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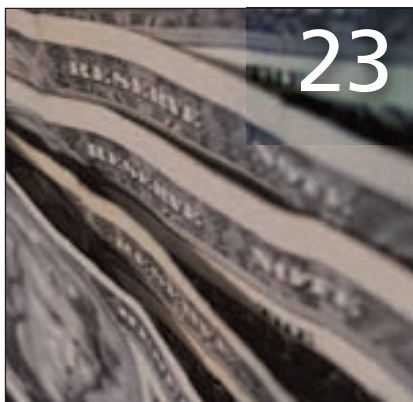
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In This Issue | MAY 2008

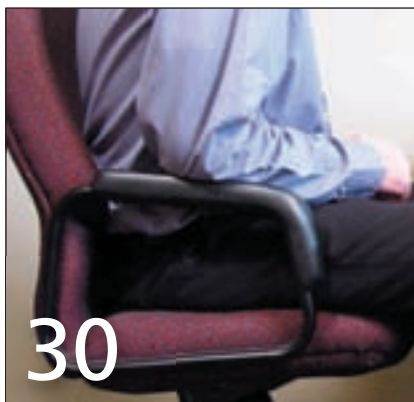


Six new home designs with generous floor plans, competitive prices



How do you choose investments for your portfolio?

Sedentary labor is taking a large toll on our health



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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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CODDINGTON VIEW

IN LOWER POTTSRGROVE



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One Part of THP's Better World

COVER STORY

By Jim Jannotti, Staff Writer

With beautiful new homes available in its *Coddington View* community in Lower Pottsgrove, home builder **TH Properties** continues to set standards for excellence and value. The nearly 220 home sites at Coddington View offer buyers six new home designs with generous floor plans, all at prices that are competitive with, or in some cases lower than, many existing homes on the market today.



Starting with the Alexandria (floor plan on page 21), a three bedroom town home priced at \$209,990, all six designs offer nine-foot ceilings, 42-inch kitchen cabinetry with Maytag oven/ranges and dishwasher, garbage disposal, one or two car garages, full basement with sump-pump, plus much more, all standard.

"We have both one and two car garage homes," says Sales Associate **Kelly Hornbaker**. "Our popular two-car garage homes start at \$235,990. They're 2,200 and 2,300 sq ft., which is bigger than most of the single family homes in this area. So you're getting the new construction, the bigger sizing and the two-car garage as well."

Our smaller models are 1,850 to 2,000 and you're looking at a base price of \$209,990, which is unheard of in the area, especially for new construction. To be able to get the warranty, choose everything you want in your house and have pricing under 220,000 has really been a driver for a lot of buyers."

Buyers have been consistently turning to this community since its sales opening nearly two years ago. "We've been doing site work for about a year and a half here, and we've been selling since July of 2006. We have about 109 signed agreements of sale out of 218 units total," says Hornbaker. Many of those buyers have been young families. "We really wanted to get a product out there that was a two-car garage town home with the sizing like what we have here. It's worked out that first time home buyers are the majority of who is attracted here."

Fellow Sales Associate **Kayla Stauffer** adds, "We also get people who are downsizing. Their kids

(See "Cover Story" on page 7)

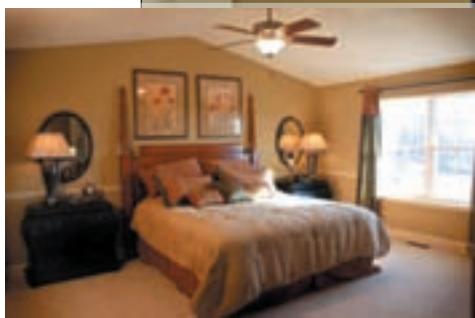


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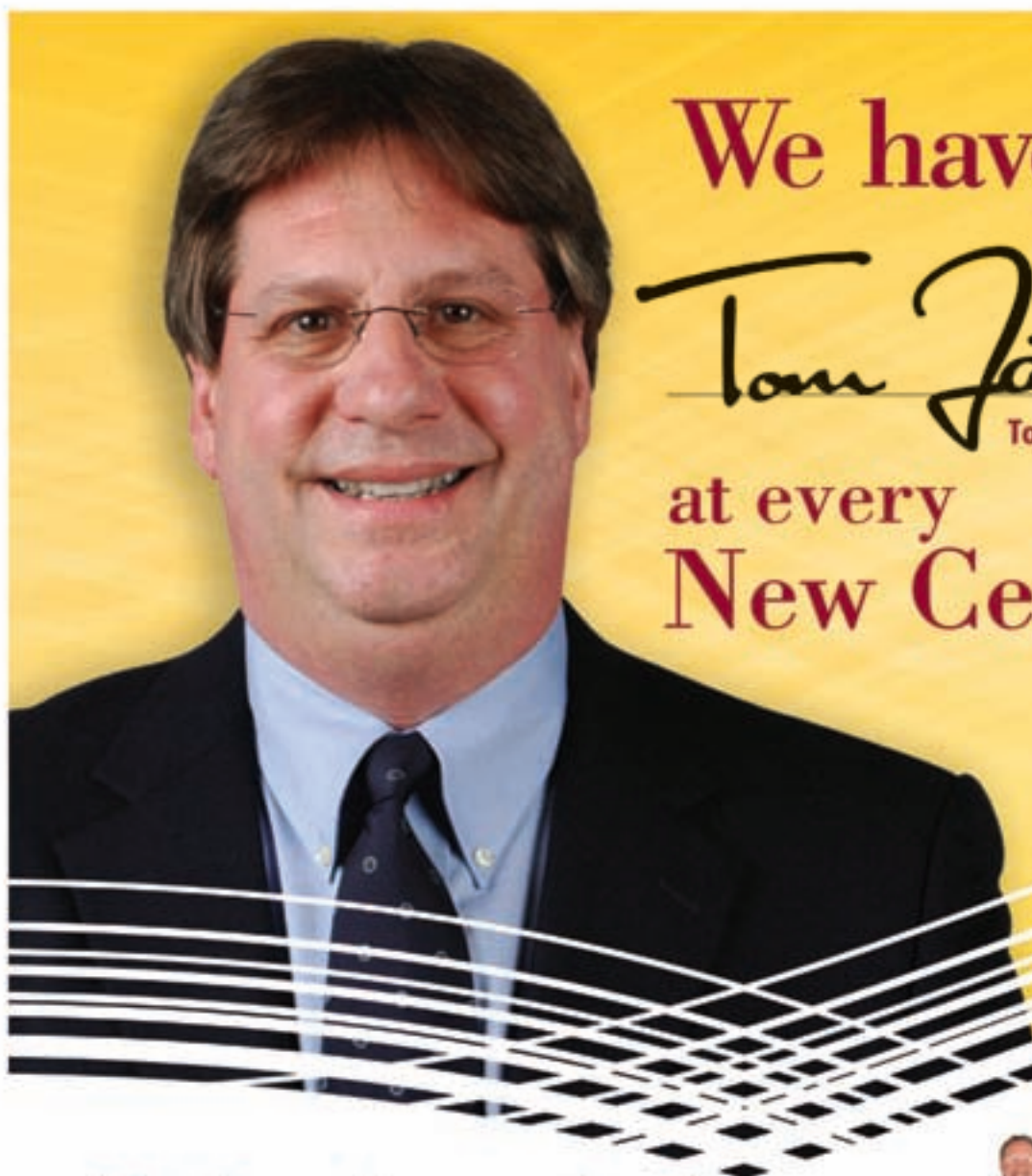
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COVER STORY

(Continued from page 5)

have left home, they're getting a little older and they don't want to have to keep up with a yard."

Buyers are attracted not only by the superior construction and spacious floor plans of the homes at Coddington View, but also by THP's distinctive two-year/10 year warranty. "For two years it's what we call a bumper to bumper warranty. It covers almost everything within the home, with few exceptions. You have a customer service representative and they're available 24 hours a day 7 days a week for emergencies. They're on call to answer questions about anything you need. So we really stand by our products by offering that. The 10-year portion is a structural warranty. This covers your roof trusses, the floor trusses, the foundation and the standing structure of your home. If there's any structural issue within 10 years, THP will cover that," Hornbaker says.

(See "Cover Story" on page 21)

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YOUR ATTITUDE, YOUR CHOICE



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

I have recommended to many of my clients the book titled "FISH". It's a book about how to improve moral in any organization and thereby improve results. There are actually four principles in the book but, I think, the most important one of them is called "Choose Your Attitude." The philosophy goes something like this.

When you go to work, or run your business, or do just about anything in life the attitude you bring to that event is your choice. And depending on the type of attitude you bring will primarily determine the type of experience you will have. Start your day out with a moody and grouchy attitude and there's a good chance you're going to have a bad day. Not to mention the probability of irritating your coworkers and worse yet your customers. On the other hand, start your day with a bright and cheerful attitude your day seems to go so much nicer. When you are faced with challenges you tend to look at them as opportunities instead. And you'd be sur-

prised at how this type of attitude can be infectious among those around you.

I can hear many of you saying "yeah, but I hate doing . . ." (just fill in the blank). We all would like to be doing things that we love all day long. But the reality is in order to get certain results in our life there are going to be some activities that we don't like to perform. Many of us have significant responsibilities to family members, to employees and to our customers. This will require us to do those things that we "hate." But we can choose how we approach these things. Think about it. Why not approach it with a positive attitude in order to have

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

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COMPEER OF SUBURBAN PHILADELPHIA ANNOUNCES NEW PROGRAM DIRECTOR

Joseph Cruice has been named the new program director of Compeer of Suburban Philadelphia, where he will continue playing a positive role in advocating mental health concerns throughout Montgomery and Delaware Counties. Compeer works to match volunteer "friends" in one-on-one relationships with people suffering from mental illness.



Joseph Cruice

"I'm looking forward to continue working with the incredible people that make Compeer of Suburban Philadelphia the success it has become," commented Cruice. "I'm honored to have this opportunity and to lead Compeer towards even greater accomplishments."

Cruice's goal as program director is to raise awareness and sponsorship of the Evansburg Challenge, a grueling 10-mile trail run and 5K road race to benefit the Compeer program. He also plans to increase matches for the upcoming year. Matches are friendships between volunteers and consumers, people recovering from mental illness. "Currently, we have 79 matches in Montgomery and Delaware Counties and by next year we would like to have at least 100 matches," stated Cruice.

Cruice earned his associate's degree in human services from Montgomery County Community College in 2004. He continued his education at Chestnut Hill College where he earned his bachelor's degree in human services in 2007. Currently, Cruice is enrolled in the master's program at Chestnut Hill College and will receive his master's degree in administration in human services in 2009.

Cruice began his career with Compeer of Suburban Philadelphia as a Montgomery County Volunteer Coordinator. At the time, Cruice was working as a machinist, but through his volunteer work with Compeer, he realized his passion for working in human services. "To work with incredible people on a daily basis is the most rewarding part of my job," commented Cruice.

In 2003, he began work as a full-time Montgomery County Coordinator where he was responsible for the recruitment and marketing of volunteers as well as serving as a liaison between Compeer, mental health professionals, volunteers and potential friends of the program.

In February 2007, Cruice served as the assistant program director. He shared administrative responsibilities alongside Jessica Hickman Schneider, former pro-

gram director. It was in this position that Cruice honed his skills with the administrative level projects involved with the Compeer organization.

Compeer is always looking for new volunteers. To spend an hour each week making a difference in someone's life, please call 610-631-1009.

Since 1991, Compeer of Suburban Philadelphia, a not-for-profit organization, has

stretched across the area to build friendships between their volunteers and those who suffer from mental disability. Compeer of Suburban Philadelphia has offices located in Montgomery and Delaware Counties, and is a unit of Resources for Human Development. It is one of over 80 such programs worldwide using the motto "Friendship is powerful medicine" to provide comfort, companionship and support to those who are suffering from mental illness and alone. More information is available at www.compeer-subphilly.org, www.rhd.org, or call 610.631.1009 ☐



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BUSINESS & MARKETING STRATEGIES

(Continued from page 8)

the best day we could possibly have? Why would you want to approach it in any other way?

The way we approach our jobs in many ways has been ingrained in us. There are basically three types of attitudes anyone can have. First there is the neutral attitude. These are people who are fearful of change and tend to just observe others. They avoid risks and wish to play it safe. Then there is the negative attitude. These people tend to be critics who find faults in others. They are pessimistic and find change annoying. Lastly, there is the positive attitude. Those that embrace opportunities. They take risks. They are willing to make changes and are not afraid of making mistakes. They tend to be confident people. When thinking about those who are very successful in business which attitude do you think predominates? I'm sure you can figure that one out.

So how do you get yourself to think with a positive attitude? Here are a few suggestions;

- Monitor your inner voice and catch yourself in negative talk. Replace your voice with positive statements.

- Talk to yourself in a calm manner.

- Stay in the present. Don't worry about the future or fret about the past. Neither will get you anywhere. Take positive action

- Surround yourself with positive people. Distance yourself from those who suck your confidence and energy.

Attitude is the way we think. And that determines how we behave and the actions we take. And the actions we take will determine the results we get. It all starts with how we think.

Consider this attitude. This is a quote from Michael Jordan. "I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot....and I missed. I have failed over and over and over again in my life. And that's precisely why I succeed." Hmm..... I wonder if he ever read the book?

Your business success depends on your attitude. Choose to see everything as a challenge and a grind and you will probably experience hell. Choose to look at your business as an opportunity to take advantage of, and you most certainly will be successful. It's really that simple. 📌

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

ONLINE ALTERNATIVES

Intentional identity crisis sparks viral marketing trend



MARKETING 101

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

There's a trend in viral web marketing being employed by some of the country's largest advertisers although it was, most likely, the necessity of smaller players that caused it to be used in the first place.

It wasn't deception, per se, that mandated our firm to recommend the domain **laxzilla.com** for our client, **Downingtown's Lacrosse International**, but the fact that **lacrosseinternational.com** had been purchased. The rumor at the time— more than five years ago— was that one of their competitors had intentionally "squatted" on the domain. Squatting is an unfortunate, albeit, perfectly legal technique that has caused a shortage of decent domain names.

