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Consistently outperforming even larger national competitors while offering unparalleled customer service...



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*Where did the year go?
Understand where you are
now and plan for 2009.*

*Annual juried art show &
Pottstown's October 11th
Schuylkill River Festival*



19&21

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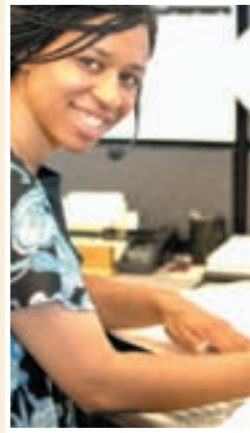
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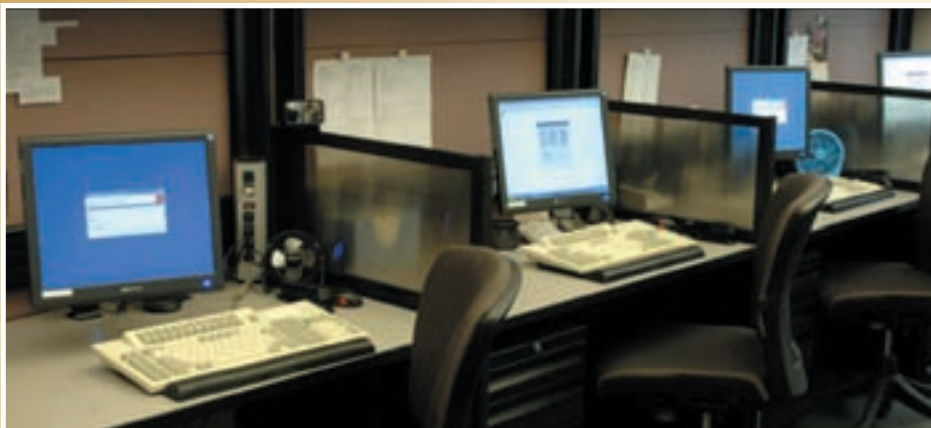
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*Combining Industry-Leading Performance with
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Your Payroll Experts

A large photograph of the A D computer building, a two-story brick structure with a green roof and white columns, surrounded by trees and a lawn. A sign in front of the building reads "3939 A D computer".

COVER STORY

By Jim Jannotti, Staff Writer

A D Computer

Your Payroll Experts

Consistently outperforming even larger national competitors while offering unparalleled customer service, A D Computer is among the most highly regarded payroll companies in the nation. "We're established and we're solid. We've been here for 37 years and provide service to over 4500 clients," says David Dent, Sales Manager.

A D Computer offers a full spectrum of payroll services for small and large businesses. "Our clients range from businesses with one employee up to companies with thousands of employees," says Dent. "Some clients simply have us calculate their payroll, produce the payroll checks, direct deposit vouchers and payroll reports. Most clients also have us depositing and filing all of their payroll taxes. Taxes have to be paid, accurately and timely, and they have to be filed properly. We even deposit and file the new Local Services Tax (LST), and we track and report the exempt employees to the tax jurisdictions for our clients."

Because virtually all of A D Computer's processes have been created in-house, they are uniquely equipped to tailor their solutions to each clients' needs, whether those clients are sole proprietorships or national corporations. Some businesses need payroll to be integrated and/or interfaced with other systems, such as time clocks, general ledger and human resources.

A D Computer offers integrated payroll/human resource software solutions, online payroll solutions, and web-hosted payroll and HR systems. These can be interfaced with time and attendance systems, G.L., 401k/benefit Administrators and more. An extensive suite of human resource modules is also available to handle clients' HR needs.

Business Manager, Eric Antich adds, "We design everything to be user friendly. So both small businesses and large businesses will find it easy to use our system."

A D Computer understands that user-friendliness is the result of more than just reliable systems. The company provides every client with personalized service from day one. "Every single customer talks with the same payroll service rep every pay," says Founder and President, C. Nicholas Antich.

"The payroll representatives really get to know and understand what the customers need and what they want to accomplish," says Dent. "By having that same representative payday after payday, the customer gets very consistent service."

(See "Cover Story" on page 7)



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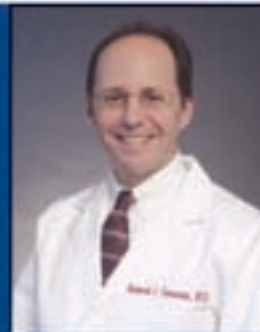
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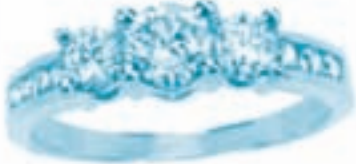
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COVER STORY

(Continued from page 5)

Personalized service begins from the very first phone call. "If you call our organization, you get a live receptionist and you get connected to a live person," adds Eric Antich. "We offer many options to our clients for their payroll processing. Some clients still want to phone in their hours, some prefer to fax, and an increasing number of clients use the Internet to submit their payroll and/or get their payroll reports."

By combining industry-leading performance with user-friendly solutions and exceptional service, the company has earned high marks both locally and nationally. A D Computer was ranked second in the nation by IOMA's Ratings Report in 1996, beating out the national competition. "We outranked all of our competitors in virtually every category," says Dent. Also in 1996, the Lehigh Valley Chamber of Commerce chose A D Computer for its Excellence in Business Award.

Government and other agencies routinely seek out A D Computer for their unmatched expertise in payroll taxes. "We've been brought in to testify at the state and federal government levels because we're regarded as the experts in

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payroll and payroll taxes," says Dent.

What is possibly the best indicator of A D Computer's high performance within its industry is this: the company still processes the payroll for its first client. Not only that, but over 10 of the clients that started with A D Computer in its first year have been with the company continuously throughout its thirty-seven year history. A D Computer is not one of these new 'online only' payroll services, the company is established with a proven track record and a reputation for excellence and offers a wide variety of services and full client support.

"Our entire staff works hard to keep all our clients happy. Sometimes people do make a change," says Dent, "But most people who go to another service wind up coming back to us, and the number one reason that they cite when they come back to A D Computer is service."

Performance at such a high level is only

possible with a competent team of people, and A D Computer maintains a staff of experts across a variety of disciplines. An excellent payroll and tax filing staff is just the beginning. The staff of professionals at A D Computer includes IT specialists, conversion specialists, mainframe programmers and a fully-staffed shipping department that can make deliveries even when USPS, FedEx and UPS cannot. "We've never missed a delivery in 37 years. There will be two feet of snow out there and our drivers will be delivering payroll. However, more and more businesses prefer to use secure technology over the Internet to retrieve their payroll reports and pay employees electronically," says Eric Antich.

Talk to any member of the A D Computer team and you will understand how this company can perform the way it does.

(See "Cover Story" on page 48)

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9 – 11:30 AM: Regional Site Tour of available Commercial and Industrial Properties

11:30 AM – 1:30 PM: Economic Development Annual Luncheon, Awards Presentation and invited speaker, Secretary Dennis Yablonsky, PA Department Community and Economic Development

A **business expo** will also be taking place, beginning at 7:30 AM and remaining open until 2:30 PM.

