ridge Pike, Limerick

Wednesday, April 23 at 8 AM at Cheltenham Township Building, 8230 Old York Road, Elkins Park

Tuesday, April 29 at 9:30 AM at Abington Township Building, 1176 Old York Road, Abington 📠



2008 ANNUAL DINNER WITH PHIL MARTELLI

Phil Martelli is the head coach of the Saint Joseph's University basketball team, the Hawks. In 12 years at Saint Joseph's, Phil Martelli has built a program that is consistently one of the top in the conference, a perennial post-season participant and a key player on the national scene, while earning his place among the top coaches in the school's storied history. He recently co-wrote a book entitled "Don't Call Me Coach: A Lesson Plan for Life".

Wednesday, April 23, 2008
The Hill School Center for the Arts
Call the Chamber office at 610.326.2900
for more information!

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BUZZ AROUND THE BLOCK

(Continued from page 15)

an entire building, introducing me around to various artists and giving me the lay of the land. Without her I would be lost within seconds.

On the third floor, we meet **Steven White** of White Fine Art. He works in watercolors. "People are coming in and starting to ask questions. Some of those people become collectors. I don't think people realize how important art is in their lives." Speaking about the efforts to revitalize the town, he adds, "I believe this is where it has to start. And it has already started. Little by little, attitudes are changing."

Judy Lupas adds, "I've had people from New York come in who are visiting the area. From Philadelphia, too. Since I've come here for just over a year ago, that's happened three times just in my studio."

"I think business owners at first are reluctant to believe that art can do anything for them, but then they start seeing what can happen," says White.

***But Wait!
There's More!***

The Goggle Works may be the big story in Reading's downtown revitalization but it is by no means the only one. At the same

intersection, a movie theater is under construction that will include 10 screens plus an IMAX screen and a total of 9,000 seats. Directly across from the Goggle Works, a new multi-level parking facility will accommodate over 500 cars and feature retail storefront space at ground level. Channel 69's TV studios are already in residence on one side of this building. Up a few blocks on Penn Street, a new convention hotel will boast more than 200 rooms, and additional parking facilities for 800 cars are included in these plans. Mr. Boscov hopes to see the hotel in place by late 2009.

Mr. Mukerji, who is also the Executive Director of the Reading Redevelopment Authority, says that these and other projects represent more than \$150 million in redevelopment efforts in Reading over the last five years.

In addition to these, Reading is working to attract new restaurants to downtown, and especially into 'Entertainment Square', which is how Mr. Boscov refers to the area around Goggle Works. "The goal is to bring in six restaurants. So we will have Goggle Works, the movies, the restaurants, and sufficient parking," says Mukerji. Once these pieces fall into place, then the way will be clear for a resurgence of new retail in the area.

Simultaneous to all of these efforts is the



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relighting of Entertainment Square and Penn Street. "We're taking the city up to seven candlepower," says Mr. Boscov. "You can read a book at night with that much light," he says.

"You need the people before you get the retail," says Mr. Boscov. "You need to start bringing the people downtown. You do that with the arts and with restaurants. After that, you can get the retail into a downtown market."

And Housing Too

"We'd like to see the housing improve too," says Mr. Mukerji when I ask the long litany of projects represents the main thrust of the revitalization efforts. He says that Mr. Boscov created a not for profit called Our City Reading, Inc. (www.ourcityreading.org), which gets homes that are foreclosed on by HUD. "Most of these homes are abandoned, boarded up. Under the Revitalization Program the houses are gutted and restored. Then we resell them to first time home buyers who meet certain criteria laid out by HUD. They get a brand new home for \$500 a month. These are beautiful homes."

So far the project has restored approximately 350 homes. Mr. Boscov says they'd like to acquire more homes close to the epicenter of the revitalization efforts.

Though Our City Reading loses money

on every home they restore and sell, the upside comes in "improving neighborhoods, encouraging people and helping them achieve the American dream, and it's solidifying and stabilizing the city," according to Mukerji.

Quality of Life

The goal, says Albert Boscov, is to finish the revitalization work in the next two years. This seems a little ambitious, and Boscov agrees that it is. The reason for such a quick turnaround? "Because I'm 78. I want to enjoy seeing some of this when it happens!"