The current domain shortage has been the catalyst for latecomers like **Lacrosse International** to get creative with their online identity but, I believe, it has also prompted others— even companies with proper domains— to explore alternative identities on the web.

Split Personalities

While their main domain might publish their corporate facts, investor information, specifications and even online product sales, many companies are researching, developing and promoting alternative domains for a variety of different purposes. While the corporate presence might be slightly staid and conservative, brands can have more fun with alternative, sometimes frivolous, brand awareness vehicles.

For instance, **BMW's** core offering of luxury automobiles employs a stable and consistent Internet presence targeting an international audience at **bmw.com**. The much more compelling site, **relearn-to-drive.com** is a cloaked **BMW** marketing vehicle using an alternative domain to effectively promote the brand and performance driving school.

Sometimes a brand just has so much content— such a deep offering— that the

chances of visitation to *performance driving school* from within **bmw.com's** navigation are much less than the promotion of an exciting and distinct domain. Other times— the distinct domain provides an interesting backdoor to the brand and offering.

(See "Marketing 101" on page 13)

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MAKING THINGS HAPPEN IN READING

THIS IS THE SECOND OF A TWO ARTICLE SERIES ON READING.

Last month we heard primarily from Reading Economic Development Director **Adam Mukerji** and Philanthropist **Albert Boscov** about their vision and plans. This month we talk to some entrepreneurs as well as business development leaders.



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

When Tracy McKay sits down with me to talk about what's happening in Reading, it isn't long before the conversation takes a now familiar turn. "I was just out in San Francisco," she says. "There's no way you would think you could compare San Francisco to Reading, PA but you can. There's structure, there's roads, there are people out on the streets, restaurants... we're more alike than different.

You can tell that San Francisco is arts oriented. Even some of the not-so-great areas of the city still look good; they still have the potted plants out there, still have music playing, they still have a park in the middle of it all. There are great restaurants." She sees many of the same things in Reading. "Here, for example, we have a great Vietnamese restaurant that not even Philly can compete with: **Hong Thang**. We've got some places here that are just wonderful diamonds. Same thing as in San Francisco, the same sorts of artists that are waiting to bloom."

Ms. McKay is a veteran interior designer who joined together with **Brenda Gaul**, former COO of the **Business Outlet**, to start **Furniture Soup** nearly five years ago. They found they needed a warehouse not too long after starting out. After looking at possibilities in Kutztown and elsewhere, McKay's neighbor **Rick McDougal** of **Burke McDougal Real Estate** showed them their current space in the Berks Corporate Center at 170 Corporate Drive. McKay says it was love at first sight, and Furniture Soup has been

growing there ever since. "A non productive physical office environment can be a drag on an organization, both monetarily and on the employees," she says. "At The Soup we join with clients to create an environment that produces."

"It does take an eclectic group of people to pull this off. You have to think out of the box; we say 'what box?' around here. Yet we're well grounded. We're very disciplined designers. So, that combination of things allows us to go confidently in directions that some designers are afraid to head." Their approach has proved successful. "We're busy literally all over the place." She's not kidding. National clients, among them **Benjamin Moore** and **Jet Blue**, have extended The Soup's reach "from Vancouver to the Bahamas," says McKay.

There are plenty of local clients as well, and McKay says business is still strong despite the current state of the economy. "During a downturn... one of the things that's a positive outcome of that is that you get all of these new

(See "Buzz Around the Block" on page 15)

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MARKETING 101

(Continued from page 11)

Secret Identities

Many times brands employing alternative domains and sites will intentionally not reveal who they are until very deep in the site. This technique allows companies to effectively stray from their corporate standards and marketing messages to attempt to brand in different directions. They use education, humor, sex or just plain weirdness to attract consumers to the brand through a back door. For one truly weird example that allows you to

have it your way (on the web) see subservientchicken.com.

We recently purchased the domain cantacular.com and recommended that our client, regional brewery, **Sly Fox Beer**—in competition with huge national breweries that bottle millions of products daily—use the domain to generically educate the public about the superior qualities of canning versus bottling. In this undercover way they could promote their process while tying the online viral into print and point of purchase campaigns that add value to the alternative domain.

Stealthy Missions

A lot of online alternative missions are built around specific, finite offers or events. In this way, brands can blast the new domain specifically and promote visitation around a singular message.

As an example, mastercard.com and priceless.com are two entities owned by the same brand. While mastercard.com presents a mountain of organized corporate content, priceless.com is utilized to entice visitors with the features and benefits of the product, namely rewards.

Special Features

More often than not, alternative domains are employed to present and promote positioning statements in contrast to

the competition. What makes one brand different from another also makes it better when promoted with its own domain and marketing effort.

Case in point, thinkaboutit.com exploits the special features of the **Hyundai** product line. Safety, design and quality are exploited on this alternative, compelling domain in stark contrast to hyundaiusa.com.

Supportive Communities

Specific missions can be realized with the use of alternative domains as well. Consider **Starbucks** whose profits from selling flavored hot water allow them to develop a community of contributors to their corporate culture at mystarbucksidea.com. Similarly, a community of high-end electronics enthusiasts supports **Sony's** brand mission at nowifeel.com.

Small, local brands just like yours can employ this viral marketing technique very effectively and economically. Don't believe me? Check out noplacelbetter.com that gets 60% of the hits that it's parent brand does. ☑

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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"BUZZ AROUND THE BLOCK"

(Continued from page 12)

businesses popping up. That's how **Steve Jobs** got started. People get laid off and it forces them to stand on their own two feet. So how that plays us for us, we get all these new startup businesses coming to us."

Among Furniture Soup's local clients is the recently expanded **Reading Hospital Medical Group**. **Larry Harnish**, executive director of **Spartan Properties**, which just completed the Medical Group's new site, is equally bullish about the Reading area. "Commercial development seems to be holding its own," he says. "The climate is still strong. I would say it's still booming, in fact." Spartan Properties builds, renovates and manages commercial properties throughout Berks, Lancaster, Montgomery and Lebanon.

This continuing percolation of Reading's business climate doesn't mean there are no concerns. **David Green** of **Hold-Time Advantage**, a company that creates marketing messages that play to callers while they are on hold, says that Reading is moving beyond its formerly spotty reputation. "Reading had an image problem in the past but... many of the businesses that left the center have found that now there's an opportunity to come back. The cultural opportunities here are great. Major names in entertainment are now coming to Reading. It's incredible!" In the midst of all this however, Green cautions against forgetting the major portion of the business community. He asks, "from a business perspective, where do we all fit in; both small and large businesses? Where do local businesses fit into the future plans and growth for Reading? We do have some folks that are working on growth but it will be spread out to help even the smaller businesses?"

Ellen Horan has an answer to that concern. She is the President and CEO of the **Greater Reading Chamber of Commerce**. A major focus of their work is the promotion of entrepreneurial activity. "We handle

a couple of hundred entrepreneurs every year that come in for counseling. We give them assistance in creating a business plan," she says. "We're also home to the **Keystone Innovation Zone**," a state grant program that is geared toward linking early stage businesses with local colleges. Among the chamber's many activities, Horan says the most important is making sure that the concerns of the small business community are heard by municipal leaders. "Business owners are busy making a profit and trying to run their business. By the chamber making the connection with elected officials, we're doing something that's essential."

Also essential to a thriving community is a strong infrastructure. Horan says the chamber is active in this area as well. "A developer isn't going to invest in a site that doesn't have access to roads. So we keep this need on the radar screen of elected officials at the state local and county level." Without missing a beat, she puts something new on my own radar screen. "We're funding a trolley feasibility study along the Penn St/Penn Av corridor. Trolleys are coming back in popularity in cities this size." Horan says that a trolley might have value as a people circulator, but also as an attraction in itself. The study will determine whether such a feature will help in the promotion of the burgeoning Corridor along Penn St./Penn Ave. "People throughout the county get that if we have a vibrant downtown, that will help the whole city. If that downtown can be culture and entertainment rich, then that has benefits. The focus on the corridor is absolutely key."

Other efforts at promoting the Corridor are also proceeding. The 2.8 mile stretch of Penn Street and Penn Avenue, running through parts of Reading, West Reading and Wyomissing, now has its own website: **www.penncorridor.com**. The new site, created by the **Berks Economic Partnership (BEP)**, is part of a larger effort to promote the corridor. **Pam Shupp**, Economic Development Director for BEP, says the idea for the website "came out of the Initiative for Competitive Greater Reading.

(See "Buzz Around the Block" on page 17)



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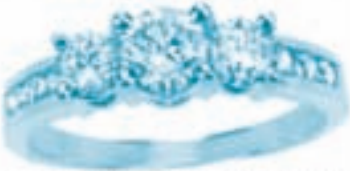
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POWERPOINT PRESENTATIONS

Tips on making your business presentation a success!



TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller, Business and Personal Coach

Business professionals spend a reasonable amount of time giving presentations communicating new and existing ideas, proposals for investors, clients, etc.

PowerPoint presentations have become a ubiquitous tool for these varying types of business presentations. At times though, I find the technical aspect of the tool gets overused, misused, and the audience tends to walk away with an unclear message of the presentation. Here are some solutions to assist with getting your message to land with your audience when using PowerPoint:

Just like a speech, you must have an opening, body and conclusion. First, determine how much time you have for your presentation. Next, create the outline of your discussion. After you create your outline, you create the content within your presentation. This is a sample of how a 30-minute presentation would be structured:

Slide 1: Title (1 minute)

Slide 2: Agenda (2 minutes)

Slide 3 – 9: Body (Keep it focused on your audience) (14 minutes)

Slide 10: Summary (Recap Presentation) (3 minutes)

Q&A (black screen): 10 minutes

**20 minutes for your presentation which gives you on average two-minutes per slide and 10 minutes for Q&A.

Here are some key takeaways when using PowerPoint for your business presentation:

DO:

- Rehearse your content
- Use it to support your topic/ discussion
- Summarize the slide or the main point
- Take time to introduce the material
- Keep your bullet points to 5 per slide
- Keep eye contact with your audience
- Use graphics and illustrations that support your topic
- Avoid jargon
- Allow enough time to set up and check your equipment. (make handouts as a back-up if equipment does not work)

DON'T:

- Use animation (it takes away from your talk and tends to distract your audience)
- Read from the slides
- Forget what's in it for the audience (WIIFM)
- Place your back to the audience.
- Cruise through slides. If information is not relevant, then don't display it. (unless giving handouts)
- Panic if the equipment fails

(See "Tips for Professional and Personal Success" on page 18)

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"BUZZ AROUND THE BLOCK"

(Continued from page 15)

The ICGR is a marketing strategy embraced by the community a few years ago." Shupp says that strengthening the urban core is a key piece of the initiative. The website was announced at a recent press conference at the Sovereign Center and was timed to coincide with the opening of the Berks Jazz Fest. It is just this kind of synergy between municipalities, the business community, and the arts community that is making Reading increasingly attractive as a destination.

"It's impacting our community in many ways," says **Ginny Hand** of the developing arts/cultural community. Hand is the director of **The Center for Community Engagement** at **Alvernia College**. Citing a number of projects including the Goggleworks and the Wyomissing Institute of the Arts, she says, "These are enhancements for everyone. When you have an attractive community, there's excitement." She says a thriving cultural arts and entertainment district, such as what is envisioned along the Penn Corridor, will help to make Reading attractive not only to businesses and residents but to prospective students as well. The Center for Community Engagement contributes to this healthy climate by facilitating connections between Alvernia students and the local business community, sponsoring lecture series, professional programs, as well as creating intern programs for undergraduates and assisting in placement for MBA and PhD students.

Can Reading continue to successfully lure larger businesses into town and attend to the needs of its entrepreneurs, all while simultaneously developing its arts and cultural community? Like Adam Mukerji and Albert Boscov, Tracy McKay is optimistic.

Though she and Furniture Soup are not downtown, she says the same things about the developing cultural arts center as those who are. She says that a thriving arts / entertainment means increased health throughout the Reading community. "People follow the arts. Sometimes people

say, 'Oh, build an arena.' But people don't follow that; they do follow the arts because when the arts are there, all of a sudden there's a restaurant, and the next thing you know there's a hot boutique there," she says, sounding an awful lot like Albert Boscov in last month's Buzz. "I'm hopeful and confident that Reading can continue go that way, and become a more humane, artistic, and more cultured place. There are some things that have pointed to more of that type of culture that had incredibly happy outcomes. To me, I think we can keep that going. Creative types make things happen." 🗑

(Reading Summer Events on page 19)

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TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

(Continued from page 16)

BLACK OR WHITE

Another way to add value to your presentation is the "B" or "W" key. When you need to elaborate on a point during your presentation and would like to take the focus off of the screen and back to you, the "B" key makes your screen black and the "W" that's right it makes the screen white. Not shift or control key needs to be used in combination with the "B" or "W" key.

After the summary slide, this is great time for Q&A. Use the "B" or "W" key to make your screen blank, so that people know you have completed your presentation and to focus their attention on you.

SPEAKER NOTES

There are a few ways to make notes on what you would like to say on each of your slides. The easy way is to print your entire presentation and write notes on each page. You can also click the View menu, click Notes Page. The notes section will appear under your slide. You can type notes in this section. To view your printed notes, click on the File menu, click Print. Under Print what, select notes pages and click okay. You now have a clean presentation with notes to do your practice run.

Note: When you display your presentation, the audience will not see your notes section.

KEEP IT SIMPLE

While all the bells and whistles may look nice, keep in mind the message you're looking to convey to your audience. Outline the message you want the audience to walk away with at the end of your presentation. The bells and whistles will not sell an idea that has not been thoroughly researched and thought out. Keep the presentation simple and focused directly to your topic. 🗑️

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- In June, Mid Atlantic Air Museum's WWII Weekend offers aircraft rides, guest speakers and reenactments, while the Kutztown Folk Festival entertains all ages with Pennsylvania Dutch traditions of arts, crafts, music and food during its annual nine-day event in July.
- This August, Musikfest celebrates 25 years of entertainment. This festival is a 10-day musical journey filled with 300 performers from every genre on 14 different stages, plus food and activities for the kids.
- Close the season by entering the National Jalapeno Pepper Eating Contest at the Chile Pepper Festival in September, or visit the Comic Book Show at the Greater Reading Expo Center.