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Pottstown Central Business District

Over 23,000 square feet of office space on three floors in Pottstown's central business district. Currently used for medical and social services uses. Interior partitions are not structural and may be moved for a new configuration. Many improvements and upgrades over the years to mechanicals and structure. Property has 10 parking spaces and is adjacent to a municipal parking lot. Current owners lease 50 spaces in the municipal lot which is also open to public parking. Solid brick construction. Many permitted uses under current zoning including retail and mixed use office/residential. **\$450,000**



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EVEN THOUGH MARKETING IS ALL ABOUT PROMOTING DIFFERENCES SOMETIMES IT PAYS TO BE THE SAME



MARKETING 101

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

There is a company in King of Prussia responsible for a great deal of what you purchase on the Internet. Because they consistently delivered excellence,

Global Sports Inc. became GSI Commerce and grew from a regional web developer in 1999 to a trusted powerhouse in the world of e-commerce solutions today.

I first heard of GSI nearly ten years ago when they were keeping some of Virtual Farm's digital photography vendors real busy with product shots. These photographs of manufacturer's products were used within an archive of images from which more than one online retailer could pull and display that product for sale. The price might be different but the image would always be the same.

GSI Commerce did a lot of things right to evolve into a nearly \$500 million company in less than ten years but, I believe, that model of image consistency and excellence played no small part in their success.

Measure Twice, Cut Once

The importance of one, image consistency and two, true image representation on the web cannot be overstated. If you're selling a product on the web you can increase sales and reduce returns by shooting for an excellent, consistent image.

Your products may not be color critical and your consumers may not care about the style, but consistent, representative images also go a long way toward total brand excellence in your Internet marketing mission.

Still, the majority of products sold on the Internet do have to look

(See "Marketing 101" on page 10)

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Listings For SALE

FOR SALE- (#ZC2079) Hanover Street, Pottstown-



Commercial complex consisting of 3 separate buildings comprising over 10,000SF. All buildings are fully leased. All tenants have a month to month verbal lease at this time. Room to expand current buildings, good rental history. Several recent improvements include roof replacements, updated bathrooms, newer heaters, added insulation to improve heat costs. Call for financials. \$849,900.

FOR SALE- (#ZC2080) Pottstown- Rural setting but close to 422 and all major arteries. Peace and quiet surrounds this 2-3 bedroom stone farmhouse with large stone barn. Some fenced areas and a spring fed stream, along with some storage sheds and outbuildings including a spring house. Heating expenses are low because of the wood burning stove. A new 200 AMP electric service was installed 5 years ago. Lots of storage. Zoned LLI but used as a horse farm-residential. **Reduced \$349,000.**

FOR SALE- (#ZC2081) 263 Main Street, Royersford- Amabile's Family Eatery features a restaurant and deli that together seats 64 and is approximately 1,450SF and is presently a thriving business. Convenient on street parking and public parking lots in the rear and across the street. The restaurant is open for breakfast and lunch. In addition there are 3 apartments on the 2nd floor-an efficiency, 1 bedroom and a 2 bedroom, all with month to month leases. Asking price includes real estate and business. Call for income and expenses. \$399,000



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 elec. and gas meters. Water and sewer are shared. Call for details. **Reduced \$374,900.**

FOR SALE- (#ZC2078) 61 Ash Street, Stowe- SELF-SERVICE CARWASH. Consisting of (6) bays, (1) pet wash, vending vacs and change machine on corner lot. Also located on property is a 2.5 car garage which is income producing. \$392,500.

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.

SOLD

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. **SOLD**

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

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- (#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. **Reduced \$429,900.**



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.**

Listings For LEASE

(ZC1012) 1200 E. High Street Office Building, Pottstown- Suites from 200-1300SF. \$12.50/SF includes all utilities.

(ZC1017) 871 N. Hanover Street, Upper Pottsgrove Township- (2) suites available of RETAIL/OFFICE space up to 3,500SF.

(ZC1026) 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

(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 area 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 Manatoway Road, Oley Township- warehouse, office, powder room. Heated 1st floor, unheated 2nd floor. \$825/Month **LEASED**

(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.

(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- 800SF Office/Retail Space. NO CAM. \$11/SF.

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

(ZC1062) 70 Bridge Street, Collegeville- 3500SF 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/bathroom. Security system w/cameras will stay. Adjacent to municipal parking. \$325/Month.

(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 plus 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) 410-412 Laurel St., Pottstown- Industrial bldg. situated in the southern side of pottstown. Warehouse, office and exterior storage areas. Building located in Pottstown Hub Zone. Call for details.

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 100-5,000SF. Competitive rates and flexible terms. Call for more details!

(ZC1071) Lemon and Center Streets, Stowe- 1,518SF of warehouse space, double doors at loading docks, 11 foot ceilings. \$750/Month **LEASED**

(ZC1072) 1 East Phila. Ave., Boyertown- Prime location- 1,800SF retail sp. plus lower level. Powder room & central air. Landlord pays heat & sewer. Tenant pays water. Public parking within walking distance. Centrally located. Many possibilities. \$1,500/Month.

(ZC1073) 3 East Phila. Ave., Boyertown- Prime location- 1,400SF retail sp. Full bath. Landlord pays heat & sewer. Tenant pays water. Public parking within walking distance. Centrally located. Many possibilities. \$1,000/Month.

(ZC1074) Retail space- small office, 2 storage areas, powder rm, C/A, wall unit in front & rear, oil forced air ht, electric HW heater. Parking in front & rear. City water. Has internet access. Landlord pays water & sewer. Tenant pays elec, trash & internet access. \$2500/Month

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MARKETING 101

(Continued from page 8)

consistently good and they do have to represent the real world product accurately. Admittedly, some products are more critical than others. Apparel, for instance, had better appear on the web as it appears when the consumer opens the box or it is likely to come back to you.

Standardization

In the web's olden times (1985-1995), it was much more difficult to display products consistently and accurately to all segments of the market. In one sense it was easier because digital photography was all outsourced to professionals. But vast differences in user variables including everything from connectivity speed to monitor resolutions and settings affected the final reality. Heck, in those early days a significant portion of the market was gazing at 256 colors over a 14.4 connection.

Users are much closer to standardized now with ubiquitous broadband and most surfers utilizing dependable screens with millions of colors.

Other factors like ambient lighting and the size of the product's image still effect reality but we've been combating those actualities in print catalog development since Sears & Roebuck stopped using line art to represent products.

Image Consistency

Deb Stevens of Downingtown's Lacrosse International spearheads that company's annual, new product influx. More than twelve national vendors supply Lacrosse International with the latest and greatest products, which generally include photography resources so that retailers can effectively market and sell.

A quality control specialist, Deb is very good at what she does. Invariably VFC re-shoots most products for Lacrosse International because there is such a disparity in quality and consistency from manufacturer to manufacturer. When we have all of the hard goods we can control lighting, exposure, focus and definition.