He says that the multi-faceted revitalization campaign does seem to be having an effect. "This all has done two things. First, property values were going down, they're now going up. Second, there's a much greater feeling about the city. The heart of a city is more than just location it's also emotion. Most of us can remember when our downtown was very vital. We're disappointed when it's not and we're proud when it once again becomes vital."

"Reading is going to be the place to be. You'll see that we can create something that everyone will be proud of. We've got a lot of fun planned," he says.

"People will once again be saying, 'Wow! Let's go downtown.'" 🗑️

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FOR SALE- (#ZC2063) BERKS COUNTY LUNCHEONETTE- Located on the outskirts of Boyertown. Recently remodeled inside and out. Great balance sheet and sales results. Please call for details. Real Estate, equipment and business name included. ~~\$424,900~~ **Reduced \$379,000.**

FOR SALE- and Lease (#ZC2066) Beautifully Maintained Pottsgrove Strip Shopping Center- Retail, Medical and Office space mixture. Plenty of parking. Good financials. Many long term tenants with multiple year leases. Call for details! ~~\$799,900~~ **Reduced \$749,900.**

FOR SALE- (#ZC2067) 1131 W. Ben Franklin Highway, Douglassville- Commercial building lot on busy Rt. 422 West. (Includes 3 EDU's) Many possibilities. Zoned highway commercial. ~~\$199,900~~ **Reduced \$175,000.**

FOR SALE- (#ZC2076) Sunnybrook Road, Pottstown- Building only for sale. Current business is consolidating. Beautiful charming brick retail/office space on prime corner location in the Village Commercial strip in Lower Pottsgrove. Top notch location for your business with plenty of parking. This property does not include the building behind it. Call for updated plot plan. \$479,000.

FOR SALE- (#ZC2072) 20 First Avenue, Pottstown- Lower Pottsgrove Township, Approved for Sanatoga Village District with planned development plan approved. \$249,900.

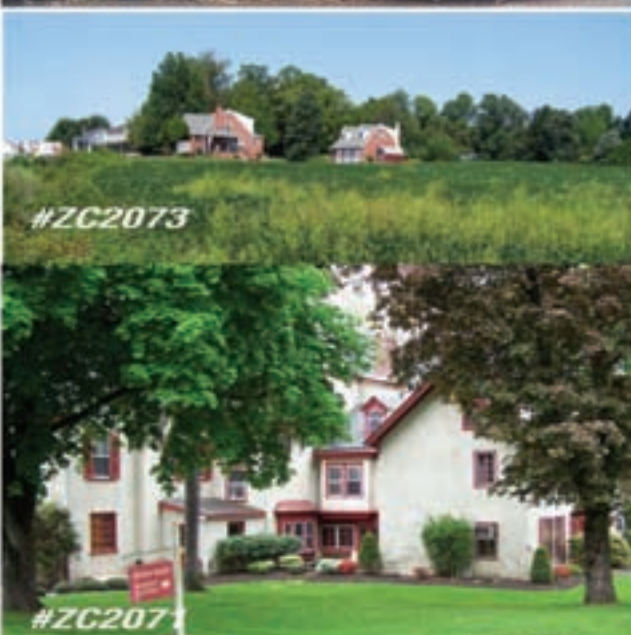
FOR SALE- (#ZC2073) CHESTER COUNTY, E. VINCENT TOWNSHIP- 5.72 ACRES with C2 Zoning. (3) rental units, house and garage. \$1,195,000.

FOR SALE- (#ZC2074) East High Street, Pottstown- Building on busy highway in Sanatoga Village Development area. Over 1/4 acre plus. Building over 1400SF (well maintained). If you have been shooting for the right location, this could be a "BULLS EYE". \$350,000.

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FOR SALE- (#ZC2071) COVATTA'S Restaurant in pristine setting / with scenic outdoor cabana deck bar in Pottstown vicinity. A turn-key operation with 225-person seating capacity with several private dining rooms. Call for details. ~~\$995,000~~ **Reduced \$925,000.**