From craft fairs and flea markets to community plays and art shows and mid-day munching to microbrew fests, Greater Reading provides enough fun to make your ride worthwhile.

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LEGAL PERSPECTIVES

By Susan J. Vandegrift, Esq.
Wolf, Baldwin & Associates, P.C.

We have written articles in the past on the issue of when and why a Court will disregard the separate legal entity of a corporation (i.e. "pierce the corporate veil") and assess liability for corporate acts against a shareholder or shareholders. This article contains an important update on this issue occasioned by the Pennsylvania Superior Court's decision and opinion of October 15, 2007 in *Fletcher-Harlee Corporation v. David Szymanski and David Concrete Corporation, Inc.*, 2007 Pa.Super. 310, 936 A.2d 87 (2007).

Fletcher-Harlee ("Fletcher") was a general contractor for a project involving the construction of an elementary school. Fletcher subcontracted the concrete work for the project to another corporation, Delmarva. During construction, a dispute arose between the two and Fletcher submitted the dispute to arbitration (presumably pursuant to an arbitration clause in the contract). Delmarva did not participate in the arbitration and an award was entered against Delmarva. Fletcher converted the award into a judgment against Delmarva. Delmarva then stopped doing business and later filed for bankruptcy.

Fletcher filed suit in the Court of Common Pleas of Chester County against the sole shareholder of Delmarva, David Szymanski, among others. Fletcher sought

to pierce Delmarva's corporate veil in order to hold Szymanski and the other defendants liable for the judgment against Delmarva. After trial, judgment was entered for the defendants and Fletcher appealed.

The Superior Court held that piercing the corporate veil in this situation was in fact justified. It vacated the trial court's judgment and remanded the case.

The Superior Court's opinion highlights certain facts that it found important to the analysis. The evidence showed that Szymanski was the sole shareholder of Delmarva and that he made all of the business decisions of Delmarva. Delmarva's office was located in the same building that Szymanski's other businesses occupied.

(See "Legal Perspectives" on page 22)

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COVER STORY

(Continued from page 7)

"Our reputation for customer service definitely surpasses that of our competition. Most builders' warranties stop at the one-year point. They'll do a one-year walk through after you move in and they're done. We stand by for another year after that."

The floor plan and the warranty are sufficient in and of themselves to make Coddington View an excellent choice for most home shoppers, yet THP adds value on top of these features by offering every buyer an array of choices for their new home. Stauffer says, "A lot of people find us when they're out with a realtor looking for a resale home. They stop in here and they say "Wow! This is more square footage than the resale homes we're looking at, and it's priced better. And you get a warranty. And you get to choose everything in the home."

Every new buyer at Coddington View schedules three appointments;

one to pick out kitchen features, another for flooring and carpeting, and a third with THP's in-house design team. At each appointment, customers can choose from a wide variety of standard features or add upgrades from an equally varied selection. Upgrade options include a finished basement, pressure treated deck, hardwood foyer floor and bathroom upgrades.

As Hornbaker says, buyers truly can "see their dream built from the ground up."

Indeed, many buyers are seeing their dreams built at Coddington View. Hornbaker says the community has consistently averaged five agreements of sale per month for the past year. "June of 07 we did 13 agreements of sale," she says. Additional incentives make the community even more attractive to buyers. "We always have different incentives in the community.

(See "Cover Story" on page 58)

The Alexandria

at Coddington View



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LEGAL PERSPECTIVES

(Continued from page 20)

Szymanski loaned Delmarva money from his personal account and was Delmarva's largest creditor. The evidence showed that at the time Fletcher obtained an award against Delmarva, it had no assets other than some accounts receivable. Certain testimony suggested that after the judgment was obtained against Delmarva, Szymanski continued operating a concrete company, this one with a different name. At trial, Szymanski was unable to produce various financial records and bank statements.

The Superior Court's discussion about the applicable law and the standard for determining when the corporate veil should be pierced included consideration of the factors enunciated in *Lumax Industries v. Aultman*, 543 Pa. 38, 669 A.2d 893 (1995): undercapitalization, failure to adhere to corporate formalities, substantial intermingling of corporate and personal affairs and use of the corporate form to perpetrate a fraud. The evidence showed that Delmarva was not appropriately capitalized, that it failed to adhere to corporate formalities but that there was not a substantial intermingling of corporate and personal affairs. In addition, the evidence failed to demonstrate that a fraud had been perpetrated.

The Superior Court characterized the

Lumax Industries factors as a "starting point", stating that consideration of these factors does not end the analysis. Referring to its decision in *The Village at Camelback Property Owners Association, Inc. v. Carr et al.*, 371 Pa.Super. 452, 538 A.2d 528 (1988), the Superior Court reiterated that "[i]n deciding whether to pierce the corporate veil, courts are basically concerned with determining if equity requires that the shareholders' traditional insulation from personal liability be disregarded and with ascertaining if the corporate form is a sham, constituting a façade for the operations of the dominant shareholder."

With a focus on the equity of the situation, the Court did not bind itself to a mechanical application of the *Lumax* factors when it concluded that, essentially, fairness required that Delmarva's corporate veil should be pierced and Szymanski held personally liable.

Lessons learned. For owners and equity holders it is obviously important to be aware of the *Lumax* factors but this is not enough to insulate you as a business owner from personal liability. You must consider always the fairness of the business' dealings. 📦

Susan J. Vandegrift, Esquire is an associate in the Pottstown law firm of Wolf, Baldwin and Associates, P.C., and has significant experience in civil litigation. She may be reached by telephone at 610.323.7436 or by e-mail at svandegrift@wolfbaldwin.com.



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INVESTMENT IDEAS

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

Over time, the value of stocks can go up and down. Bond prices fluctuate with interest rates, as do other types of fixed-income securities such as certificates of

deposit and investments in money-market accounts. Predicting which investment vehicles are likely to perform better than others at any given point time is next to impossible. So how do you choose investments for your portfolio?

The answer is to follow a risk-reduction strategy called asset allocation. By dividing your dollars among a variety of investments, you can decrease the likelihood that all the investments in your portfolio decline at the same time. Of course, by the same token, it's also unlikely that every investment in your portfolio would go up at the same time.

Essentially, asset allocation diversifies your portfolio among several distinct asset classes. These include stocks, bonds, real estate, money markets, cash and more. Within these general categories, these asset classes may also be divided into several more subcategories.

Stocks, for example, may be broken down into domestic stocks of small companies (small-cap), medium-sized companies (mid-cap), large companies (large-cap) and real estate. International stocks are also part of the mix, including stocks in developed non-U.S. countries and less-developed (emerging market) countries outside the United States.

Classes of bonds may include conservative, moderate and aggressive (high-yield) bonds. Conservative bonds generally include federal and state government bonds. Moderate-risk bonds include bonds issued by high-credit-quality corporations. High-yield bonds

(See "Investment Ideas" on page 25)

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Area artist Grace Pirog is celebrating her 20th year in business providing professional picture-framing services to the community. Located at 112 East Philadelphia Avenue in the heart of historic Boyertown, Grace owns and operates Gracefully Framed (www.gracefullyframed.com).

Gracefully Framed is a full-service framing company covering all styles of photo, art and memorabilia framing from traditional to contemporary. Although some of the finished products appear to be rooted in traditional framing, all of the works that Gracefully Framed produces incorporate the very latest in framing technologies. Grace also prides herself in offering the artwork of both local and internationally known artists.

A company promotional piece quips, "Little known fact . . . a picture is only worth 347 words until Gracefully Framed." Although the slogan is delivered with some levity, Grace takes the responsibility very seriously.

"We pride ourselves in using only the best materials and technologies to preserve and protect our customer's valued pieces," she said. "We know that every piece brought through our door is important to someone and that makes it important to us. It's very rewarding to us to take that piece and surround it with the perfect

frame that will most accurately compliment the piece while protecting it for decades to come."

According to Grace, her company only uses acid-free mats and sports hundreds of styles of frames that are replenished weekly. Gracefully Framed also utilizes computerized mat cutting services, which cleanly and accurately carve out hundreds of various design combinations including decorative corners and multiple openings that further compliment the piece beneath.

Additionally, Gracefully Framed offers specialty glass types including Conservation Glass which blocks 98 percent of harmful UV rays and Museum Glass which – in addition to blocking the UV rays — is nearly invisible to the naked eye.

Grace Pirog graduated from nearby Kutztown University with a degree in Art Education and later added Elementary Education to her credits. After using her degree to educate Kindergarten students for more than 15 years, she attended the New England Academy of Framing in Keene, NH. Upon earning her stripes at the academy, Grace operated her framing business from her home for 13 years before expanding to the current Boyertown storefront. 🖼️

SCORE Workshop

A workshop series on "How to Start and Operate a Small Business" will be presented 7:00 to 9:30 PM on Monday evenings, April 28, May 5, 12, and 19, 2008 at the Pottstown SCORE office in the New York Plaza at 244 High Street Suite 402, Pottstown.

This series of workshops, presented by SCORE (Counselors to America's Small Business), is for those who are considering a business startup, as well as those who are currently operating a small business. The workshops are as follows:

1. FINANCES AND THE BUSINESS PLAN (APRIL 28)
2. BUSINESS STRUCTURE, ACCOUNTING/FINANCES (MAY 5)
3. MARKETING (MAY 12)
4. IT'S ALL ABOUT PROFIT (MAY 19)

All classes start at 7:00 PM. Classes dismiss at 9:30 PM. Registration is at 6:45 PM. Each course costs \$25 plus \$20 for the course material. A special price of \$100 is offered for all four courses including the manual.

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INVESTMENT IDEAS

(Continued from page 23)

typically are issued by corporations with lower credit ratings, offering higher interest rates to investors in exchange for a commensurate level of risk.

Stocks are securities that represent ownership in a company. You might want to invest in stocks if you believe the price of the stock will increase and thereby the value of your investment will increase. Another reason to invest in stocks would be to collect dividends. Companies pay dividends as a way to compensate shareholders for their investments. Dividends can also be a way to generate income.

Bonds represent a loan to a company or other entity. Bonds have fixed terms and fixed interest rates. They typically generate a higher income stream and are historically less volatile than stocks.

Cash and cash equivalents are considered the third basic asset class. This class includes investments such as short-term certificates of deposit and money-market instruments. Holding cash as part of your allocation can be a way to park your money while waiting for an appropriate investment opportunity. It can also be used to hold funds for emergency use.

So how do you decide which combination of investments is right for you? Start by asking yourself the following questions:

OBJECTIVES – What are your financial goals? Do you want to retire early or build your dream house? How much money will you need to save to accomplish your goals?

RISK TOLERANCE – Can you stomach fluctuations in the market? Do you want a steady return with little risk?

TIME HORIZON – Will you retire in five years? Fifteen? Are you ready to send your child to college next year or in 10 years?

CASH FLOW – Do you need a steady flow of income now from your investments, or can you continue to put your money away for a few more years?

Answering these questions will help both you and your financial consultant decide what kind of asset allocation will help you meet your goals and then choose specific investments that match your appropriate allocations. 📊

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BUILDING A BETTER BOYERTOWN

Receives 2008 National Main Street Program Accreditation

Building a Better Boyertown (BBB) has been accredited as a 2008 National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center®. Building a Better Boyertown joins over 675 other Main Street™ revitalization programs being recognized as 2008 National Main Street Programs. Each year, the National Trust Main Street Center and its coordinating program partners announce the list of accredited National Main Street Programs around the country that have demonstrated their ability to follow the Main Street methodology.

"We congratulate this year's accredited National Main Street Programs for meeting our established performance standards," says Doug Loesch, director of the National Trust Main Street Center. "Rebuilding a district's economic health and maintaining that success requires broad-based community involvement and support, in addition to establishing a solid organization with sound management that is committed to long-term success."

The National Trust Main Street Center works in partnership with Coordinating Main Street Programs throughout the nation to identify the local programs that meet the National Trust Main Street Center's ten basic

performance standards. These standards set the benchmarks for measuring an individual Main Street program's application of the Main Street Four-Point Approach™ to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings. For more information on the National Main Street Program accreditation, visit www.mainstreet.org/nationalprograms.

The organization's performance was evaluated by Pennsylvania Downtown Center (PDC), located in Harrisburg, Pennsylvania, which is the coordinating organization for Main Street programs in Pennsylvania.

"Boyertown has progressed significantly in the past year (2007)," says Charles A. Haddad BBB's President, "and with continual effort and perseverance of our community and volunteers 2008 will demonstrate to be even better, as we continue to enhance an already Very Special Kind of Place through joint efforts of BBB and the Borough of Boyertown."

(See "Building a Better Boyertown" on page 28)

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HIRING WRONG



"TIPS FROM THE TOP"

By Oswald Viva, CMC

I'm an admirer of Jack Welch and his teachings from the experience he gained as CEO of one of the largest companies of the Country. However, we must remember that not all his experiences apply to small or midsize businesses.

Case in point: In *Winning*, while writing about hiring and selecting the right people, he admits to having picked the right people only 50 percent of the time as a young manager, later improving to 80 percent. While this "batting average" may be good for large corporations, it would be disastrous for small businesses.

Furthermore, he preaches "don't beat yourself up if you are hiring wrong some of the time." I beg to differ with him on this too. Hiring "wrong" can be a killer for a small business, so you must make people selection a high priority talent to be developed. And when you make a mistake in hiring, you must not only correct it as soon as it is recognized as a mistake, but you must learn your lesson, decide where you went wrong, and take the necessary measures to prevent the mistake from happening again.

One more point. In answer to the question "how long does it take to know if you've hired right?" he says that one should know, "usually within a year, and certainly within two."

Again, this may work for GE but in a small business you cannot "carry a mistake" for a year or two. Performance in some jobs are more difficult to define than in others, and some people are more difficult to evaluate than others, so setting an arbitrary time to detect and correct mistakes is not realistic. Nevertheless, "mistakes" should not be carried one more day after they are detected, and this time must be as short as possible. My advice to managers: don't wait for a year before you review new employees; do a review within 30 and 60 days. By identifying and discussing weaknesses early, you have a better chance of correcting them before they become large negatives.