(See "Marketing 101" on page 12)



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WEBSITE KEEPS TRAVELERS INFORMED AND UPDATED ON ROUTE 202 IMPROVEMENTS

One of the Delaware Valley's busiest roadways now has a redesigned Web site to keep you informed of improvement projects, traffic delays and updates to make traveling easier. US202.com has been redesigned and now features a number of tools, including an RSS feed and live traffic cameras, to keep you informed of activities and projects on US Route 202. Once you subscribe to the RSS feed, you will automatically be sent updated information on projects on US Route 202.

US Route 202, in Pennsylvania, is a 59 mile-long highway that connects New Jersey to the north with Delaware to the south and serves as a major commuter route and vital link for business and industry in the tri-state region. The highway varies in size from a two lane road to a four lane expressway, with traffic volumes ranging from 17,000 to 105,000 vehicles a day.

Some of the fastest growing areas in the Greater Philadelphia Region are located along US Route 202. Many of these areas have experienced rapid residential, com-

mercial and light industrial growth, the result of acres of undeveloped land and the corridor's reputation as a high-tech growth area.

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(Continued from page 10)

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Image Reality

More difficult than consistency between products is accurate representation of the product to its real life counterpart. No matter what a product is going to look different on a screen made up of bits of light or a piece of paper covered with bits of ink than it will when you hold it in your hands.

Still, there are measures you can take to assure the closest possible representation. Chief among these pre-launch methods is rigorous testing. When you print a catalog you review random photography and layout proofs. Similarly, when you're publishing for the web you should employ a test standard that evaluates

product with different platforms, browsers and monitor color and resolution settings.

Process to Excellence

Just as with any other system in your business model, consistent, representative image presentation requires a system. Once that system is in place and all of your product is subjected to the same criteria you'll have that challenge in your ecommerce mission solved. 🗑️

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. Read his marketing blog at www.palmslice.com or visit Virtual Farm Creative at www.virtualfarm.com.

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ROYERSFORD: More than Most People Recognize



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

"We hand dip everything," says Connie Lawson, owner of Sweet Ashley's Chocolate in Royersford. Everything, she says, including the delicious dark chocolate-covered pretzels. Dark chocolate is something of a redundancy. According to me, there is no other kind, but Connie Lawson lives in the real world, where some people prefer milk chocolate. "We have a very high cocoa content and cocoa butter content. It melts in your mouth differently than, say, a Hershey bar."

Okay, I got distracted by chocolate. Where were we? Ah, yes, Royersford. Ms. Lawson is also an active member of the Main Street Advocacy group in town.

Peter Jackson's upcoming film adaptation of *The Lovely Bones* was partially filmed in Royersford last year and Lawson says the experience helped give birth to the advocacy group. Jackson's crew liked Royersford because it had a lot of empty storefronts. That, along with

some misunderstandings between the town and the business community about the logistics of the movie shoot brought some needs into sharp relief.

"We didn't understand what was going on with the movie shoot. Everybody thought something different. So we came together afterward and said 'We've got a huge revitalization project happening. We need to be a better united front so that we can communicate better with each other

(See "Buzz Around the Block" on page 14)

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"BUZZ AROUND THE BLOCK"

(Continued from page 13)

and communicate better with the borough."

She suggests a walk down Main Street to meet the group's president, Jim Mezzanotte, whose State Farm office is but a few yards away. On the way we walk past bulldozers and backhoes, all busy working on a streetscape project that will bring in new streetlights and trees. Two years ago this stuff was all just a dream.

Not only the streetscape. Also a

dream was the hoped-for influx of new businesses. That seems to be starting to happen as well.

Sujata Mistry is the one of the owners of Symphony Laser Spa at 341 10th Avenue. "It was my idea to start this business because there was nothing like it in our area," she says. Symphony offers skin rejuvenation and cellulite reduction treatments. "We started out in October and we have more than seventy clients. A lot of our clients are from Royersford but we have people who come from as far as Allentown."

Also on 10th Avenue, 1031 Corp (www.1031corp.com) has been in the area for seventeen years, but moved to its current Royersford home in early 2006. Gambone Development Co. customized the second floor at 341 10th Ave. for the company. Sr. Vice President Susan Umstead says they have seen the results of Royersford's recent efforts firsthand. "We've experienced more walk-in traffic since the revitalization began."

"Royersford is a great location," she says, "Partly because most of our

(See "Buzz Around the Block" on page 16)

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VNA OF POTTSTOWN AND VICINITY AWARDED \$235,000 BY UNITED WAY OF SOUTHEASTERN PA

The Visiting Nurse Association of Pottstown and Vicinity (VNAP), after an intensive competition involving almost 550 agencies, has been awarded \$235,000 by United Way of Southeastern Pennsylvania.

The grant, expected to be renewed for two additional years pending the results of future United Way campaigns, is to help with the general operating expenses of the organization rather than directed to a specific program. The agency said that while United Way placed no restrictions on the use of the funds, it provided the funds because of the agency's success in achieving positive outcomes with home health care clients.

VNA of Pottstown & Vicinity has been continuously serving its area's home and community health care needs since 1917, including nursing; physical, occupational, and speech therapies; medical social services; home health aides; and hospice services. Lucille D. Gough, President and CEO of VNAP, said, "United Way wanted to fund agencies who achieve positive results, and, I'm proud to say, we do. We consistently have over 90 percent patient satisfaction, our rate of readmission to a hospital setting is well below the national average, and we routinely enable our patients to regain their inde-

pendence in their own homes. We are thankful that United Way of Southeastern PA recognized these strengths and is supporting us in reaching out to the underinsured."

United Way's Investing in Results process was its first competitive funding process in many years. Previously, United Way of Southeastern PA supported a selected group of high-quality agencies that had been chosen over the course of its 87 year history. But several years ago, United Way announced that it was revitalizing its funding model and beginning with its most recent fundraising campaign, it would look for and fund organizations that have a strong track record aligned with United Way's three areas of focus – supporting children to enter school ready to learn and stay on track to graduation, supporting families in achieving financial self-reliance, and helping seniors remain healthy and safe in their own homes.

United Way considered over 2,100 proposals from 546 agencies in the Investing in Results process, ultimately selecting 137 agencies, an increase of sixty agencies over its former list of 77. VNAP, and Ninety-two other agencies selected, had not previously received United Way of Southeastern PA funding. 🗑️



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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

employees live here." She also likes the atmosphere and the potential she sees in the town. "It will be a nice little town. We're trying to bring businesses and people back to downtown, and hopefully that will happen."

That is certainly the hope of Jim Mezzanotte. "The short term mission for the advocacy group is to get people to start coming down here. Filling the empty store fronts will happen if we get people to come down here and support the businesses that are already here," he says.

"There's revitalization and then there's resurfacing," he adds. "Revitalization is more about getting people to come back into a community, getting people to come back to downtown."