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- (ZC1025) S. Limerick Road, Limerick, (Kali's Printing)- 3100SF class A office space. Includes reception area, conference room, private office and large open area with cubicles in place. 2 handicap accessible bathrooms, separate utilities and plenty of parking. Visibility from Rt. 422. Available immediately. \$8/SF **LEASED**
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- (ZC1042) 780 Main Street, Royersford- 600SF, 1st floor office. \$15/SF + Utilities. NO CAM.
- (ZC1043) 629C Manatwamy Road, Oley Township- warehouse, office, powder room. Heated 1st floor, unheated 2nd floor. \$825/Month
- (ZC1045) 280 W. Ridge Pike, Limerick- Office or retail space. 2,306SF, can be divided, 2 floors. Cable internet access avail. \$11/SF
- (ZC1049) 256 High Street, Pottstown- 2200SF storefront plus 700SF storage. Run your own business. \$900/Month + utilities.
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- (ZC1059) East Philadelphia Avenue (rear) Boyertown- 2nd floor office space consisting of central office with counter and 3-4 separate offices. \$350/Month + heat, elec., phone, cable and part of plowing.
- (ZC1057) East End of Pottstown- approximately 1200SF office space. Various possibilities, convenient location, excellent condition. \$11/SF + utilities.
- (ZC1058) 625 N. Charlotte Street, Pottstown- Dentist office possible. Handicap Accessible. Available immediately. \$11/SF + Utilities.
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- (ZC1064) 534 High Street, Pottstown- 1200SF office/retail space. Reception area and conference room/office on first floor. Office, powder room and open space on second floor. Rent includes heat only. Has Air conditioning. \$7/SF
- (ZC1065) 392 Charlotte Street, Pottstown- 300SF office/retail space w/powder room available for immediate occupancy. Rent includes ALL utilities. \$10/SF
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LEGAL PERSPECTIVES

(Continued from page 20)

acquired by an unauthorized person." The Act does not define the term "reasonably believes," and thus leaves room for interpreting whether a business acts appropriately in not notifying individuals upon the belief or hope that personal information has not been accessed or acquired.

For purposes of this notification requirement, "personal information" is defined to mean an individual's "first name or first initial and last name in combination with and linked to" the individual's unencrypted or unredacted social security number, driver's license number or other state identification card number, or any financial account number, credit or debit card number in combination with any security code, access code or password that would permit access to the individual's financial account. Under the Act, "encryption" means "the use of an algorithmic process to transform data into a form in which there is a low probability of assigning meaning without use of a confidential process or key." The Act does not specify what level of probability is "low probability." The Act defines "redaction" to mean "alteration or truncation such that no more than the last four digits of a social

security number, driver's license number" or other identification or account number is accessible as part of the data. The unwritten but implicit consequence of defining "personal information" to include only data that is not encrypted or redacted is that if the information is either encrypted or redacted, then the business which experiences the security breach is under no obligation to report the breach to the individuals whose information was improperly accessed or acquired. The term "personal information" does not include "publicly available information that is lawfully made available" from government records.

Once a breach of personal information has been established, the business is required to provide notice to the individuals whose information has been compromised, by written notice to the last known home address, or by telephonic notice if the customer can be reasonably expected to receive it and the notice is given in a clear and conspicuous manner and meets other requirements designed to not further compromise the customer's personal information, or by e-mail notification if a prior business relationship exists and the business has a valid e-mail address for the individual. The Act permits "substitute notice" consisting of e-mail notice, conspicuous posting of the notice on the business web site and notification to major statewide media, if the cost of providing the otherwise required notice would exceed \$100,000 or the affected class of people to be notified exceeds 175,000 or the business does not have sufficient contact information.

Generally, notice of a security breach must be made "without unreasonable delay," yet another undefined term. However, the notification required by the Act "may be delayed if a law enforcement agency determines and advises the entity in writing...that the notification will impede a criminal or civil investigation."

(See "Legal Perspectives" on page 46)

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LEGAL PERSPECTIVES

(Continued from page 45)

In such a case, the notification must be made only after the law enforcement agency determines that notification “will not compromise the investigation or national or homeland security.”

Further, when a business provides notification under the Act to more than 1000 persons at a time, the business must also notify all consumer reporting agencies that compile and maintain files on a nationwide basis, of the timing, distribution and number of notices sent.

The Act makes special provision for businesses that maintain their own notification procedures as part of an information privacy or security policy. Such businesses are permitted to follow their own notification policies so long as those policies are “consistent” with the notification requirements of the Act. Similarly, entities that comply with any notification requirements provided by industry-specific federal guidelines or federal regulators shall be deemed to be in compliance with the notification requirements of the Act even if the federally mandated notification requirements are different from those of the Act. This exception not only relieves federally regulated businesses from having to comply with inconsistent legal requirements; it also minimizes the

chances that the Act might be declared preempted by inconsistent federal law.