(See "Tips from the Top" on page 29)



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BUILDING A BETTER BOYERTOWN

(Continued from page 26)

"Facilitating positive change and expanding on the efforts that this strong community has initiated in recent years will continue, providing opportunities for local businesses, industry and the arts." Boyertown will continue to develop while still remaining "A place where friend and families want to be", says Heather Oxenford BBB's Main Street Manager.

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"TIPS FROM THE TOP"

(Continued from page 27)

There is a saying that goes "small business owners are too quick to hire and to slow to fire." How true this is! I hope I don't appear heartless by making this statement, but it is fact that we tend to "carry dead wood" far too long. Why do we do it? The answer is as simple as it is wrong. When we need somebody we need them NOW and we tend to rush the process to cover the pressing need. However, when we know we need to fire someone we tend to delay the action because "we don't have anybody else to do that job," or because we feel sorry for the person getting fired.

Are we doing the business good by these actions? Of course not; small businesses cannot afford the luxury of

keeping someone just because we don't have anybody else to do his or her job, or to be magnanimous by keeping a less-than-efficient employee because we feel sorry for that person. It is also unfair to the employee because most likely, he or she is in the wrong job and at a dead-end in the company as a low performer. Releasing the person would give him/her an opportunity to get into a better situation and have a better future.

Of course, not all mistakes need to be permanent. Some people take longer to develop into a job but they can be very valuable once they reach the level of competence required. In these cases, it is the manager's responsibility to train and develop new (and all) employees and to give them the opportunity to reach the target level. 📦

Oswald R. Viva, CMC is President of TAB of the Delaware Valley and of V&A Management, LLC, both of Phoenixville, PA. He is also a Certified Facilitator, Executive Coach and Mentor. The Alternative Board TAB forms and facilitates Advisory Boards for small to mid-size businesses. In his long career as high-tech industry executive and consultant, Mr. Viva has participated in eight start-ups and has served on the Boards of seven entrepreneurial ventures. He is a former member of the Board of Directors of The Entrepreneurs Forum of Greater Philadelphia, and presently chairs several TAB Boards. He can be reached at 610.933.2987, or by email to oviva@tabdelawarevalley.com.

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SITTING ON THE JOB

HEALTH AND FITNESS

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



It wasn't long ago when the workplace involved serious physical labor (at least 12-14 hours); most of the work day was spent standing and moving; and the only climate control was that the seasons changed every three months. Today, while some may still experience long workdays and physical labor, a larger percentage of the working population is seated while on the job. Aside from the physical problems that sitting causes (tightening of the hamstrings, stiff lower backs, weakening of the posture muscles, etc.), sedentary labor is taking an equally large toll on our health.

A new study suggests that a major reason so many people are overweight is because they simply just sit too much.

In the study, published in the November 2007 issue of *Diabetes*, scientists at the University of Missouri made a startling discovery. When we sit, not only are there biomechanical stressors at work, but the enzymes that are responsible for burning fat actually shut down. And unfortunately, not even a regular dose of exercise can combat the resultant weight gain. Dr. Marc Hamilton, associate professor of biomedical sciences at the University of Missouri-

Columbia and leader of the research team says, "(The medical community) has always had a general sense of how bad sitting is for you, that it elevated the risks for many illnesses, but we weren't sure why. In this study, we focused on a variety of cellular mechanisms affected by inactivity, one of which was an enzyme (lipase) in muscles – the only enzyme that gets fat out of the blood stream and which is critical for cholesterol regulation." Dr. Hamilton further reported that the second major revelation from the study was "that the body

(See "Health And Fitness" on page 32)

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HEALTH AND FITNESS

(Continued from page 30)

reacts physiologically different from sitting than the way it responds to exercise." Basically, our bodies treat sitting almost like a form of hibernation – storing calories and conserving energy – as opposed to exercise which has the opposite, positive effect. The net result: the body's ability to burn calories through exercise is inversely proportional to the amount of time spent sitting. Thus, the more you sit, the less you burn, regardless of the amount of exercise performed. When you consider the sobering fact that only 15 percent of Americans have memberships to a health club, and only a small percentage of those members are regular users, the cost of sitting is even more profound.

Sitting is largely a consequence of our sedentary work environment. While it would be very easy for some to blame work for the rise in the workforce waistline, the number of progressive companies taking positive action is rising. Many companies provide in-house fitness centers, health club subsidies, lower insurance premiums for fit employees, and other incentives, despite the exercise aversion of many employees and the contradictory pressures to stay at their desks and work. In fact, one particular company

took that thought process into account when they went to work to find a solution to that problem.

In November 2007, US based furniture manufacturer Steelcase, Inc., in conjunction with obesity specialist Dr. James Levine of the Mayo Clinic, launched the Walkstation – a complete workstation equipped with a computer and low-speed treadmill that theoretically enables employees to burn calories while on the job (preliminary research saw an average weight loss of approx. 40 lbs per year). One thing's for sure; it eliminates the excuse of not having time to workout by combining work with exercise. The question is: is this a feasible substitute for getting more of the workforce standing and moving, thus burning more calories? Or is just yet another "glamorous" way of giving people the false impression that they are getting an effective workout while working?

Bottom line, sitting is not good for us. We were not designed to sit for prolonged periods of time and gravity will continue to have its way with our physiques. With new research indicating there's more of a concern to sitting from a biochemical stand point, it couldn't be any clearer as to what is the best solution whether your workstation turns into a small gym or not – GET UP AND MOVE!!! 🐾

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PRESIDENT'S WELCOME

Dear Chamber Members,

This is an exciting time and opportunity to take the helm of the TriCounty Area Chamber of Commerce; the region is filled with opportunity. When I had to make my board presentation, I had to take a personal inventory of my experiences within the region. As a child, I would travel along the corridor heading out to Reading to see my great grandparents and going to the egg auction at Zern's (and see the lady with the diamond glasses at the orange juice stand). As a high school student we had early dismissal from school to travel "way" out to The Hill School to play soccer and lacrosse. I started my career working for Montgomery County in the Department of History and Cultural Arts, at the Peter Wentz Farmstead, Mill Grove, and Pottsgrove Manor, and I lived just outside of Collegetown. In a short time, I have seen the changes and opportunities within our community.

I am looking forward to building relationships and working with the business community and regional legislators in shaping the opportunities in the region. I hope you consider becoming involved in the Chamber and be a part of the dialogue. There are many tough issues to tackle but working together, we will find great solutions.

Please join me on Monday, June 2 for the 28th Annual Golf Outing & Dinner. I understand that this Outing is one of the longest running Outings in the region, and I look forward to seeing you all there. For more information, visit the Chamber Calendar on tricountyareachamber.com or call Kitty at 610.326.2900.

Tim Phelps, TCACC President

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Visit tricountyareachamber.com for Chamber Events and Community Events!

TCACC Marketing Tips

Amy Noble

Network with the region's business leaders on the golf course for the Chamber's 28th Annual Golf Outing & Dinner on Monday, June 2, 2008 at Brookside Country Club! Don't golf? Join us for dinner as the golfers finish their games and return to the clubhouse. The Chamber's Outing is the longest running golf outing in the region and is one of our largest networking events of the year. The Outing is a great way to promote your company and we offer a variety of levels for sponsorships! Our Special Events Director, Kitty Papp, is looking for items to insert into the golfer goodie bags. Contact Kitty at kitty@tricountyareachamber.com to find out more about promoting your business by placing items in the goodie bags. To register for the Outing, visit the Chamber Calendar on tricountyareachamber.com or simply call the Chamber office at 610.326.2900.



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RMS Management Co., Inc.

Schuylkill Valley Sports

Sovereign Center

Spring Ford Partners

Spring Hollow Golf Course

St. Pius X High School

Stanley Steemer

Ursinus College

Videotek, Inc.

Richard W. Wetherill Foundation

Wolf, Baldwin, & Associates, PC

Wyndcroft School



TRICOUNTY AREA
CHAMBER OF COMMERCE

Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact Kitty at 610.326.2900 or kitty@tricountyareachamber.com.

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

ALWAYS
BUY CHAMBER



JOIN THE CHAMBER TODAY!

Contact Susan Burnett

Director of Membership Development and Services
at 610.326.2900, or email:
susan@tricountyareachamber.com

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."



TRICOUNTY AREA
CHAMBER OF COMMERCE
FIVE-STAR ACCREDITED CHAMBER OF COMMERCE

TCACC MEMBER NOTES

NEW CONTACT INFORMATION:

American Crane &
Equipment Corp.,
1440 Ben Franklin Hwy.,
Douglassville, PA 19518
877.503.2972

Carousel at Pottstown,
PO Box 1097, Pottstown,
PA 19464
610.323.6099

Goldcamp Tax Facts,
2360 N. Pleasantview Rd.,
Pottstown, PA 19464
610.927.3030

WFMZ-TV 69, 225 Court Street, Reading, PA 19601

RESUMES

Accounting Professional	1
Administrative Professional	2
Business Administration	1
Entrepreneur	1
Management Professional	1
Manufacturing Operations	1
Marketing Coordinator	2
Network Engineer	1
Retail Management (part-time)	1
Revenue Assurance Professional	1
Sports Marketing	1
Sports Marketing/Management	1
Systems Management	1

If you are a Chamber Member business looking for employees, stop by the Chamber office to look through the hundreds resumes collected at the Tri-County Area Spring Job Fair in addition to the resumes listed above.

CHECK YOUR E-MAIL!

To receive the Chamber's weekly e-mail regarding upcoming events, updates, etc. please e-mail eileen@tricountyareachamber.com. You can rest assured that the Chamber will never sell or share its email list.

BE FEATURED ON TV!

Reach 75,000+ homes in western Montgomery, northern Chester, and southeastern Berks County by sponsoring the Chamber's television show on PCTV Channel 27. Taping of your 3-5 minute commercial and airing of the commercial 4 times is included in the sponsorship fee. Call the Chamber for details at 610.326.2900.

THE "GO-TO" SITE FOR THE TRI-COUNTY AREA!

tricountyareachamber.com had

62,53 4Hits / 4,885 Visitor Sessions for the month of March!

PROMOTE YOUR COMPANY AT THE CHAMBER'S GOLF OUTING: GOODIE BAG ITEMS

Market your business at the Chamber's 28th Annual Golf Outing & Dinner in June by putting your promotional items in the golfer goodie bags. Give the Chamber 175 items with your logo on it – shirts, golf towels, etc. and in exchange, you will receive the following benefits: listing in the program, listing in the *Route 422 Business Advisor*, mention on Audio Impact WPAZ, mention on TriCounty Area Chamber Update on PCTV, and acknowledgement at the June Membership Breakfast. If you would like to donate 175 of the same promotional item, please contact Kitty at the Chamber Office at 610.326.2900 or email her at kitty@tricountyareachamber.com

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: How to Get Your Message Out to the Media and Beyond

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

INSTRUCTOR: Michael Smith, Ph.D.,
Director, Graduate Program in Professional
Communication, La Salle University

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

Learn how to break through the sound byte barrier in pursuit of media coverage for your organization. The press is essential to help you meet your mission by promoting your events and disseminating important information about your cause. Learn about the tools that will make your nonprofit stand out and increase your chances for getting your message out to the media. 📺

**FOR PRICING AND OTHER INFORMATION, CONTACT THE NONPROFIT CENTER
AT 215.951.1701 OR NONPROFITCENTER@LASALLE.EDU.**

Village Productions Looking for Volunteers

If you can assist with any of the following, please contact Marta Kiesling, Executive Director of Village

Productions/Tri-County Performing
Arts Center by calling 610.469.1254.

WEBMASTER – volunteer with website design and maintenance.

GRANTWRITER – volunteer to invest in Village Productions in anticipation of creating a regular part-time position in the future.

DATABASE MANAGER/IT – volunteer to evaluate performing arts database options, manage their information, keep various databases talking to one another, and work with Board Members on IT planning for the facility.

VIDEOGRAPHER/DIRECTOR – volunteer to write, direct, film, and edit an audience engagement video using interviews and production cuts to promote Tri-PAC offerings.

MARKETING – volunteers to work with Betsy Chapman to develop and implement various marketing initiatives.

PRODUCTION/TECH ASSISTANCE – volunteers to learn and work in various production capacities, especially set construction, stage crew, stage management, and running lights and sound for shows. 📺

*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 Eileen at:
eileen@tricountyareachamber.com
or fax them to 610.970.9705
for upcoming issues of the
Route 422 Business Advisor.**

BEHIND THE SCENES

TRICOUNTY AREA CHAMBER GOVERNMENTAL AFFAIRS

ACCESS TO BASIC CARE PLAN OF CONCERN TO THE BUSINESS COMMUNITY

By Alex Rahn, Wanner Associates

In March the Pennsylvania House of Representatives quickly advanced and passed the Pennsylvania Access to Basic Care (ABC) plan. This program offers subsidized coverage to adults earning up to 200% of the federal poverty level, which is about \$35,200 a year for a three-member family. The ABC plan is a tailored version of Governor Rendell's Cover All Pennsylvania's proposal, and the TriCounty Area Chamber of Commerce is pleased to see that the new version does not have the previously proposed 3% payroll tax, which would have been devastating to small businesses.

However, the Chamber of Commerce is concerned that the ABC plan does not address the real factors behind increasing healthcare costs within the Commonwealth. Indeed, addressing the cost drivers by passing legislation for small business group reform, small business health plans, and legislation that fosters competition among health insurance companies will make insurance more affordable and accessible to small businesses and encourage entrepreneurs to expand their benefits packages.

Also of concern is the amount of funding needed for the program, which the Williamsport Sun Gazette reported would cost \$1.1 billion by 2013 to cover only 273,000 of the 766,000 uninsured Pennsylvanians. The funding would come from Medicaid, tobacco settlement money and the MCare program which

helps doctors pay their malpractice insurance costs. In fact, the bill has been linked to the continuation of MCare abatements for doctors, and Governor Rendell has stated that he will not approve the abatements until an agreement is reached to extend coverage to the uninsured.