"That's where we want to do here in Royersford and that's why we created this business advocacy group. We don't want to just resurface and say 'look we have new street lamps, look we have new sidewalks.' If you still have empty storefronts and people only want to stop for a second and move on, it's not revitalized."

Mezzanotte was about to become a former member of the Royersford business community before another of its key leaders intercepted him. "I was looking to move my agency out of town. I was at a business meeting and Rick [Lewis, of Lewis Environmental Services] and we happened to sit together. We exchanged cards and I told him I was thinking of moving out of Royersford and he said, 'let me talk to you about that.'"

"Rick brought up that he had this building at 200 Main Street (The Banker's Building). And I thought, the last thing I want to do is go deeper into this. Well, I started thinking about it and the next thing you know Rick and I are finding contractors and redoing the building."

Lewis was also instrumental in forming the Main Street Advocacy Group, though he quickly encouraged others to take ownership, which helped the organization get out of the gate quickly after its founding last November. "We have about 24 businesses right now. Nelson's Ice Cream plant on down to

(See "Buzz Around the Block" on page 18)

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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

Lewis Environmental, and there's also Lebow Furniture, The French Quarter Bistro, Trans Logistics, Sweet Ashley's and Cathy Calhoun's Jewelry and others. People don't realize that there are that many businesses along this road," says Mezzanotte.

"Our goal is to be good civic partners. If we want to attract people to come down here we have to be involved in other parts of the community as well." The advocacy group has a number of plans to do this. "All the businesses are going to decorate their windows for back to school. I'm talking to the art department at Spring Ford HS to help get some students down here for people like myself who have no creativity. People can come down and vote for who has the best window."

Also in the works is a raffle with prizes from member businesses. Susan Lebow of Lebow Furniture says, "We will have hopefully 15-20 businesses involved. It will run starting on September 12 for three Fridays. There will be tickets to fill out at every business. At the end of the three weeks winners will be picked from each of the businesses."

Lebow's Furniture has been in Royersford for 59 years. Owner Roger Lebow says his parents started the business in 1949. The company still delivers for free. They are one of the many businesses involved in Royersford's resurgence. "We're trying to do new things and to get word of mouth out," says daughter Susan.

The Main Street Advocacy Group's efforts are certain to add to the development happening in and around Royersford. "We're definitely excited," says Steve Oehlert of Oehlert Brothers, Inc. – The Energy Experts. The company celebrates its 60th year this Christmas

Eve. "Royersford's revitalization along with the surrounding activity in combination with what's happening in Limerick is of great benefit to the area. Progress like that helps other businesses want to invest in the area," says Oehlert.

Joe Greenwald of Greenwald Communications Associates is based in Limerick but his client list includes Trans Logistics of Royersford. "We were fortunate that what we saw in Limerick

(See "Buzz Around the Block" on page 20)

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SCENES OF THE SCHUYLKILL RIVER HERITAGE AREA ART SHOW DRAWS ON THE BEAUTY OF THE REGION

The Scenes of the Schuylkill River Heritage Area annual juried art show will opened to the public on Monday September 8, featuring a unique collection of art depicting images of the Schuylkill River region.

The exhibit, with 54 paintings and photographs by regional artists, is a must-see for art lovers across the region, because it introduces local talent and presents familiar landscapes from an artist's perspective. Evocative scenes from St. Peters Village, Historic Yellow Springs, Valley Forge and Fairmount Water Works are among the many works included.

This is the sixth year the non-profit Schuylkill River Heritage Area (SRHA) has held an art competition. New this year is the introduc-

tion of photography as an accepted medium.

The exhibit will run through October 24 at the Montgomery County Community College (MCCC) West Campus Art Gallery, on 16 High St., in Pottstown. A reception will be held on Friday, October 10, from 5:30-8:30 p.m., in conjunction with Pottstown's October 11th Schuylkill River Festival. It will also be open during the festival from 11 a.m. to 4 p.m.

Twelve selected paintings from the show will be reprinted in a 2009 Scenes of the Schuylkill River Heritage Area wall calendar, which will be available for sale during the reception, and afterwards at the Schuylkill River

(See "Schuylkill River Heritage" on page 20)

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"BUZZ AROUND THE BLOCK"

(Continued from page 18)

and Royersford was some of the fastest growth in the area; and it was all upscale growth," he says. "The economy has been down a bit," but Greenwald says his business, like much of the area, has continued to do well.

Oehlert agrees, saying, "In Limerick and Royersford we're either very busy or busy because of the amount of development. This area of Montgomery County has been blessed that way with economic development for a long time."

You don't have to look very far to see commercial or residential development. There's plenty of it right in Royersford. "We had built in upper providence, there is lots of construction in Limerick, but Royersford got kind of skipped over," says Marshall Granor of Granor Price Homes. "As we looked at [Royersford], we thought it was very interesting."

The result of that interest is The Riverwalk community. "We are building 123 town homes; about half of them are up. That's a lot of activity in what is supposed to be a down real estate market," says Granor. "It's a huge number of homes to add to a community that has-

n't seen growth in 40 years. Those main street businesses are going to have a lot more people."

The Riverwalk has a terrific view of perhaps the most underrated of Royersford's many attractions: two giant murals depicting the town's past and present, painted on the sides of the Giftwares warehouse buildings. Originally commissioned by Granor Price, the murals became a true community project with financial support and elbow grease coming from the community. Granor gives the artist and the community high marks, "Delia King was the artist. She is phenomenal. She was always the one covered in paint. But it was really an interesting process. It wasn't that a home-builder painted a wall, it was about how we honored the community and included people. There were students, there were neighbors who came and painted."

"We believe in the borough of Royersford," he concludes. "As an outsider looking at it, there is so much going for the borough: the river, Route 422, the school district, they've got a lot more in the town than most people recognize." ■

SCHUYLKILL RIVER HERITAGE

(Continued from page 19)

Heritage Area headquarters on 140 College Drive, in Pottstown.

This year's winning entry, Hidden River, will grace the cover of the calendar. Hidden River, by Gilbertsville artist Robert L. Williams is a finely rendered oil painting that portrays through light, shadow and subtle hues a bend in the Schuylkill River in the Pottstown area. Also included are second prize winner Susan Williamson's pastel of The Doctor's House from Norristown Farm Park and third prize winner Hazel Kilp's watercolor Sun and Snow at Yellow Springs.

The art show serves as a fundraiser for the Schuylkill River Heritage Area, which benefits from sales of the original art and the calendars. It also presents an opportunity to stimulate an awareness of regional artists, and to foster an appreciation, through art, of the diverse attributes of the river corridor, which stretches 130-miles through five counties (Philadelphia, Montgomery, Chester, Berks and Schuylkill).

"This is an important exhibit because it highlights the beauty of the Schuylkill River Heritage Area, but also because it draws attention to local art and artists,

who often play a vital role in community revitalization efforts in downtowns and along waterfronts," said Kurt Zwinkl, executive director of the SRHA.