The Act provides that any violation of the Act is deemed an unfair or deceptive act or practice in violation of the Pennsylvania Unfair Trade Practices and Consumer Protection Law (the “UTPCPL”). However, while most violations of the UTPCPL can be redressed through private civil actions brought by the aggrieved consumer, a violation of the notification requirements of the Act can be enforced only by the Office of the Pennsylvania Attorney General, which may seek either injunctive relief to require proper notification or prevent future violations, or civil penalties in the event of willful violations of the Act.

Like the new technologies which necessitated the enactment of the Breach of Personal Information and Security Act, the laws governing information technology are continually changing. Business owners who are not fully versed in their obligations to protect the security of their customers’ personal information are well advised to consult with their legal counsel. 🗑

Bruce L. Baldwin, Esquire is a partner in the Pottstown law firm of Wolf, Baldwin and Associates, P.C., and has represented consumers and businesses for over 20 years. He may be reached at BBaldwin@wolfbaldwin.com.

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INVESTMENT IDEAS

(Continued from page 23)

When the incumbent lost the presidential election, the market declined six out of nine times. However, only one of those declines was not considered relatively minor.

As you can tell by the historical data, presidential elections typically do not have a major affect the stock market.

History has shown us that the relation between the outcome of the election and the stock market's performance is truly a minor connection, at best.

After realizing the lack of a connection, you might be wondering if there is a factor that does correlate with the stock market's performance. The simple answer to this question is yes — the economic cycle. If you look at the 11 post-election calendar years before 2000, you would see that there were six annual market gains and five annual market declines. Once again, nothing in these figures would indicate a clear connection between the stock market and the elections. However, if you compare the economy's performance with

the market's performance, you just might find an interesting relationship that has developed over the years.

Over that same time period, in the five post-election years in which the economy entered a recession, the market declined in all five years. In the six post-election years in which there was no recession, the market rose five times and declined only once. Of course, no single economic indicator always correlates with the stock market's performance. But in the year after the election, the stock market's performance is usually influenced more by the economy, rather than by the election the prior November.

By keeping in mind a long-term investment strategy that fits your objectives and lifestyle, and selecting quality investments to help achieve your financial goals, you can rest easier and tune out some of the buzz around this year's presidential election. 📊

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ment, an expert panel identified critical issues that served as a "call to action" for both the private and public sectors. Forum panelists were:

- **M. Walter D'Alessio:** vice chair, NorthMarq Capital and board member of the Philadelphia Industrial Development Corporation
- **William P. Hankowsky:** chairman & CEO, Liberty Property Trust
- **Kenneth Kloth:** deputy secretary for community affairs and development, Commonwealth of Pennsylvania
- **David L. Cohen:** executive vice president, Comcast Corporation; former chief of staff to Mayor Edward G. Rendell; Greater Philadelphia Chamber of Commerce member

(See "Regionalism" on page 50)

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THE COST OF BEING INACTIVE OR OVERWEIGHT



HEALTH AND FITNESS

By Jeffrey S. Harrison, CSCS, NSCA-CPT, ACE-CES
Personal Training Director, Pottstown Health Club
www.phcf.it.com

The state of our nation's health is a hot topic at the debates held during this election year. As a nation, our health and subsequent health care is diminishing and with no real plan of action to turn it around. But health is only one of the factors that should be considered when determining the full impact of carrying around a few extra pounds and/or choosing to sit in front of the TV instead of engaging in physical activity. There is an economic cost to all of this, too, one that hits your pockets, health care providers and employers alike. A recent study shed some light on the subject and the resulting analyses are quite staggering.

In a recent study by Chenowith and Leutzinger, data was evaluated related to medical conditions commonly associated with being overweight or inactive. From this data, they computed estimated costs for medical care, worker's compensation, and lost pro-

ductivity associated with these conditions. Just to give you an idea of what we are looking at, a recent study by the National Heart, Lung, and Blood institute estimated that as many as 113 million Americans (that's 61 percent of the U.S. adult population) are either overweight or obese. The associated costs for this condition alone climb to more than \$200 billion.