The ABC plan has now been sent to the Senate, but Senate leaders have stated that the MCare abatement fund should not be tied to any other plan, and have called on the House to consider legislation that would extend the MCare abatement program for one year. In the meantime, healthcare providers within Pennsylvania will have to pay their full MCARE premiums for the first time in five years. According to the Pennsylvania Medical Society and Capitolwire, those rates can be as low as \$1,500 for a rural primary care doctor and as high as \$37,000 for a Philadelphia area neurosurgeon.

The TriCounty Area Chamber of Commerce on behalf of its 800 members would like to thank the following legislators for voting against the ABC Plan – Representatives Tim Hennessey, Bob Mensch, Tom Quigley, Doug Reichley and Curt Schroder and we hope that members of the Senate delegation follow their example. 📺

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.

World War II Memorial Needs Community Support

The World War II Memorial being constructed at Manatawny Park will stand as an everlasting testament to the over 3,900 men and women from Pottstown and the Pottsgroves who served during this great conflict 1941 – 1945. However, the committee and volunteers who have tirelessly worked to obtain monetary donations, currently have a shortfall in funds needed to complete this project. Please visit their website, www.ww2potts.com, to find more information and print out a patron form to make a donation (tax deductible). Checks can be made out to PPRF (Pottstown Parks & Recreation Foundation) and mailed to PPRF, PO Box 779, Beech & Penn Streets, Pottstown, PA 19464. 📺

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MCCC TO HOLD FOURTH ANNUAL LEADING WOMEN SYMPOSIUM & GOLF EXPERIENCE

Montgomery County Community College will celebrate women's leadership in the workplace with its 4th Annual Leading Women Symposium and Golf Experience on June 5. Proceeds from the event will benefit the College's Foundation in its financial support of programs for women. For more information, visit www.mc3.edu/lw.

The event, held at the Blue Bell Country Club, will begin at 11 a.m. with a brunch symposium featuring keynote speaker Judy Spires, President of Acme Markets, a leading supermarket in the Delaware Valley.

Experienced golfers are invited to play in the Leading Women Invitational at 1 p.m. Teams will compete in an 18-hole Team Scramble, a fun, informal format which will maximize camaraderie while accelerating the pace of play. The "Learning Women" program, designed for new golfers is a fun, state-of-the-art

introduction to the game of golf. New players will receive basic game training by noted PGA and LPGA teaching professionals.

The day will conclude with a reception and awards buffet in the main ballroom of the Blue Bell Country Club. Players will enjoy conversation and cocktails while sponsors and VIP attendees are recognized, along with winners from both the Invitational Team Scramble and Learning Program Skill Contests.

The Leading Women Symposium & Golf Experience is sponsored by Harleysville National Bank, CertainTeed, Cozen O'Connor, Dunleavy and Associates and Portico. For additional sponsorship opportunities or to reserve your spot at this event, visit www.mc3.edu/lw or contact Melissa LoRusso at mlorusso@mc3.edu or 215.641.6529. 📞

BEAT THE HIGH PRICE OF GAS WITH BIKING

By Shayne Trimbell

The cost of a tank of gas seems to only get more expensive each trip to the pump. With oil hitting record highs almost daily, most Americans are feeling the pinch of high gas prices. The high cost of fuel, combined with extended distances most Americans drive, it is no surprise many people are looking to find ways to cut expenses. Many people are considering a more fuel-efficient car, using transit, or combining trips.

Well, the healthiest answer might just be parked in the garage; it burns no gas, and gets you where you need to be at the times you need to arrive. That's right, that old bike of yours is your ticket to saving on fuel costs. Most trips we make in our cars are for short distances, typically less than 5 miles. Because the lowest fuel economy occurs during short spurt driving, these are the trips that use the most fuel. What if instead of driving, you rode a bike? Generally, the nature of these trips; going to the post office, bank, video store, drug store, or visiting friends close by, do not require the cargo space offered by your automobile, and the trips are close to home. A bike equipped with a small basket, or riding with a backpack will provide the storage needed for short trips. Many roads have wide enough shoulders to provide a safe biking lane, or even have a designated biking lane. If the roads you ride don't have

bike lanes or wide shoulders, choose a route with the lowest speed limit possible, and always remember to ride with the flow of traffic. Some inexpensive ways to outfit your bike for visibility include: wearing a reflective vest and making sure you have reflectors or lights installed on the bike. Of course, helmets should always be worn.

Cycling on short trips will undoubtedly save fuel, but will make dramatic improvements to your health. Cycling is a low impact activity with tremendous positive health impacts. Riding a bike will shed those extra pounds, and tone your muscles. It is a great cardio vascular exercise sure to add years to your life. Who would have thought that dropping off the movie rental could be so healthy?

If you don't have a bike, a new alternative is going to be available this summer in Pottstown. Bike Pottstown is the first community bike share program in the region. Bike Pottstown will provide bikes, free of charge, to be used in the borough. Visit www.bikepottstown.org for more details. With all these fantastic options there is no excuse for driving on those short trips, so hang up the car keys, put on the helmet, and use a bike. Your health, your wallet, and your planet will thank you! 📞

Shayne Trimbell works as a project coordinator with GVF Transportation. To reach Shayne by email: strimbell@gvftma.com, or by phone: 610.635.3559.

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

Featuring various topics and Chamber updates.

Wednesday evenings at 8 PM PCTV Channel 28

DO THE BEST COMPANIES JOIN CHAMBERS OF COMMERCE?

The best places to work tend to belong to their local chamber of commerce, according to a recent study by the American Chamber of Commerce Executives (ACCE). Of *Fortune* magazine's "100 Best Companies to Work For" in the United States and Canada this year, 94 are members of their local chamber, including all of the top 24.

Separately, ACCE found that in a random sample of 100 companies in the Fortune 1000, at least 75 were members of their local chamber.

"This 'Best Companies to Work For' information is one more indication that the best companies tend to be chamber members," according to ACCE President Mick Fleming. "If a company cares about its employees, there's a good chance it also cares about its community and the chamber is the way that great employers invest in both."

Local chambers of commerce are asso-

ciations of businesses that come together to improve the local economic climate and help members network and find new business. Strong employers link with and learn from like-minded peer companies through business-led civic organizations - chambers of commerce.

The Fortune list of the best places to work can be found at www.money.cnn.com/magazines/fortune/bestcompanies/2008.

Consumers seem to expect chamber members to be better-than-average companies. A study by the Atlanta-based Schapiro Group last August found that consumers are 63 percent more likely to buy products from companies that they believe are chamber members.

John Bachmann, senior partner at Edward Jones (St. Louis, MO), which placed No. 4 on the "Best Places to Work For" list, said, "I find in my experience, both locally and nationally, that the single most effective voice on issues is the cham-

ber. Because of that, we want to be involved. Whether it is healthcare, performing arts, public schools or universities, people most interested in the community are members of the local chamber." Bachmann is a former chair of both the St. Louis Regional Chamber and Growth Association and the U.S. Chamber of Commerce.

Paul Speranza Jr. is vice chairman of Wegman's Food Markets (Rochester, NY), which placed No. 3 on the Fortune list. His company is active in the local, state, and U.S. Chamber, of which he is the current chair. He's traveled to many local chambers and appreciates what they do. "It is easy for me to see the great value that many of these chambers provide their members in so many areas, including education and workforce development - showing member companies how to be excellent and appreciated employers by partnering in developing great programs and sharing best practices."

ACCE plans to probe further into which kinds of companies join their local chamber and which ones don't. "We are not surprised that many of the best companies join chambers of commerce," said Mick Fleming. "And, I believe when more people are aware of this, we're going to see still more firms joining their local chamber."

Established in 1914, ACCE serves the professional development needs of chamber executives throughout the United States and Canada. Representing more than 7,000 individuals, ACCE enhances the knowledge, leadership skills, and management effectiveness of chamber executives and their staff through education, benefits programs, trend analysis, benchmarking, and network development. ACCE supports and develops chamber professionals to lead businesses and their communities. To learn more about ACCE, visit www.acce.org. 📞

— MEET THE — LEADERSHIP TRI-COUNTY CLASS OF 2008

Alana Mauger is the coordinator of media and public relations for Montgomery County Community College. Alana and her husband Chris live in a local community and she has worked in the tri-county area for fourteen years.



Alana Mauger

Ms. Mauger has a Master's Degree in Education from Capella University and is working on a doctorate in Human Services from Capella as well. Alana enjoys volunteering and activism. She has served as a youth advisor at her church for eight years and has served as an advisor to the Southeastern Pennsylvania Lutheran Youth Organization for two years. Alana is active with Habitat for Humanity and Appalachia Service Project. She is also a Volunteer Organizations Acting in Disaster (VOAD)

volunteer with the American Red Cross.

She admires the work of Philabundance and the Salvation Army and her personal business philosophy is "No matter what field we're in, we have a larger responsibility than just the bottom line. We need to offer a hand up (not a hand out) to our neighbors so that our business and community at large can thrive."

Alana is participating in the Leadership Tri-County program, after many years of participating in community service, to experience the larger picture of what organizations, activities, and leadership opportunities are available in the community. She looks forward to using her talents and skills to serve her community upon graduating from the program. 📦



NEW MEMBERS ANNOUNCED AT MARCH BREAKFAST

New members welcomed at the March 13 Membership Breakfast at The Elks Lodge, Pottstown, PA, are from left to right: Bernie Beegle of Advanced GeoServices; Chris Cuetara, Bekins Transfer & Storage Company; Eric Scheib, Coventry Properties Services; Pastor Michael R.C. Anthony, Heart of God Family Worship Center; and Denise Eddinger, Heartsaving Services.

LITERACY TUTORS TO BE TRAINED

The YWCA Tri-County Area Adult Literacy Center will conduct a 7-hour Volunteer Tutor Training Workshop on Saturday, May 3, 2008 from 9 AM – 4 PM at the YWCA Adult Literacy Center located at 1830 East High Street, Pottstown (National Penn Bank, lower level). The YWCA Adult Literacy Center serves the Tri-County Area and accepts tutors and students throughout this area. After tutors are trained, they are paired with students to meet twice weekly at a day, time and location convenient to both individuals. This workshop will give the support and professional training needed to become an effective volunteer tutor. No previous experience is necessary; just a commitment to assist other adults to become more knowledgeable in the English language and/or mathematics. Registration is required. A \$12 fee will cover the costs of training and provide lunch to participants. This is the only expense involved in tutoring. Call the YWCA Adult Literacy Center at 610.326.READ or stop by 1830 East High Street to register. 📦

Mother's Day

A time to honor & celebrate the special woman in your life! Give her the gift of choice - a TriCounty Area Chamber of Commerce gift certificate will let her choose how to celebrate her special day.

Order Today! 877-770-4438
www.certifichcks.com





CALENDAR OF
EVENTS

TRICOUNTY AREA
CHAMBER OF COMMERCE

Thurs., May 8 7 – 7:30 AM 7:30 – 9 AM	MEMBERSHIP BREAKFAST <i>The Elks Lodge, 61 High Street, Pottstown</i> Networking Program Communities all over are promoting bicycling as a practical, convenient and safe transportation and recreation option for all citizens. Representatives from Bike Pottstown, WalkBikeBerks, and the Bicycle Coalition of Greater Philadelphia will speak to Breakfast attendees about their exciting programs. This event is co-sponsored by Pennsylvania CareerLink, Visiting Nurse Association of Pottstown & Vicinity, and West-Mont Christian Academy, Inc. \$17 per Member prepaid; \$21 per Member at the door; \$24 per Member invoiced / non-member	Thurs., May 15 11:30 AM – 1:30 PM	WOMEN OF THE WORKFORCE <i>Brookside Country Club, Prospect & Adams Sts., Pottstown</i> The keynote speaker will be Dr. Taffy Anderson, Breast Cancer Survivor and Author of “Treasures in Darkness, A Doctor’s Personal Journey Through Breast Cancer.” This event is being co-sponsored by Seniors on the Move, Inc. \$28 per Member prepaid or at the door / \$36 per Member invoiced; Members Only.
Thurs., May 8 3:30 PM	CHAMBER 101 <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i> 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., May 20 8 AM	CHAMBER 101 <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i> 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.
Fri., May 9 7:05 PM Gates open at 6 PM Happy Hour Gates open at 5 PM	TRICOUNTY AREA CHAMBER NIGHT AT THE READING PHILLIES <i>First Energy Stadium, Rt. 61 South, Reading</i> The Chamber has distributed complimentary tickets courtesy of 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. Contact the Chamber office at 610.326.2900 for ticket availability.	Tues., May 20 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
Tues., May 13 8 – 10 AM	LEADING THE CHARGE TO CHANGE <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i> Are you or your organization feeling out of control? Are you ready for change that will capture the control you need to move forward? Learn how to make change without striking fear into the hearts of those around you. Get answers for shaping your future with Kayte Connelly, Certified ChangeWorks Practitioner, Best Principled Solutions LLC, and chart your course to realize your goals. \$35 per Member (\$30 for additional attendees from the same company); \$75 per non-member	Tues., May 27 4:30 – 6:30 PM	MEMBERSHIP MIXER AT FELLOWSHIP FARM, INC. <i>Fellowship Farm, Inc., 2488 Sanatoga Road, Pottstown</i> Chamber Members are invited to this unique location, which is situated on 120 acres in Pottstown. A brief walking tour of their facilities will be offered and a t-shirt drawing and give-away will be held at this event. Directions are available on the Chamber Calendar on tricountyareachamber.com. No Charge, Members only.
Tues., May 13 2 – 4 PM	SPEED NETWORKING <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i> Do you feel intimidated and nervous at networking events or do you just want to gain business contacts while having a little fun? Attend Speed Networking to meet 39 other business people. Bring your business cards! \$25 per Member; Members only (one person from each business)	Wed., May 28 8 – 10 AM	USING THE PHONE TO DEVELOP BUSINESS <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i> If you have been frustrated by your lack of success selling on the phone, this workshop is for you! Evan Polin, Vice President, The Training Resource Group, will discuss techniques that will help you: get past the gatekeeper, keep the decision maker interested in the call, and keep you out of voice mail jail! This interactive program will teach you new techniques and give you an opportunity to try them out during the seminar. \$35 per Chamber Member or SHRM/HR Association Member (\$30 for additional attendees from the same company); \$75 per non-member
		Mon., June 2 10:30 AM	28TH ANNUAL GOLF OUTING & DINNER <i>Brookside Country Club, Prospect & Adams Sts., Pottstown</i> Registration begins and the range opens at 10 AM, and the shotgun start is at 12 Noon. The cost per golfer is \$150. This fee includes lunch, greens fees with cart, and dinner. Members Only. Non-golfers can join everyone for the Social Hour at 4:30 PM and Dinner at 5:30 PM. The cost for an individual dinner ticket is \$40. Members Only. A rain-date has been scheduled for Monday, June 16.