The show is free and open to the public. It runs through October 24. Hours: M-Th. 7:30 a.m.-9:30 p.m., Fri. 7:30 a.m.-5 p.m. For more information contact the SRHA at 484-945-0200 or the MCCC Galleries Director at 215.619.7349.

During the Schuylkill River Festival, the show will coincide with the YWCA Tri-County Area Women's Festival of Art Show held at the MCCC Community room on 100 College Drive. On October 10, a reception for both shows will be held with Scenes of the Schuylkill River Heritage Area running from 5:30-8:30 p.m. and the YWCA from 6-9 p.m. Both shows will also be open Saturday October 11 during the festival. The YWCA exhibit will include fine art, crafts, and quilts, as well as a Julie Longacre original and prints Commemorating the YWCA 100 year anniversary. ■

For additional information, please call 484.945.0200 and visit www.schuylkillriver.org

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NON-COMPETITION AGREEMENTS BETWEEN EMPLOYERS AND EMPLOYEES – A RECENT CASE



LEGAL PERSPECTIVES

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

An employer may require or request its employees or certain employees to sign an agreement restricting that employee from engaging in a competing business in the event that the employee leaves that job. These are generally referred to as non-competition agreements.

An employer may have a legitimate business interest in restricting the former employee's competitive efforts if, for example, the business deals with a specialized or niche product or service. The departing employee likewise has a keen interest in the terms of such an agreement since his or her ability to earn a living in a chosen occupation may be impaired as a result of such an agreement. Therefore, both the employer and the employee should have these agreements scrutinized by counsel prior to signing them in order to

determine the validity and terms of the agreement.

Generally, a non-competition agreement is valid where it relates to an employment contract, is reasonably limited in its time and territory restrictions, and where the agreement is supported by adequate "consideration." The term "consideration" in this context essentially refers to a benefit that the employee receives in exchange for the promises he or she makes in the non-competition agreement. Often, when such an agreement is entered

(See "Legal Perspectives" on page 24)



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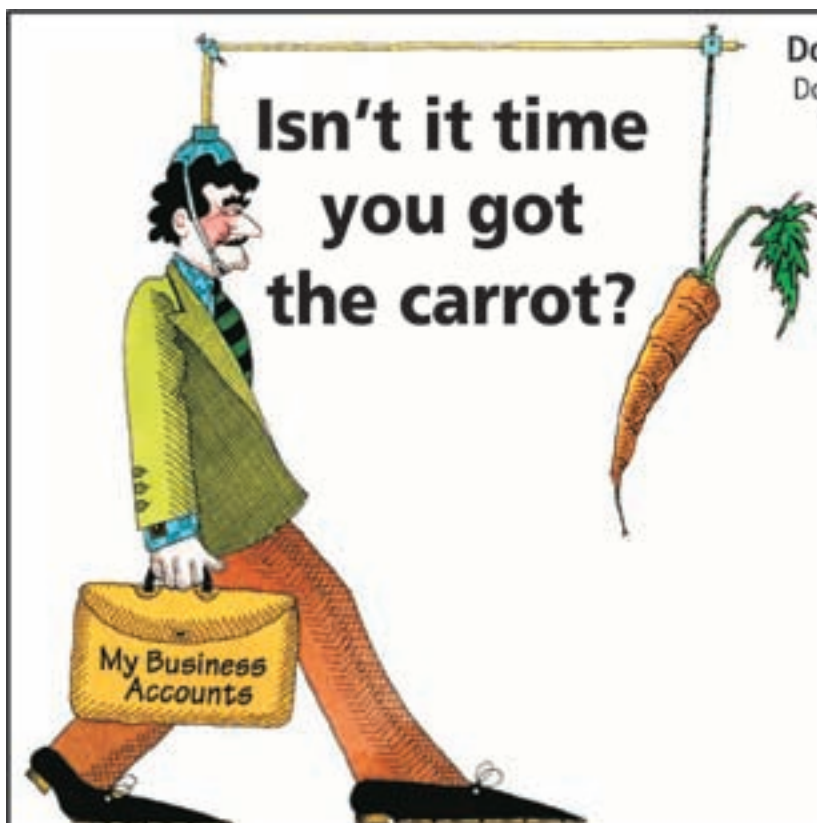
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LEGAL PERSPECTIVES

(Continued from page 22)

into, it is part and parcel of the employment contract or employment offer and therefore, the offer of employment is itself the benefit or consideration for the promises in the agreement.

However, the agreement need not necessarily be entered into at the inception of employment in order to be valid. For example, if the employee starts work as a provisional employee or on probationary status and is later offered non-provisional status, the beneficial change in status can constitute adequate consideration in exchange for the promises contained in the non-competition agreement.

When a non-competition agreement is entered into after the employee commences employment, there must be new consideration or a new benefit flowing to that employee in order to have a valid agreement. Examples of new consideration would be additional perquisites, additional benefits, a promotion, a

raise, a bonus or lump sum, a change from at-will to term employee, or gaining an ownership interest in the employer.

In a recent case out of Bucks County, the Court of Common Pleas held that a non-competition agreement (or "restrictive covenant") was invalid for several reasons. In *Lucciotti v. American Management Advisors, Inc.*, 2 Pa. D.&C. 5th 489 (2007), the employee worked in insurance underwriting for the defendant corporation. Initially, the terms of his employment were governed by a contract entered into in 2001. In 2004, the company renegotiated his contract, changing the terms of his compensation and bonus structure and adding a non-competition agreement which restricted him from competing with the employer for two years after leaving its employ. The non-competition agreement provided that he could not compete within

(See "Legal Perspectives" on page 26)

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LEGAL PERSPECTIVES

(Continued from page 24)

any portion of the country (among other things). Notably, the compensation structure contained in this second contract was less favorable to the employee. No new consideration or benefit was given to Mr. Lucciotti in connection with the making of the second contract.

In holding that the non-competition

agreement was not valid, the Common Pleas court summarized existing law on the subject, stating that "where a restrictive covenant is executed subsequent to the initial employment, its performance will not be enforced unless the employee who restricts himself receives a corresponding benefit or change in status." The court added that "the mere continuation of employment does not constitute adequate consideration for a

restrictive covenant." The court also stated that the agreement was not enforceable under the circumstances given the overly broad territorial restriction. Hence, the defendant company was unable to prevent Mr. Lucciotti from working for a competing business.

Non-competition agreements can have serious implications for both employers and employees. Therefore, complying with their legal require-

ments is critical. If you are an employer seeking to enter into one with an existing employee or if you are an employee who has been presented with such an agreement, it makes good sense to have it reviewed by counsel. ▣

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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BIKE POTTSTOWN CHECK OUTS SURPASS 100

Bike Pottstown, the Borough of Pottstown's free community bike share program which began this past June, already checked out its one-hundredth bike by the end of August. Bike Pottstown is the Philadelphia region's first free community bike share program. Program participants, mostly from the Pottstown area, have made great use of this free asset.