Information in this analysis was collected from seven states (California, Texas, Massachusetts, Washington, New York, North Carolina, and Michigan) in 2003. The data represents roughly 77 million adults, or approximately one third of the adult population in the United States. Geographically, the states that were analyzed are spread across the country, and, demographically their make-up reflects that of the United States as a whole. For each injury or illness that was associated with being

(See "Health and Fitness" on page 51)

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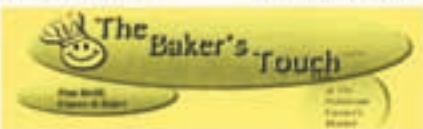
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REGIONALISM

(Continued from page 48)

The panel examined how to balance best practices with political realities, and how Greater Philadelphia's efforts compare with those from other parts of the country.

According to the panel, it has been repeatedly demonstrated that economic competition in both the national and international arena is not between cities - Philadelphia vs. Phoenix - or between suburbs - King of Prussia vs. Arlington - but between regions.

The health of every region is dramatically affected by the state of its urban core. Regions without a dominant urban core have taken to generating names, which have gained minimal traction in the popular consciousness. For example Raleigh, Durham and Chapel Hill, N.C., have taken to calling themselves the Triad Region, or Chesapeake, Newport News, Norfolk and Virginia Beach, Va., want to be known as the Tidewater Area.

Regional cooperation for the greater good is not unknown in Greater Philadelphia. Products of

regional cooperation include:

- Pennsylvania Convention Center in Philadelphia and now its expansion

- The Navy Yard, which since its closing has continued to be a significant generator of regional jobs, both with the Navy's Service Life Extension Program for naval vessels and the Kvaerner (now Aker) Philadelphia Shipyard - the most profitable ship yard in the U.S. today with an extensive backlog of production. When the Navy Yard closed, the community colleges of the region banded together to retrain 8,000 workers.

- The construction of the 202 bypass 6-8 years earlier than originally planned by the Pennsylvania Department of Transportation.

- The City of Philadelphia has, for years, sold excess sewer treatment capacity to several suburban communities.

These and other examples are the basis for renewed efforts by Philadelphia's current mayoral administration. In his short time in office, Mayor Michael Nutter has traveled to Harrisburg and Washington to lobby for regionalism.

(See "Regionalism" on page 53)

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HEALTH AND FITNESS

(Continued from page 49)

overweight or inactive, the authors computed a monetary cost for estimated medical expenses and /or lost productivity at work. When these analyses were performed, the results showed the following:

In 2003, the costs associated with physical inactivity were estimated at \$92.3 billion dollars in the states that were analyzed. When scaled to reflect the entire U.S. population, this represents a cost of more than \$250 billion.

For the same period, the costs associated with excessive weight were estimated at \$94.3 billion in the seven states analyzed, or approximately \$257 billion for the country as a whole

If the current trends related to increased health care costs and increased weight gain continue, the projected costs related to inactivity and being overweight will increase by more than 40 percent, to more than \$700 billion in 2008.

If the number of physically inactive

and overweight Americans could be reduced by 5 percent, the cost savings would be in excess of \$151 billion over the next 5 years.

In any case, the costs associated with obesity and inactivity are immense. These costs affect all Americans through increased health care costs, lost productivity, or both. Even a small reduction in the number of people who are inactive or overweight would bring down the number of medical and workmen's compensation claims considerably. The question then begs, so what do we have to do?

We need to be more personally responsible for our health. We need to be more personally accountable for our nutritional choices and getting regular physical activity. We need to stop making excuses and start coming up with solutions. We need to stop feeling sorry for ourselves and see that we have had the power all along. We need to start taking better care of the only thing no one else can – ourselves! 🗑️



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REGIONALISM

(Continued from page 50)

Structural issues were cited among of the greatest challenges to regionalism in Greater Philadelphia. There is a proliferation of thousands of local government entities in Greater Philadelphia and across the Commonwealth of Pennsylvania. Land use policy and the power to collect taxes are controlled at this local government level. Virtually all of these entities are currently suffering financial distress and understandably

tend to focus on their internal problems. The good news is that the business community has begun to support efforts at the state level to address this situation.

The panel discussion produced a lively question and answer session indicative of the interest in regionalism by the approximate 350 members and guests at the forum.

Though a long-term visionary approach is needed, the panel concluded that Greater Philadelphia deal with the existing government structures and focus on small, incremental changes that will align local interests with those of the region.