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.

EAT YOUR WAY TO A HEALTHIER HEART

Knowing what to eat, instead of what not to eat, can benefit heart health too!

By Dave Kraybill, Executive Director,
Pottstown Area Health & Wellness
Foundation

We all know what foods put your heart at risk because it has been drilled into us over and over again. The list of foods to stay away from includes anything fried, regular mayonnaise or sour cream, fatty meats, whole-milk products, salted snacks, butter, shortening and egg yolks. But did you know that there are foods you should eat because they promote a healthier heart? Sorry, deep-fried Twinkies didn't make the list, but dark chocolate, in moderation, did.

The problem with fatty foods is that they can lead to a build-up of fat deposits in your arteries, which can lead to blockages in the blood flow to your heart, which can cause a heart attack. This is why it is important to have a diet that includes low-fat milk products and lean meats along with fresh fruits and vegetables, whole grains, soybeans, legumes and fish. These foods provide powerful antioxidants and vitamins that contribute to the prevention of heart disease and can also lower your

cholesterol and triglyceride levels, thus helping to maintain a healthy heart or even prevent a heart attack.

Does this mean you have to stop eating all fats cold turkey? Of course not, you need fat in your diet – the “good” kind (monounsaturated and polyunsaturated), but you can take small steps to incorporate a heart-healthier diet into your life. Start with just that, cold turkey, a delicious lean meat that is a great choice over pastrami or corned beef. Put it on a multi-grain roll instead of a white roll and presto — you'll have a tasty lunch with much less fat. Some other small, but meaningful ways to incorporate healthier eating into your life are:

- using olive or canola oil to cook. These plant oils are the good fats and contain heart-healthy monounsaturated fat, which can reduce blood cholesterol.
- using heart-smart bread spread instead of butter or margarine. These spreads contain plant sterols or stanols, which help reduce LDL cholesterol levels (the bad cholesterol).
- eating fish twice a week especially

cold-water salmon, albacore tuna, mackerel and herring. All of these are rich sources of omega-3 fatty acids. These acids help reduce the rate of plaque buildup, decrease triglycerides and reduce blood pressure.

- choosing dark green leafy vegetables such as spinach. These contain vitamins C and K, and folate, which may lower your risk for heart disease.

- choosing beans and other legumes. They are high in protein and a good source of fiber.

- eating more fruits especially blueberries, blackberries and strawberries. They contain antioxidants, fiber and vitamins.

- eating more vegetables and whole grains.

- tasting dark chocolate to satisfy your sweet tooth. A little piece, when allowed to melt slowly in your mouth, will provide a heavy dose of the flavonoids that may help fend off heart disease. You can also find flavonoids in onions, grapes, red wine and tea.

This seems like a lot, but it's not. It is all about making the right choices. Choose less fat, less sodium, fewer calories (watch your portions), and eat more fiber. Read your food labels carefully and look for the words “total fat,” “saturated fat,” “cholesterol,” and “sodium.” Look at the daily percentage value listed next to each word. If it is 5% or less for fat, saturated fat, cholesterol and sodium, the food is considered low in these nutrients.

Along with eating properly, there are

other things that you can do to affect your heart in a positive way.

Exercise and get your heart pumping, this helps your body use oxygen better and makes your heart stronger. According to the latest joint American Heart Association/American College of Sports Medicine guidelines on physical activity, all healthy adults ages 18-65 should be getting at least 30 minutes of moderate intensity activity five days of the week.

Watch your weight. If you are overweight losing 5 to 10 percent of your weight can make a difference.

If you smoke, quit. Nicotine causes blood vessels to narrow making it hard for blood to reach your heart.

Make sure your blood pressure is in the optimal range or under control. According to the American Heart Association, a normal blood pressure is less than 120/80; systolic readings of 120 to 139 and diastolic readings of 80 to 89 are considered “prehypertensive;” and a systolic pressure of 140 or greater, or a diastolic pressure of 90 and above is considered hypertension or high blood pressure.

About the Foundation

The Pottstown Area Health & Wellness Foundation's mission is to enhance the health and wellness of area residents, providing education, funding and programs that motivate people to adopt healthy lifestyles. 🏠

Commit to Mission: Good Nutrition

In support of the Pottstown Area Health & Wellness Foundation's goal to promote healthy living and healthy lifestyles, the Foundation sponsors the Mission Good Nutrition program, which airs every Thursday at 7:00 p.m. on PCTV Channel 28. Tune in and discover nutritional ideas you can use immediately and benefit from every day. Mission: Good Nutrition is an entertaining educational show designed to motivate, encourage and empower individuals to continue developing healthier dietary habits. Go to “Mission: Good Nutrition” at www.pottstownfoundation.org for recipes featured on the program, video clips, fitness tips and quizzes. The May episode features teens from the Boyertown High School. They discuss their fitness/health club at school and how they personally focus on physical activity and good nutrition – and encourage their peers to do the same.

GEOFFREY DAILEY PROMOTED TO SENIOR VICE PRESIDENT OF NATIONAL PENN BANK

National Penn Bancshares, Inc. announced today that Geoffrey Dailey of Pottstown, Montgomery County, has been promoted from vice president to senior vice president of National Penn Bank. Dailey brings 38 years of financial services experience to his position and serves as a commercial lending relationship manager.



Geoffrey Dailey

Dailey a graduate of Methacton High School, Fairview Village, Pa., went on to study at West Chester University, West Chester, Pa. In addition,

Dailey is a graduate of the Central Atlantic School of Banking, Bucknell University, Lewisburg, Pa.

Dailey actively serves the community as assistant treasurer of the Pottstown Symphony Orchestra Association, as board member and past chairman of the TriCounty Area Chamber of Commerce, as board member and past president of PAID, Inc., as well as chairperson of the Lower Pottsgrove Township Planning Commission. 🏠



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POTTSTOWN HIGH SCHOOL MARKETING STUDENTS GAIN STATE RECOGNITION

Eleven members of the Pottstown High School "Association of Marketing Students" (DECA) participated in the 57th Annual State Career and Development Conference at Hershey, Pennsylvania. Freshmen Erinn Kenline and Casey Schmidt distinguished themselves with a fourth place trophy in the team event of Travel and Tourism Marketing. They will represent the state of Pennsylvania at the International Career Development Conference in Atlanta, Georgia. Junior Janelle Fritz was elected District 8 Representative of Pennsylvania and will serve on the State Officers Team for the 2008-2009 school year. Janelle is President of the Pottstown High School Chapter of marketing students.



Erinn Kenline and Casey Schmidt, both freshmen at Pottstown High School, won a 4th place trophy in the team event of Travel and Tourism Marketing and will represent Pennsylvania DECA at the International DECA Career Development Conference in Atlanta, Georgia, April 26-29, 2008.

Janelle Fritz, a junior at Pottstown High School, was elected District 8 Rep of Pennsylvania DECA and will serve on the State Officer Team for the 2008-2009 school year. Janelle is President in the Pottstown High Schools DECA chapter. She is employed by CVS pharmacy as part of her Marketing Education studies.

More than 1,300 students participated in the three day state conference. There are 62 DECA chapters in Pennsylvania with membership of more than 3,300 students, alumni, teachers, and business professionals.

DECA is the only Career and Technical Student Organization operating through the nation's schools to attract young people to careers in marketing management, and entrepreneurship. Its purposes are to develop respect for education which will contribute to occupational competence and to promote understanding and appreciation for the responsibilities of citizenship in our free enterprise system. 🗳

Also participating
in the competition were:

Harvey Heimbach,

Junior – Accounting Applications

Jordan Boone

Junior – Accounting Applications

Connor Rittwage

Sophomore – Voting Delegate

Erin Hains

Junior – Accounting Applications

Alisha Dockery

Senior – Retail Merchandising

Janelle Fritz

Junior – Apparel / Accessories

Monica Durchin

Senior – Business Services Marketing

Student Name

Grade – Category Team Event

Casey Schmidt

Freshman – Travel / Tourism Marketing

Erinn Kenline

Freshman – Travel / Tourism Marketing

Kendra Barkasi

Sophomore – Buying / Merchandising

Hope McMahon

Sophomore – Buying / Merchandising

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GOLF TIPS

By Jim Wagner, Golf Professional
Spring Hollow Golf Course



Stop the Pop-Up

Spring means two things to me — weather conducive to great golf, and a new baseball season. So let's take a look at a problem for both drivers of the golf ball and hitters of the baseball. The pop-up. Most golfers don't understand the pop-up. They try everything to correct the problem, from playing the ball back in their stance, to teeing the ball lower and lower. However, the pop-up is usually caused by swinging down and hitting the ball with the top part of the clubhead, making the ball go straight up. To cure this problem, position the ball

opposite your left heel, and tee the ball up generously. This will help you strike the ball slightly on the upswing, causing a lower ball flight. Although there is nothing I can do to help the Phillies raise their batting averages, hopefully this tip will help you lower your handicap.



The Ideal Swing Speed

There has been much talk in the past several years about the club-head speed generated by the "long hitters" on the professional tour—Tiger Woods, John Daly, Fred Couples, etc. While all these gentlemen swing at speeds in excess of 100 miles per hour, the other thing they all have in common is terrific balance. With this in mind, let's see if we can find your ideal swing speed. To find your ideal swing speed, you must concentrate on a balance point. After impact, and into the follow through, this point should be on your lead foot (left foot for right handed players, right foot for left handed players). Your weight should now be on your lead foot with your trailing shoulder over that point. This position should allow you to stand there all day without falling off balance (it also makes a great pose for pictures). In order to strike the ball solidly and consistently, you must achieve this balance point. If you can't maintain this position, then you are swinging too hard. So remember: balance, balance, balance...



Improving Your Short Shots Around the Green

A common decision to be made when facing short shots around the green is whether to lob the ball or hit a bump and run shot. A general rule of thumb is that the faster you can get the ball on the ground on a smooth surface, the easier it is to control the distance. For example, if you are facing a lie just off the green (2-6 feet) and not in high rough, the

(See "Golf Tips" on page 45)



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Eric B. Offner has been named Executive Vice President & Chief Credit Officer of The Victory Bank. In his new position, Offner will be responsible for developing and maintaining commercial relationships and oversight of bank credit underwriting and administration.

Offner formerly served as Senior Vice President, Manager of Montgomery County Business Center, for National Penn Bank and brings 23 years of experience in the financial services industry. Offner is a graduate of Temple University with a Bachelor of Science degree in Accounting.

A resident of North Coventry Township, Chester County, Offner is a member of the TriCounty Chamber of Commerce and their Regional Planning Committee and Royersford Bible Fellowship.

The Victory Bank is a locally owned and operated commercial bank headquartered in Limerick, Pennsylvania. The bank was founded to optimize the financial lives of businesses, professionals, and consumers primarily in Montgomery, Chester and Berks Counties. For more information, call 610.948.9000 or visit www.thevictorybank.com



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GOLF TIPS

(Continued from page 42)

best shot is to keep the ball low and get it rolling as soon as possible. In order to do this, you must remember a couple of things. First, play the ball in about the middle of your stance, and use a less lofted club (6,7, or 8 iron). Then, with a swing that resembles a putting stroke, accelerate through the ball trying to land it about one third of the way to the hole. The ball will then stay on the ground and act like a putt the rest of the way.

Obviously, the bump and run shot cannot be used when there is something in your way (a bunker, water, high grass, etc.). These situations call for the lob shot. The lob shot will fly higher, land softer, and stop much more quickly than the bump and run. To execute this shot, you must play the ball forward in your stance and use a higher lofted club such as a pitching or sand wedge. Then, open your stance slightly while keeping the club-head aimed at the target. With about a half of a backswing, swing the club along your body line (out to in) and follow through generously. It is very difficult to get the ball close to the hole with this shot, so don't be discouraged. The goal here is to get over the trouble and onto the green, and give yourself a chance to

one or two putt. If the players at the Master's leave themselves this shot too often, the results could be disastrous. Keeping in mind the different shots needed for different situations, you can improve your short game which will in turn lower your scores, and that's the bottom line.



Dance Your Way To A Better Golf Swing

The golf swing has often times been compared to a dance step. It is rhythmic, smooth, and moves back and forth. So let's take a look at these three components to help improve your golf game and possibly your social life. The timing of a golf swing is an individual thing. Some are a little fast (Tom Watson), and some are slow (Fred Couples). However, they always remain constant. I suggest you think of a nice slow song in order to keep a good rhythm to your swing. A smooth swing is also important to maintain consistency. This starts at the very beginning of the swing, by turning the shoulders and arms in one piece away from the ball. Any herky-jerky movements by the hands will cause the club to get in poor positions and be different every swing. The third component is the

(See "Golf Tips" on page 46)



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GOLF TIPS

(Continued from page 45)

movement of a swing. A common problem for a lot of golfers is the reversal weight shift. This occurs when the weight is on the left during the back-swing, then shifts back to the right on the downswing. This is the exact opposite of what should happen. A nice smooth movement to the right leg will load up your power to be released on the downswing when shifting the weight to the left side for a full balanced follow-through. It has often been said that a good dancer will make a good golfer. Well, I also believe that by putting these three components into your golf swing, you may actually become a better dancer.



Make Alignment Easier

In my opinion, most golfers are too critical of their own games. Often times a player will take a nice swing and make solid contact, but the ball will not end up near the target. Right away, he or she wants to make adjustments to their swing, when actually, the shot went precisely where they were aiming (not at the target!). The first thing to check when you miss a target is your alignment, because you do not want to make a swing change unless it is necessary. To correct this problem caused by a poor aim, try aiming at an intermediate target instead. Pick out a divot, a stick, or a leaf that lies in the same line as your intended target, and use that for your set up. It is much easier to aim at something close to you than it is to aim at a target many yards away. Line up your body according to your intermediate target in order to make a more accurate swing at the target.