In response to the initial success of the program, Bike Pottstown is pleased to announce that it will continue to offer bikes to the public through the entire fall season. We anticipate that with cooler temperatures, more people will come out to ride. Checking out a bike is very easy: the bikes are located at Tri-County Bicycles, 248 E. High St., in the heart of Pottstown's downtown district. There is no charge to check out a bike, all you need is a valid form of photo I.D. Tri-County Bicycles is open Monday through Friday from 10 a.m. to 6 p.m. and Saturday from 10 a.m. to

4 p.m. The bikes must be returned by the end of the day they are checked out. Each bike comes equipped with a lock and a basket on the front. Helmets are offered at no cost, and are strongly recommended.

Bike Pottstown was made possible through a grant by the Pottstown Area Health and Wellness Foundation and with contributions from Blast From the Past Street Rods, Exelon Limerick Generating Plant and the Pottstown Police Officer's Association.

Be sure to come out this fall and take a bike for a ride. Pottstown has great biking amenities, including bike lanes on High Street right through the heart of the downtown, and the Schuylkill River Trail, which is accessed via Riverfront Park off College Drive.

For more information about the program, visit www.bikepottstown.org. There is no better way to enjoy an autumn day than on a free bike! 🚲

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ALBRIGHT COLLEGE RENEWS SUPPORT FOR CENTER FOR COMMUNITY LEADERSHIP

The Center for Community Leadership (CCL), founded in 1994 by Albright College as the "Local Government Program," has operated since 1999 under the sponsorship of the Higher Education Council of Berks County (HECBC), a consortium of the five Berks County colleges and universities. HECBC recently endorsed a proposal to have CCL once again become a department of Albright College. Albright has always been CCL's administrative agent, housing the Center with its staff Albright employees.

CCL works to provides education and training of local officials; foster cooperative initiatives among municipalities to help meet the growing demand for services and to reduce operating costs; and enhance citizen understanding of local government operations, the community decision-making process, and policy choices for addressing public issues. More than 7,000 officials have attended CCL training programs. In addition to program fees, CCL is supported financially by 66 municipal sponsors and 29 private sector sponsors, grants and contracts.

According to John Kramer, CCL director, CCL will maintain its collaborative relationship with the other colleges and universities, but having Albright as its full "parent" again will facilitate growth in programming and opportunities to seek new grant funding.

"We are grateful for the support of HECBC over many years, and we will continue to work closely with the Berks colleges and universities on programs that benefit the community. Although CCL has always been largely self-supporting, being an Albright-sponsored and supported program makes our day-to-day operations much easier, for example, for insurance requirements, administration of grants and so on," he said.

According to Albright president Lex O.

McMillan III, clarifying the relationship between the College and the CCL was a logical move.

"We are enormously proud of the role that the Center for Community Leadership has played in the welfare of our community, and we are delighted to have it fully integrated into Albright once again. It will make Center operations more efficient and afford greater opportunities for increasing its effectiveness in the community, which is its main goal," McMillan said.

James Boscov, chair of the CCL board, noted, "We know that the education and training of municipal officials translates into better local government which benefits us all, and we believe that our connection with Albright will enhance our ability to provide services to local municipal leaders."

In 2007-08, CCL successes included:

- Training 776 officials from 57 municipalities. (Participants report being better prepared to fulfill public responsibilities and a better understanding of issues.)

The Berks County Cooperative Purchasing Council, administered by CCL, entered into eight contracts, the largest involving 50 communities jointly purchasing 18,530 tons of rock salt with a value of \$861,645.

A new workshop on fiscal indicators to monitor the financial condition of local communities

- A bi-monthly program on Berks Community Television covering topics such as illegal dumping, licensing of rental housing, tax abatement and drinking water protection

- The new Berks Municipal Partnership, tackling emerging regional and county-wide issues.

- Bi-monthly Municipal Roundtable discussions

(See "Albright College" on page 30)

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While it is always important to maintain a diversified portfolio, it is especially vital to remain diversified during volatile market conditions. As an investor, you should be careful not to get caught up in any panic selling and should maintain your focus on long-term goals. This point is especially key if you have already built a well-diversified portfolio. If you are concerned about any particular securities, it may be better to discuss these with your financial advisor before cashing out.

Although no one can be certain about how the market will react long term, history shows that cataclysmic events that prompted short-term market losses later led to a more stable investing climate across all industry sectors. But still keep in mind that past results are not indicative of what will happen in the future.

The more your portfolio is diversified, the less chance you have of one security or investment having a detrimental effect on your entire investment strategy. Bonds, stocks and cash are the three

major asset classes. Analyzing your investment objectives and tolerance for risk with your financial consultant will help determine the right mix of these asset classes for your situation. Within these asset classes, you can diversify further by owning stocks in different industries and countries; purchasing different types of bonds and different types of short-term cash instruments.

Defensive stocks typically outperform in a slowing economy or recession.

(See "Investment Ideas" on page 31)

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ALBRIGHT COLLEGE

(Continued from page 28)

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- ★ Fri, Sat, Sun, Dec 12-14, 2008 8PM
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Guest Conductor: William Schmeidler
- ★ Sat, March 21, 2009 8PM
MASTERWORKS II, Hill School CFTA
Guest Conductor: Diane Wittry
Soloist: John Haines-Eitzen, cello
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INVESTMENT IDEAS

(Continued from page 29)

These are typically stocks of companies that provide necessities like food, utilities, pharmaceuticals, toiletries or other consumer products with a short shelf life. The theory is that consumers will continue to buy necessities like food and address their medical needs regardless of economic conditions. As a result, companies that sell these types of products should not be as negatively affected by a slowing economy as companies that produce more discretionary types of products.

It also is important to remember that even in good times the value of stocks and bonds go up as well as down. When the market is experiencing more volatile movements, gains and losses can seem enormous. It is important to keep your long-term strategy in mind when experiencing these changes and realize that they can balance themselves out over time.

Unfortunately many investors associate a weak or volatile period in the economy as being the same as a weak time in the stock market, a perception that is not always correct. Not all market declines lead to a recession.

The truth is that the United States economy is cyclical, meaning that it moves through stages of growth and

decline, varying in duration. A mistake made by many investors is that they buy and sell securities based on fluctuations in the economic data currently being reported rather than anticipating what the economy will look like in six to 12 months (based on a variety of factors including leading economic indicators) and making their investment decisions based on that outlook.

Most successful investors take a long-term view — at least three to five years — rather than expecting stellar returns overnight or panicking when the value of their securities declines. A long-term diversified investment strategy based on your investment goals and risk tolerance can create a winning approach for you regardless of whether the economy is booming or experiencing a brief downturn.

You should talk with your financial advisor about what the best combination of investments is to accomplish your long-term goals. ■

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The Pottstown YMCA, a Freedom Valley YMCA Branch, located at 724 North Adams Street, will host its 18th Annual Halloween Safehouse on Friday, October 24th from 6:00 to 8:00 p.m. This year it's Mummy Mania at the YMCA!