About the Urban Land Institute

The Urban Land Institute is the world's pre-eminent land use education and research institute, providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is committed to bringing together leaders to exchange best practices and serve community needs; fostering collaboration; exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development; advancing land use policies and design practices

that respect the uniqueness of both built and natural environments; and sharing knowledge.

Established in 1936, ULI today has nearly 40,000 members spanning the entire spectrum of the land use and development disciplines, including developers, builders, property owners, investors, architects, public officials, planners, real estate brokers, appraisers, attorneys, engineers, financiers, and academics. The Philadelphia Region District Council of ULI encompasses more than 1,100 members throughout eastern and central Pennsylvania, southern New Jersey, and the State of Delaware. The organization provides a forum for education and interaction about planning, land use, and real estate issues; convene stakeholders to provide solutions to local and regional land use issues; and provide community outreach services.

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Much expanded, the major sponsor is Greater Reading Convention and Visitors Bureau; presented by RiverPlace Development Corp.

Reading, Pennsylvania will be the site of the 2nd Annual Cherry Blossom Festival, a much-expanded family entertainment event this year that runs from April 12-27, 2008 at various sites throughout downtown, along the Schuylkill River, West Reading and other Berks County locations.

The major sponsor again is the Greater Reading Convention and Visitors Bureau. RiverPlace Development Corp. is presenting the festival, a non-profit organization comprised of a broad-based coalition of community partners interested in enhancing both sides of the Schuylkill River and its neighborhoods. One of those enhancements has been the planting of Okami and Kwanzan flowering cherry trees along the river.

Crystal Seitz, president of the Visitor's Bureau, said, "The festival has obviously grown and will provide a great three week-ends of family fun to not only attract lots of

out-of-towners, but many people from our own community. It's a perfect time and wonderful way to celebrate spring."

The Cherry Blossom Festival has its roots in feudal Japan when...

the village would gather to watch the prognostications of the local temple priests. They would observe the size, shape and every detail of the current spring's blossoms to foretell the fortunes of that year's rice crop. The blossoms were also an indicator of when to flood the rice fields and when to plant. In a country that lived and died depending on the success of the rice harvest, this was a very important occasion. It was a time of family togetherness, notation of the end of a long winter and the celebration of the season of rebirth, hope and promise.

Robert Behling, RiverPlace executive vice president, noted, "It's incredible how quickly the festival has grown and how many community organizations are now participating. It is a great vehicle for us to showcase our vision and stress just how important the river and riverfront are to all of us."

For complete and up-to-date details on all the events of the festival – which actually starts on April 10 with an Asian Celebration at Kutztown University from 11 a.m. to 1 p.m. - please call 610.375.4085, 800.443.6610, or 610.373.4131.

Here are highlights of the many activities and events:

- Dragon Boat Flotilla on the Schuylkill. Suns. April 13, 20 and 27. Specially painted dragon boats and other craft will float down the river from Felix Dam to Kerper's Landing in Riverfront Park beginning at noon. Plus

(See "Cherry Blossom Festival" on page 56)



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CHERRY BLOSSOM FESTIVAL

(Continued from page 55)

family activities in Riverfront Park—Game Day (13th), Springtime on the River (20th) and Gather at the River (27th).

- Kickoff for the 100th anniversary celebration of the Pagoda on Sat., April 12 at the Pagoda atop Mt. Penn. Tea ceremony, nature walks, flower planting, music. (8 a.m. to 4 p.m.)

- Reading Phillies walk/run from the Pagoda to First Energy Stadium (8 a.m.) and special Cherry Blossom Baseball Game with the Altoona Curve at the stadium (2:05 p.m.) Sat., April 12.

- Open House at The GoggleWorks featuring Japanese Anime Film Festival; arts workshops for ikebana, oshibani, origami, manga, hot glass, etc.; kite-making; and lectures. (11 a.m. to 4 p.m.) Sun., April 13. The GoggleWorks also has related ongoing art exhibits.

- Authentic Japanese Sushi and Saki Ceremony/Reception with authentic Asian food, entertainment, art, etc. at the Reading Public Museum (6 to 9 p.m.) Fri., April 18. Tickets: \$25. 610-736-3900.

- Celebration of the Cherry Blossom. Miller Center, Reading Area Community College. Swarthmore Taiko drummers, Japanese dance and performance of "The Emperor's Nightingale" by Reading Community Players. (3 p.m.) Sun., April 20. Tickets: \$20 adults, \$10 students.