To Chip or Putt?

Many golfers, when faced with a shot from just off the green, immediately reach for either their wedge or their putter. This creates two possible problems. First, the wedge shot keeps the ball in the air too long and therefore it is very difficult to control the distance. Second, with the putt, the ball will be influenced by the higher grass just off the green. What I suggest to do is hit the "putted chip." Use a less lofted club (5 or 6 iron) and play it like a putt. To do this, take your normal putting stance and grip, and swing the club with just your arms and shoulders (a good putting stroke). This will allow the ball to go over the high grass but get to the putting surface as soon as possible for a smooth roll. With a little practice, you will soon be getting the ball very close to the hole, and maybe even make a few.



Use Your Ears to Make More Putts

No, this tip does not involve a long-shafted putter anchored to the side of your head or anything to that effect. What it does involve is using your ears to hear putts go into the hole. Most putts (six feet or less) are missed because of head and body movement caused by trying to follow the ball into the hole. This movement causes the putter head to open or close through impact, making the ball roll off-line. To stop this movement, pick out a spot on the green just behind the ball. Then, after making contact, keep looking at that spot. This will keep your head from moving. So, keep your eyes focused on where the ball was and listen for it to go into the hole in order to make more putts.



Return To Sender

Often times during the course of a season our games seem to sour. We then immediately begin to try to change the swing to get back on track. When this doesn't work, it gets very frustrating. In many cases, it's not the swing that goes bad, but the set-up or address position has changed. I often find myself

(See "Golf Tips" on page 49)



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The latest round of Ben Franklin Technology Development Authority grants include:

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The grant will be matched by \$750,000 from the university and is expected to leverage more than \$2 million in additional federal and industry energy research funds.

- \$125,000 to DreamIT Ventures to invest in "pre-seed" technology companies, or companies in the earliest stages of development, in the Philadelphia area. DreamIT's founders have committed more than \$390,000 in their own funds to match the state investment.

- \$650,000 for the Innovation Partnership (IPart) to continue providing resources to Pennsylvania companies to compete more effectively for federal funding dollars, and help entrepreneurs develop their technologies. The "win rate" of IPart's clients in receiving federal awards – 20 percent – exceeds the national average of 14-15 percent and sows the seeds for greater growth for companies in Pennsylvania's "innovation economy."

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More information on Governor Rendell's 2008-09 budget proposal and his Protecting Our Progress initiatives is available at www.pa.gov. 📄

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GOLF TIPS

(Continued from page 46)

hanging the ball out to the right with the driver. This is generally caused by my upper body and head starting out forward of the ball. This, in turn, causes the club head to slightly open at impact. To correct this problem, I check my address position to make sure that my upper body and head are located a few inches behind the ball. This allows the clubhead to square through the impact area. It also helps to hit the ball slightly on the upswing in order to avoid the pop-up. So remember, before you start to change your entire swing because of a couple of errant shots, check your set-up and return to the proper address position.



Bananas — Good or Bad for Your Golf Game?

While watching the best golfers in the world on the PGA Tour recently, I noticed that many were munching on bananas in between shots. This must mean bananas are good for your game, right? Well, as we know, while a banana from the tree is beneficial physically, we shudder when we hit the dreaded banana ball. So in between snacks, let's find out what is, what causes, and what cures the banana ball. When someone mentions the

banana ball, they are talking about a shot that starts to the left, and severely turns to the right, robbing both distance and accuracy. There are a couple of swing faults that cause this shot. First, a swing path from out to in will start the ball to the left. Second, an open clubface combined with this path, will put left to right side spin on the ball and cause that big slice. A lot of the problem can be cured before the swing takes place. Whenever a bad shot pattern starts, the first thing to always check is alignment. In the case of the banana ball, the further left you line up, the worse the problem gets. You want to bring that left foot back around to the right so that your feet are lined up slightly left of the target with your knees, hips, and shoulders all along the same line. Next, the grip should be checked. When lining up, you should be able to see two-to-three knuckles of your left hand, with your right palm facing the left. Now that you have the correct alignment and grip, swing the club down along the target line with light grip pressure to allow the clubhead to rotate through the impact area. With a little practice, you will gain the confidence to line up this way with all your clubs and watch the scores come down. So let's make the only bananas associated with your golf game the potassium filled ones you can snack on while on the course!

(See "Golf Tips" on page 50)

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GOLF TIPS

(Continued from page 49)



Your Own Personal Backswing Length

How far back is your backswing supposed to go? Many think that getting the shaft parallel to the ground is correct, but that's not necessarily the case. A lot depends on how flexible you are. Since everybody is different, we have different degrees of flexibility. Other factors affecting your backswing length are temperature, and how long you have to warm up. To start, let's remember that the backswing is just that — a swing. You don't want to force the club to a certain spot. To determine your own length,

here's a simple drill to try. Take your normal stance and swing a club repeatedly back and forth, a little farther each time. Let the club's momentum carry your swing further, without forcing it. You will feel how far back the club can comfortably go. Your maximum range is where momentum takes it, while you stay in balance. Once you determine your own personal backswing length, go out and play within that range of motion. 🏌️

Jim Wagner is the Golf Professional at the Spring Hollow Golf Club in Spring City. He is a graduate of the PGA Professional Golf Management program at Ferris State University located in Michigan. He has also worked at various courses in Naples, Fla., Morgantown, W.V., Palm Beach Gardens, Fla., and Ambler, Pa. For individual lessons, call Jim at 610.948.5566.

PROFILE:

ARROWHEAD GOLF CLUB

Arrowhead Golf Club, a mature and challenging public golf course with 27 meticulously maintained holes nestled in a serene woodland setting, is conveniently located in Douglassville, just five minutes from the intersection of Routes 422 and 662 North.

The McLean family is celebrating their 54th Anniversary in 2008. They hope that you'll stop by and participate in the special events and tournaments that will take place throughout the season.

In 1954, Donald McLean, Sr. decided to convert his farm to a golf course. It was located in an area with a lot of history. Being the former sight of the Lenape Indians and only a few miles away from Daniel Boone's homestead, this was no ordinary farm. The log cabin, now occupied by Donald's granddaughter, was built in 1703 and the deed was signed by Daniel Boone's uncle, George Boone. Donald McLean couldn't make the com-

plete transition from farm to golf course by himself, so he called upon his son, John, to help him.

The two men designed and built the course themselves. They bought an old used bulldozer and rebuilt it themselves. Then they cleared fairways, constructed tees and greens, built ponds and Arrowhead Golf Course became a reality. The McLeans said that they found arrowheads on most every hole. The pro shop shows a nice display of some of those arrowheads found during the original construction. They say you can still find arrowheads from time to time near the creek beds on the course.

(See "Golf Club Profile" on page 53)



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Listings For LEASE

Listings For SALE

FOR SALE- (#ZC2035) 200 BIRD STREET, BIRDSBORO The property is located on the corner of Bird and Robeson Streets in the borough of Birdsboro, Berks County, PA. The water and sewer are supplied by the borough and 20 EDU's have been obtained and are part of the purchase price. An architect has drawn up the plans for a 20 unit (15 one bedroom and 5 two bedroom units with 30 parking spaces) age restricted apartment building. All zoning variances have been granted. \$390,000.

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. **Reduced \$359,000.**

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! **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. **Reduced \$175,000.**

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. **PENDING**

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.

FOR SALE- (#ZC2075) MAIN ST., Royersford- EXPOSURE- Used as offices in the front; (2) BR apartment in rear. Victorian w/2 story turret, high ceilings, original woodwork and windows, grand foyer w/open turned staircase, enclosed front porch (heated and A/C). The 2 story apartment has kitchen w/cherry cabinets, LR, DR, 2BR, hall bath, powder room, side porch and an enclosed rear porch. Both units have separate electric and gas meters. Water and sewer are shared. Call for details. \$395,000.

FOR SALE- (#ZC2076) 1 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- (#ZC2077) Riverside Avenue, Pottstown- Almost 3/4 acre lot Situated in North Coventry. Zoned for a salvage yard. Currently rented as a salvage yard on a month to month basis. \$99,900.



(ZC1012) 1200 E. High Street Office Building, Pottstown- Suites from 200-2,000SF. \$12.50/SF includes all utilities.

(ZC1017) 871 N. Hanover Street, Upper Pottsgrove Township- 4,300SF @ \$7/SF RETAIL SPACE with 900SF storage @ \$5/SF.

(ZC1029) 1314 E. Philadelphia Avenue, Gilbertsville- Individual office suites on 2nd floor. 1st floor suitable for beauty parlor/barber shop and an additional 582SF space suitable for office. Competitive Rates!

(ZC1033) N. Keim Street, North End, Pottstown (Paprocki's)- 1850SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC1035) 224/226 High Street, Pottstown- 100-300SF individual offices w/common areas, 2nd floor. Has own parking lot. Competitive Rates!

(ZC1039) 1770SF office space for LEASE- Close to Pottstown Airport and other major thoroughfares. Space includes (3) offices, operations/communications office, outer office, vestibule, kitchenette and (2) bathrooms. Parking for approximately 15 cars on the side of building + a drop off are in front of the building. Many possible uses: Gym, Training/School or general offices. Call today for details.

(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

(ZC1049) 256 High Street, Pottstown- 2200SF storefront plus 700SF storage. Run your own business. \$900/Month + utilities.

(ZC1050) 78 Wells Road, Parkerford- 600SF commercial office space. Full basement. \$650/Month + utilities.

(ZC1055) 200 Furnace Street, Birdsboro- 8400SF warehouse and office space; functional, modern and immaculate. Including 2 loading docks, parts room, office suite and more. Must see. \$5,200/Month. Utilities included.

(ZC1056) East Philadelphia Avenue (front) Boyertown- Retail space. Offstreet parking. 2 levels consisting of 1900SF each. Basement storage also available. 2nd floor is divided into large display area and 2 office areas (10.5 x 16 and 12.5 x 16). 1st floor large retail area with a dock. \$750/Month + heat, elec., phone, cable. **LEASED**

(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.

(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.

(ZC1060) 32 Wells Road, Parkerford- 1100SF Office Space. 5000SF Warehouse Space. 11 Parking spaces, one floor. Office space \$11/SF. Warehouse space \$5/SF.

(ZC1061) 3504 Main Street, Morgantown- Prime High Visibility. Excellent Location. Office Space featuring reception area, waiting room + 4 more additional rooms, powder room. Configured as professional offices. \$850/Month.

(ZC1062) 70 Bridge Street, Collegeville- 5500SF commercial first floor office space. Subdivisible/multiple uses. Large parking area. Available immediately. \$8/SF

(ZC1063) 306 Main Street, Royersford- 406SF commercial space featuring 2 offices w/room. Security system w/cameras will stay. Adjacent to municipal parking. \$825/Month.

(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

(ZC1066) 559 Ridge Road, Pottstown- 1,100SF featuring 5 offices with reception/waiting area and powder room. 7+car parking conveniently located on Route 23 (Ridge Road, close to Route 100). \$9/SF + heat (oil) and electric. \$825/Month

(ZC1067) 700 Main Street, Schwenksville- 1,000SF commercial space in Schwenksville. Includes kitchenette and bath. Highway exposure. Best offer.

(ZC1068) 45 N. Church St., Spring City- Upper Level, Public water and sewer, gas hot air heat. Could be used as offices, daycare, church offices, nursery school. 3,500SF @ \$6/SF

(ZC1069) Industrial Bldg situated in the southern side of Pottstown- Warehouse, office and exterior storage areas. Building located in Pottstown Hub Zone. Call for details.

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VERIZON FOUNDATION \$24,000 GRANT FOR MONTGOMERY COUNTY

Verizon Foundation joins with the Horsham Rotary and the Montgomery County District Attorney's Office to provide grant for Internet Safety Initiatives in Montgomery County

Montgomery County District Attorney Risa Vetri Ferman, the Verizon Foundation, and the Rotary Club of Horsham announced in February they are joining forces to educate and protect Montgomery County's children from online predators. The District Attorney's Office will be the beneficiary of a \$24,000 grant from the Verizon Foundation in cooperation with the Horsham Rotary.

At a press conference today, Montgomery County District Attorney Risa Vetri Ferman will receive a \$24,000 grant from the Verizon Foundation and the Horsham Rotary. This grant was arranged by Dan Reavy of Verizon and made possible through the cooperation of Lynwood Matthews of the Horsham Rotary. These funds will be used as part of a two-pronged approach to protecting children from internet predators including a law enforcement component and an education component.

"This grant will allow us to put more detectives online investigating and arresting internet predators seeking our children," said Montgomery County District Attorney Risa Vetri Ferman. "In addition to our traditional law enforcement operations investigating and prosecuting child predators, we will also use these funds to educate children and parents about the dangers of the internet and ways to keep kids safe. We want to give kids and parents the tools to prevent children from falling prey to those who

seek to harm them online."

"The Verizon Foundation is committed to protecting our most precious asset, our children. We are proud to provide these funds to assist the Montgomery County District Attorney's Office in their ongoing fight against online child predators," said Dan Reavy.

When the opportunity to apply for the Verizon grant arose, prosecutors turned to the Horsham Rotary, a community-based non-profit entity dedicated to helping children, to assist in securing the grant. "The Horsham Rotary was a vital component in this endeavor and as a result of their participation a portion of the funds will be used to provide internet safety mouse pads to children in Horsham Township," according to District Attorney Ferman.

The concept for the mouse pads originated last summer when Assistant District Attorney Todd Stephens, the head of the Sex Crimes Unit in the Montgomery County District Attorney's Office, learned of a program in Illinois where corporate sponsors were enlisted to help produce and distribute internet safety mouse pads. The mouse pads feature a cartoon depicting a child "surfing" on a computer keyboard while a shark gnashing its teeth approaches. Above the cartoon are "Rules for Safer Surfing" to help children navigate the internet more safely. The logos for the Horsham Rotary and Verizon will appear as sponsors for the mouse pads.