Our event provides a safe trick or treat environment for children ages 12 and under and their families, in our community. Not only is this a fun evening; but also it supports a worthwhile cause by collecting canned goods (price of admission) for area families in need.

We're seeking support from local individuals, businesses and organizations to man tables (we provide, no cost), contribute and hand out "goodies" (e.g. candy, trinkets, coupons, and/or items such as pencils, magnets, etc., that you provide) along with any of your own promotional materials to the children and their parents. Monetary gifts, candy donations, or in-kind services are also greatly appreciated.

New this year is our Mummy Making Contest, best judged mummy wins a YMCA pool party and entries are due by October 15th.

Our YMCA Halloween Safehouse has become a Pottstown Halloween tradition. In order to pledge your support, or if you have any questions, contact Jane Alan at 610.323.7300 ext 10 or email jalan@fvymca.org 📧

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WHERE DID THE YEAR GO??



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

Wow! It's October already. Where did the year go? It seems like every year goes by faster and faster. Although there

are only three months left until year end this is the time to evaluate your progress. December 31st will be here before you know it. You need to understand where you're at now so you can better plan for next year.

So, what were the goals you set at the beginning of the year (I hope you had some goals) and how is your performance so far? Now, this is no time to beat yourself up. Many times we set ourselves up and never seem to get to the promised land. We are always making plans to have something we don't have now or be somewhere other than where we are. It's as if we are on a treadmill and no matter how fast we go we never seem to get to the place we intend to be.

Many times we set our goals a little too far out there. Sometimes there is nothing wrong with shooting for the moon. If you get half way there you have still made progress. So don't be too critical. Look for positive signs that got you farther than you were at the beginning of the year. In addition many companies have been impacted by things outside of their control. As you know many sectors of the econo-

my are not doing too well at this time. So even though you did not achieve your specific goals did you react to the changes in your environment and do things that leveraged the situation the best you could?

Here are some questions you will want to ask yourself in evaluating your progress against your goals:

- Did I achieve my goal and if not, was the goal I set reasonable and realistic?
- Even though I missed the goal did I make progress?
- What road blocks were in my way that kept me from achieving this goal?
- Did I give it my best in achieving this goal or did I simply give it a half try?
- Is this goal still relevant?
- If still relevant, what do I need to do differently to make more progress before the year is out?

(See "Business & Marketing Strategies" on page 34)



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BUSINESS & MARKETING STRATEGIES

(Continued from page 33)

• Should I keep this as a goal for next year and how much further should I target?

Once you go through this process you can easily see what you were successful at, what actions you might want to change to get you closer and what will be the start of establishing your goals for next year. It's important that you write down many of these things. Not only so

you can stay focused but you can also share this with others who are in a position to help you achieve your goals.

Goal setting and reviewing your achievements is a practice that all highly successful people go through. Take the recent Olympics in China. You can bet that if not all certainly most of the athletes went into those games with goals in mind. Some were shooting for gold medals. Others were simply shooting for any medal. However, no matter what the results they reviewed their progress, reviewed what to do next to be more

successful or just simply basked in the glory of achieving the goals they worked so hard for (i.e. Michael Phelps).

By setting goals and evaluating your progress you stay focused on the end game, your vision. And you can see what is holding you back and what actions to take or changes to make in order to get closer to the results you want and deserve.

So go through this process now before the end of the year. You'll get a head start in determining what needs to be done

now and next year and you'll be able to hit the ground running come January 1st 2009. While your competition will be scratching their head asking themselves "where did the year go" you'll be steps ahead of them. ▀

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@JLGbusconsult.com. Or if you wish to speak to John about this article or if you're interested in a free Business Diagnostic call him at 610.666.1564.

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PRESIDENT'S MESSAGE

POLITICS OF NETWORKING

In the past month we have been introduced to both parties Presidential and Vice Presidential nominations. The candidates are now crisscrossing the nation preparing for November's election. From suits to khakis the candidates are imparting their thoughts of the day and sharing their vision for America's future. Each of these candidates is building and solidifying a network of community leaders and voters to promote their potential election.

During Presidential elections we have an opportunity to observe networking at its finest. As the campaigns unfold, watch and analyze the dynamics of relationships and marketing needs of each campaign; the extra time, money and energy spent in "swing states" or with interest groups. The core of any election process is to be introduced to people, listen and understand their needs, share your vision and explain how it will enhance their lives.

Is this any different in how we try to grow our business? We all have a product or service that we are selling; some are physical that enhance production while others are conceptual that improve internal processes. We are in a daily campaign of attracting and retaining customers. Key components to all business plans are identifying, marketing and increasing our market shares with new and existing customers. Establishing a network of leads, suppliers and customers is critical to our success.

Networking is a skill; a skill that needs to be practiced daily and regularly employed. For some it comes naturally, while for others it creates an anxiety with no end. As I have written many times before, developing and maintaining sound networking practices needs to be at the core of our business development.

There are several levels to networking. Charging into a room proclaiming that you have the greatest product will be a turn off to many. Understanding and respecting these levels, a successful networker who has a clearly defined "mission/ goal" will create viable leads and have a successful close ratio.

These levels are relatively simple: attend, introduce, listen, and ask. **ATTEND** a networking event; just by showing up you will meet people. **INTRODUCE** yourself; share who you are and what you do but don't sell your product. **LISTEN** to people; through a simple conversation people will tell you what they need to grow their business. If your product could enhance their operation **ASK** to continue this conversation at a later time. This simple question gives you three new opportunities. First, if the person is really not interested it enables you to quickly move on to the next prospect without wasting time. Second, it provides more time for market research. Third, it allows you to work more of the room and effectively use your time. The **ASK** becomes the critical step in the process. Sell your product or service in a more conducive environment; their office. By following these five simple steps you will establish a process that will reduce your fears and enhance your opportunities.

As you watch the Presidential campaign, examine these steps in action and see how these relationships are used and updated for future needs. Pay attention to the subtle details of dress and its relation to the message and the location. Observe others, practice and hone your networking skills. Figure new ways to apply them to increase your business development. Networking enables you to build relationships and relationships still sell products. 📌

Be seen. Be heard. Belong!