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• Earth Day Fair. Happy Hollow Playground, Wyomissing. (11 a.m. to 2 p.m.) Sat., April 12.

• Go Fly A Kite Day: Kites of the Orient. Youth Recreation Facility, County Road, Bern Township. Presented by Berks County Parks and Recreation Department. Sun., April 27. Noon to 5 p.m.

• Ginza Shopping Arcade, Penn Avenue, West Reading. Several merchants are planning special sales and activities during the run of the festival. 610-372-6468.

Reading's Cherry Blossom Festival was started by Douglas P. Fisher, owner of Pagoda Printing and Discoveries Gallery in downtown Reading, and a long-time patron of the arts in Reading and Berks. Fisher is also responsible for starting the planting of memorial cherry trees along the Schuylkill River as part of RiverPlace's beautification of the riverfront. For details on purchasing your own cherry tree along the river, contact RiverPlace at 610.736.3900.

Partners of the 2008 Cherry Blossom Festival are: Artist Alan Cernak, Artist Alvin Booth, B & G Glass, Berks Office of Aging, Berks County Parks and Recreation Department, Borough of Wyomissing, the City of Reading, the Community School of Music and the Arts, Discoveries Gallery, The Drawing Board,

GoggleWorks Center for the Arts, The Highlands of Wyomissing, Keller Williams Realty Elite, Marvel Ranch, Pagoda Printing, Reading Area Community College, Reading Community Players, Reading Phillies, Reading Public Museum, Shirk Communications, Traditional Moves, Inc., West Reading Main Street, White Star Travel Center, William H. Diller Jewelers and WEEU.

Volunteer Cherry Blossom Festival committee members include co-chairs Doug Fisher and Margie Degler and Barbara Coffin, Sharon Giles, Scott Hunsicker, Deborah Hutcheson, Cindy Kauffman, Cy Klapchar. Dave Kline, Chris Kraras, Melissa Kushner, Nancee Lemmerhart, Lauren McCarroll, Phyllis McLaughlin, Pat Perfect, Becky Richards, Crystal Seitz, Alan Shirk, Chris Trachte and Laura Wright. Karen Thorne, Laura Williams and Behling represent RiverPlace on the committee.

For more information on the 2008 Cherry Blossom Festival, the RiverPlace Cherry Tree Project, as well as other activities, contact the RiverPlace offices in the GoggleWorks, 2nd and Washington Sts., Reading. Call 610.736.3900 or visit their website www.riverplacepa.com

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COVER STORY

(Continued from page 7)

a bones, and more serious unrecognized medical conditions – as well as routine diagnostic services such as worker's compensation and government-mandated immigration exams, drug screening, occupational medicine, sports physicals and DNA/paternity testing. X-rays and laboratory testing are performed on-site, including blood work analysis – meaning they get the results sooner and you are treated faster.

Another unique element of the facility is the cutting edge electronic charting system. Fully wired and wireless, the doctors and staff are equipped with hand-held devices to quickly access and update the patient's information.

On the softer side, Dr. Taranath, an on-duty physician, emphasized the comfort aspect of the facility. "In doing the design, we carefully considered what people would see when they step in the front door – is the reception area comfortable, clean, warm, soothing? – but yet, when they're taken back to the treatment area, they know they're in a medical facility."

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the best state-of-the-art care, Premier is working with the property's owner, **Acorn Development Corporation**, to build out the remainder of the first floor for a comprehensive, full-service diagnostic imaging facility including MRI, CAT scan and ultrasound radiology procedures, among others.

"Not only will we be able to refer patients over for immediate radiological testing, but so will the other physicians in this building and the surrounding area," says Rafsky. "We hope to plug a big gap in service between the Norristown and Phoenixville areas. Patients will not have to drive to hospitals in those towns to get the same services."

The Oaks Medical Building provides a variety of new choices for patients in the region. Tenants include the **Women's Health Care Group of Pennsylvania**, **Providence Endodontics**, and **Quest Diagnostics**. **GVA Smith Mack**, a commercial real estate firm, is pleased to represent Acorn in the leasing of the property. For more information, please contact **Taylor King** at 610.265.0600 or tking@gvasmithmack.com. 📧

Article written by Madaline Homan Diane,
GVA Smith Mack

"The Center for Workforce Development gave us the right training at the right times."



Charlie Lauer
Manager of Training and Quality
Brown Printing, East Greenville

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