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GOLF CLUB PROFILE

(Continued from page 50)

Arrowhead Golf Course has come a long way since those first nine holes in '54. The course now boasts 27 meticulously groomed holes, tee-to-green asphalt cart paths, manicured roughs, elevated greens, set in the rolling hills of rural Berks County. This mature course has tree lined fairways, including 2,500 Norwegian Pines planted back in the early '70s. The fairways are mixtures of Kentucky Blue and Perennial Rye, and the greens are bent grass, all irrigated with automatic sprinklers. Arrowhead has available 100 electric golf carts, accommodating 200 players.

Arrowhead staff members Vernon Keller and Steve Beidler, take great pride in keeping the course perfect. Since John passed away in 2000, Arrowhead Golf Course is now owned and managed by John's wife Florence and third generation daughter Valerie. They are proud to carry on Donald and John's tradition of high quality greenskeeping, strict rules of golf etiquette, and making sure that a good time is had by all.

There are actually two different courses, the nine hole Blue Course and the eighteen hole Red & White course. The

Blue Course is a regulation par 35 course, at 2,505 yards, with one par 5 and two par 3's. It is a mature course that sits among the Allsort-Conglomerate rock and tree-lined fairways, which provide a gorgeous scenery to this area. It is great for advanced players who want to sharpen up their iron game, and very forgiving for beginners. Golfers may play a round of nine, two rounds for 18, or a mixed eighteen of nine on the Blue Course and nine more on the Red course.

The Red & White course is a longer course, but still nestled in the trees that are native to this picturesque area. It is a par 71, 6,002-yard course, with four par 5s and five par 3s, one of which is 245 yards. Several beautiful ponds and streams come into play on about a third of the holes on the course.

Pro Shop

There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade your tools of the trade. Most of the popular brand name manufacturers are carried at Arrowhead, including Ping, Wilson, Top-Flite, Maxfli,

(See "Golf Club Profile" on page 54)

Florence McLean Owner & Operator TCACC Member

Arrowhead Golf Club

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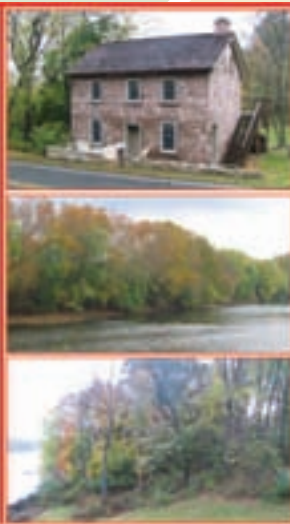
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GOLF CLUB PROFILE

(Continued from page 53)

and Titleist. You can come in to visit the Pro Shop where you can get assistance from the friendly staff, or you can browse through Arrowhead's online mall store at CountyCorner.com and make purchases with a click of your mouse. You can also visit the online store and obtain online coupons at www.arrowheadgolf.net. They've tried to make it very easy to buy the perfect gift for yourself or a friend.

Snack Bar

Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Group Outings

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk.

The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge.

Arrowhead is happy to provide catering for your event, or you can provide the catering yourself. Their Buffet price is only \$9.00 per person, including tax and gratuity. It includes: Barbecued Beef or Meatball sandwiches; Macaroni salad and Potato Salad; Bread, Rolls, Butter; Cold Cuts (Baked Ham, Boiled Ham, Roast Beef, Turkey, Ring Bologna, American Cheese, Swiss Cheese, Chunk Cheese, Pickle Tray, Pickled Red Beet Eggs); Baked Beans; Chips and pretzels.

Arrowhead has a cooler system in the pavilion that rents for \$16.96 per day. It includes four taps and has room for cases of beer or sodas. You can provide your own beer and sodas, or Arrowhead will order them for you from their own distributor. They do not charge for this service, and the distributor will bill you directly.

Florence and Valerie invite you to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, or if you need advice about buying equipment or supplies, just send an email to vmk0828@aol.com, or call Arrowhead at 610.582.4258. And visit Arrowhead online at www.arrowheadgolf.net. 🏌️



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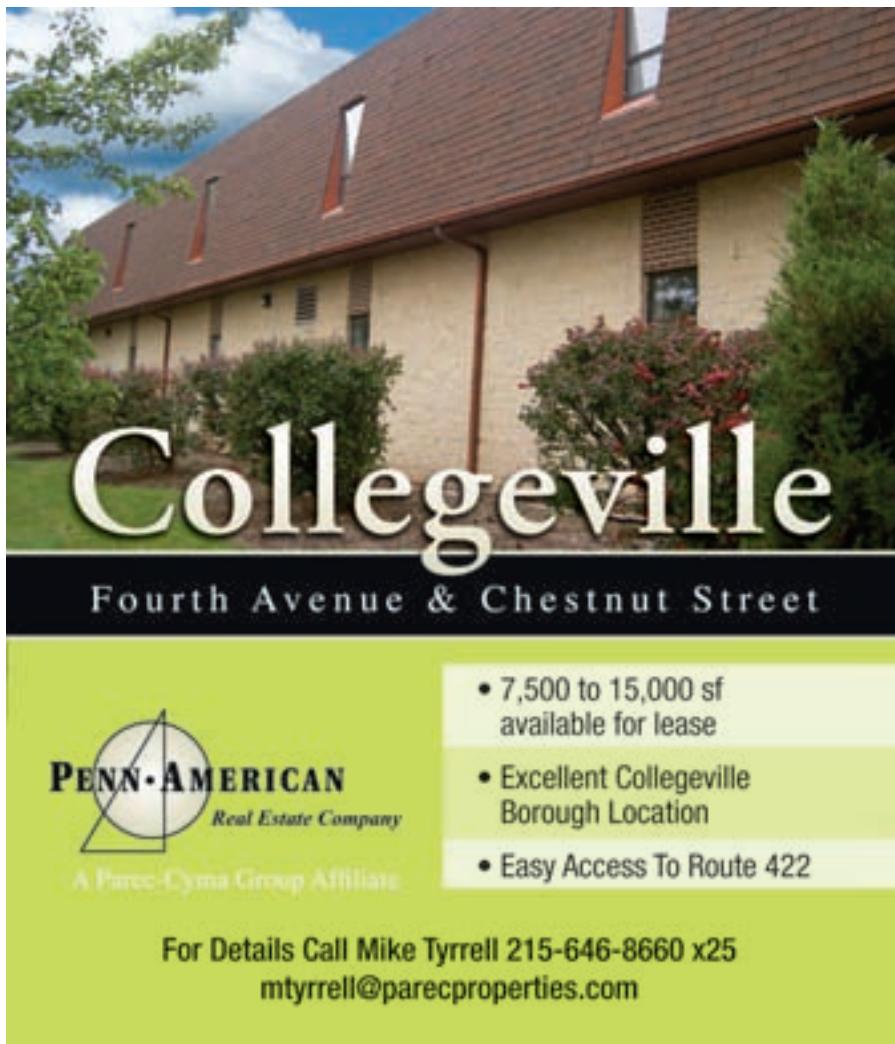
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DIAMOND CREDIT UNION MAKES LARGEST CORPORATE DONATION EVER TO THE POTTSOWN AREA RELAY FOR LIFE

On February 26, 2008, Diamond Credit Union presented a check for \$15,000 to the American Cancer Society Relay for Life of Pottstown, PA. This contribution kicks off Diamond's fundraising efforts for 2008 and is the largest corporate donation ever received by the Pottstown Area Relay for Life.

For the past three years, Diamond staff, friends, business partners, members and volunteers have taken an active role in raising funds for the American Cancer Society. In 2006, Diamond's Hope team raised over \$32,000 and ranked as the 13th largest fundraising team in Pennsylvania. In 2007, Diamond increased that amount by 64%, raising over \$51,000 and helped Pottstown become one of the top five Relays in the world.

"Cancer has affected each and every one of us in some way and Diamond is proud to be able to contribute to the American Cancer Society. The efforts of all our staff and members are incredible and the continued support is empowering. We look forward to this year's events!" stated Diamond President / CEO, John M. Faust.

In addition to the Pottstown Relay, Diamond is supporting the Berks County Relays as a Gold Level Sponsor. Throughout Berks County and the Tri-County Region, Diamond is hosting a variety of fundraising events including Philadelphia Eagles Basketball Games, Basket Bingo, Car Washes, a Golf Tournament, Hot Dog days, Molly's Waffle House, employee jeans days, and a Music, Beef & Beer Night. 🍷



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HARLEYSVILLE NATIONAL BANK DONATES OVER \$170,000 TO SUPPORT LOCAL YOUTH

D.M. Takes, President and CEO of Harleysville National Bank (HNB), announced today that the bank has donated over \$171,000 to benefit educational programming and scholarships for youth throughout eastern Pennsylvania.

Funding was presented to 15 non-profit organizations serving children within the bank's eight-county market. All organizations selected meet criteria established by the PA Department of Community and Economic Development (DCED) for program content, reach, demographics served, need and demonstrated results. Educational improvement funds will be used to defray the cost of seminars, educational experiences, enhancements to classroom curriculum, interactive learning experiences, technology and consumer education. Scholarship funds will be presented based on need to individuals who may not otherwise have the chance

Funding has been provided to the following organizations:

EDUCATIONAL IMPROVEMENT

Wissahickon Educational Opportunities Foundation, Ambler
Tri-County Area Chamber of Commerce Foundation, Pottstown
Souderton Area Education Foundation, Souderton
North Penn School District Educational Foundation, Lansdale
Hatboro- Horsham Educational Foundation, Horsham
Philadelphia Boys Choir, Philadelphia
Perkiomen Valley School District Foundation, Collegeville
Pottsgrove Educational Foundation, Pottstown

SCHOLARSHIP FUNDING

The Miquon School, Conshohocken
Quaker School of Horsham, Horsham
Plymouth Meeting Friends School, Plymouth Meeting
Mercy Vocational High School, Philadelphia
Gwynedd Mercy Academy, Gwynedd Valley
French International School of Philadelphia, Bala Cynwyd
Henkels Foundation, Blue Bell

to participate in such programs.

Takes had this to say about the bank's philanthropic efforts, "Harleysville National Bank is truly honored to be able to assist the youth of our community. Through enhanced classrooms, improved

technology and interactive experiences, we are helping to provide students with an enriched educational foundation that will be invaluable to them as they grow and become influential members of society." 📖

Harleysville National Bank is a wholly-owned subsidiary of Harleysville National Corporation with total assets exceeding \$3.9 billion. Investment Management and Trust Services are provided through Millennium Wealth Management, a division of HNB with assets under management of \$3.2 billion. Individuals, families and businesses can apply for banking, trust and investment services at any of the over 54 HNB/ EPB offices throughout eastern PA, by calling 1-888-HNB-2100 or visiting www.harleysvillebank.com.

BURSICH WELCOMES NEW DIRECTORS OF LAND AND BUSINESS DEVELOPMENT

Bursich Associates, Inc., headquartered in Pottstown, PA has hired William J. Rountree, P.E. as director of land development. Brian M. Fraley has been retained as director of business development to succeed David S. Weissman, PLS, who will be retiring.

Bill comes to Bursich after working as an independent land acquisition and development consultant. With more than 18 years of experience in the areas of civil engineering design, land development project management, and land acquisition in the Philadelphia region, Bill offers a broad range of industry knowledge.

Brian comes to Bursich with more than 14 years of experience in the communications area of the highway/heavy construction industry. He previously served as director of marketing and communications for the Associated Pennsylvania Constructors (APC), a statewide highway construction trade association. 📖

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BOND, MARSHALL & PEZZANO, P.C., CERTIFIED PUBLIC ACCOUNTANTS NAME TWO NEW PARTNERS

Bond, Marshall & Pezzano, P.C. is pleased to announce the promotion to partner of two senior managers, Jennifer L. Bond, CPA and Joseph M. Marshall, CPA, MBA. Both partners have been with the firm for over five years and have combined experience of more than 20 years in the accounting and tax industry. The new firm, Bond, Marshall & Pezzano, P.C. will continue to be lead by senior partner, Joseph Pezzano.

Originally founded in 1979, as J Pezzano & Associates, Inc., Bond, Marshall & Pezzano, P.C. is a CPA firm serving the greater Collegeville area, with three partners and a total staff of 14. The firm is a member of AICPA, PICPA, PSPA, and NATP.

Bond, Marshall & Pezzano, P.C. specializes in closely held and non-profit busi-



Left to right: Jennifer Bond, Joseph Marshall, and Joseph Pezzano.

nesses in industries including, but not limited to, technology, retail, manufacturing, and professional services. Their consultation services are ideal for businesses without full-time financial officers. With the addition of two partners, the firm intends to expand in the areas of audit and business valuation services. Outstanding service, technical competence, and integrity are their hallmarks. ■

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COVER STORY

(Continued from page 21)

They change regularly so visiting the website is a good way to keep up." Past incentive offerings have been valued at up to \$13,000.

Equally important to THP's success with this and other communities is the company's dedication to building a better world. By simply owning a THP home, buyers are helping to end the suffering of those less fortunate around the world as well as here at home. Kelly Hornbaker says, "We're involved with an organization called Stephen's Children outside of Cairo Egypt." Stephen's Children assists families by providing food and clothing distribution, medical treatment, and spiritual support to thousands of men, women and children in that city's poverty-stricken slums. "That's something that's near and dear to Todd and Tim's heart," she says, referring to THP founders Tim and Todd Hendricks.

The company is active in a number

of local projects as well, including WMMR's Camp Out for Hunger program which helps Philabundance in feeding the Delaware Valley's hungry. Hornbaker was a recent participant in the project. "We drove around evenings in the THP communities, going door to door," she says. "All together, we collected something like 10 truckloads of food that we sent down."

Company, community, nation and global community, THP cares deeply about the condition of each of these aspects of our world and is committed to using their available resources to improve each one.

Visit the Coddington View website at www.cvthp.com to find out more about the community, see floor plans, and check out current incentives. The larger THP website, www.thproperties.com, has information about all of THP's communities and about their commitment to build a better world. For additional information, please call 215.513.4270 or 1.800.CALL.TH.P. ☎

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CASE STUDY:
4 of 12

Express Data Systems

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