Tim Phelps, TCACC President

E-MAIL & MAILING ADDRESSES FOR CHAMBER STAFF:

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tim@tricountyareachamber.com

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152 High St., Suite 360,
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TEL: 610.326.2900
FAX: 610.970.9705

EMAIL:
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CALENDAR OF
EVENTS

TRICOUNTY AREA
CHAMBER OF COMMERCE

Thurs., Oct. 2 8:30 - 11:30 AM	Education and Career Fair <i>Gilbertsville Fire Co., #1, 1454 E. Philadelphia Avenue, Gilbertsville</i> The TriCounty Area Chamber of Commerce Foundation, Inc., in partnership with the high schools of northern Chester, southeastern Berks and western Montgomery counties, is sponsoring the 21st Annual Education & Career Fair. Approximately 800 students attend this event! Local high schools invited to attend include: Boyertown, Daniel Boone, Coventry Christian Schools, The Hill School, Owen J. Roberts, Perkiomen School, Perkiomen Valley Academy, Perkiomen Valley High School, Pottsgrove, Pottstown, Spring-Ford, Upper Perkiomen, Western Center for Technical Studies, St. Pius X, Pine Forge Academy, and West-Mont Christian Academy. Encourage your family and friends with high school students to attend; there is no charge to attend.	Tues., Oct. 28 8 – 10 AM	Internet Marketing Seminar <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i> You may have heard the terms SEO (search engine optimization) or PPC (pay per click) but do you really know what they mean? What is the right direction for your business? Come learn the many faces of Internet Marketing and come away with some actionable items. Seminar presenter, Rick Simmons , is the Chief Solutions Officer in Dinkum Interactive. With over 25 years of experience in advertising and marketing, and over 8 years working with the Internet, Rick brings an ideal combination of talents to the technology firm. For the past 5 years, he has merged his marketing expertise with his Internet knowledge through his work with search engine optimization, and numerous other Internet Marketing strategies. Cost of the seminar is \$35/member and \$30 for each additional member of same company. \$75 for non-members.
Tues., Oct. 7 8 – 11 AM	Business Equipment E-Cycling Event <i>Pottstown Industrial Complex, Keim Street, Pottstown</i> Don't spend hundreds of dollars getting rid of your used electronic equipment. Bring it to the Business Equipment Recycling Day on Tuesday, October 7, 2008 at Pottstown Industrial Complex, Keim Street, Pottstown. It will be held from 8 – 11 AM and there is NO CHARGE to drop off your used electronic equipment. Items accepted include: audio visual equipment, circuit boards, fax machines, monitors, computers, and more! This event is sponsored by: Exelon Nuclear, Gilmore & Associates, Inc., Manko, Gold, Katcher, & Fox, LLP, The Lewis Group, Pottstown Industrial Complex, AERC Recycling Solutions, and Beacon Container. NEW THIS YEAR – PAPER SHREDDING. A paper shredder, sponsored by Richter Mobile Shredding , will also be on site on October 7, from 9 to 11 AM. Bring your unwanted office documents, limit 3 boxes per company (staples and paper clips are accepted by the shredder). If you would like to participate, please call the Chamber at 610.326.2900 and request a registration form. Forms must be completed and submitted to the Chamber with the amount of equipment you will be bringing to recycle. This is just one more way your membership brings you a return on your investment!	Tues., Oct. 28 4:30 - 6:30 PM	Membership Mixer <i>St. Pius X High School, 844 N. Keim Street, Pottstown</i> Networking Program No Charge, members only.
"TUNE IN" WEDNESDAY EVENINGS FOR CHAMBER UPDATE ON PCTV! Featuring various topics and Chamber updates. Wednesday evenings at 8 PM PCTV Channel 28			
Thurs., Oct. 9 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.	Thurs., Nov. 6 11:30 AM – 1:30 PM	Women of the Workforce Luncheon (WOW) <i>Lakeside Inn, 594 W. Ridge Pike, Limerick</i> Keynote speaker, Pennsylvania State Senator Connie Williams Sponsored by: Robert Weigner Nationwide Insurance and United Healthcare. \$28 per Member prepaid or at the door, \$36 invoiced
Tues., Oct. 21 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.	Thurs., Nov. 13 7:30 -9 AM	Chamber Membership Breakfast <i>Elks Lodge, 61 High Street, Pottstown</i> 7 – 7:30 Networking Program Dr. G. Terry Madonna, Ph.D., Director of the Center for Politics and Public Affairs at Franklin and Marshall College, is one of Pennsylvania's foremost specialists on presidential politics. Dr. Madonna will be the keynote speaker at the November breakfast and will give an analysis of this year's election. Sponsored by: Salvation Army of Boyertown, Salvation Army of Pottstown and United Healthcare. \$17 per Member prepaid; \$21 per Member at the door; \$24 per Member invoiced / non-member
Fri., Oct. 24 7:30 AM – 2:30 PM 7:30 – 9 AM 9 – 11:30 AM 11:30 –1:30 PM	TriCounty Area Economic Development Initiative <i>Sunnybrook Ballroom, 50 Sunnybrook Road, Pottstown</i> Continental Breakfast – Steven Wray, Executive Director of the Economy League of Greater Philadelphia has been invited to speak Regional Site Tour of available Commercial and Industrial Properties Economic Development Annual Luncheon, Awards Presentation and invited speaker, Secretary Yablonsky, PA Department Community and Economic Development A business expo will also be taking place, beginning at 7:30 AM and remaining open until 2:30 PM. Call 610.326.2900 or visit tricountyareachamber.com for more information or to exhibit. Sponsorships are still available! If interested, call Tim Phelps or Kitty Papp at the Chamber office at 610.326.2900.	tricountyareachamber.com Registering for events is fast & easy: Visit us online or call the RSVP line, 610.326.5158 For additional upcoming events, visit the Chamber Calendar on our website – tricountyareachamber.com *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.	



JOIN THE CHAMBER TODAY!

Contact Susan Burnett Membership Director 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

WELCOME NEW MEMBERS!

Look who's joined us... The following businesses have invested in YOUR Chamber. When purchasing goods or services please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind.

Eagle Chiropractic at Pottstown
2091 Pottstown Pike
Pottstown, PA 19465 (610.469.0700)

Chiropractors

www.eaglechiropractic.net

Eagle Chiropractic specializes in family care and offers Physical Therapy (PT), hot and cold therapies, electric muscle stimulation, nutrition, and in-house workshops. To promote health in the Tri-County area, free workshops and presentations are offered for companies, organizations and groups.

Inn at Saint Peter's Village
3471 Saint Peter's Road
PO Box 428

Saint Peter's, PA 19470 (610.469.2600)

Restaurants/Clubs Hotels/Motels/ Bed & Breakfast Wedding Consultants Bakeries Caterers/Banquet Services

www.villageatsaintpeters.com

The historic Inn at Saint Peter's Village provides a unique setting with an elegant but casual restaurant overlooking French Creek in the heart of Chester County. Banquet/private rooms, patio/outdoor dining, bar dining, week-end brunch and luxurious guest rooms are available. Private parties graciously accommodated.

KinderCare Learning Center
195 Old Swede Road
Douglassville, PA 19518 (610.385.6615)

Child Development

www.knowledgebeginnings.com

KinderCare Learning Center provides a safe, caring environment with stimulating creative and educational programs. They offer enrichment programs which allow children to immerse themselves in literature, art, or science and small group programs such as music, Spanish, reading and math.

Law Office of Morton Grabel
2240 Dekalb Pike, Suite 3
Norristown, PA 19401 (610.275.4420)

Attorneys Business Consultants Real Estate Appraisers/Consultants/Inspectors

The Law Office of Morton Grabel concentrates in nursing home abuse, business litigation, personal injury and real estate. The law office also specializes in representing buyers and sellers of businesses as a business broker.

Reinsel Kuntz Leshner LLP
1330 Broadcasting Road
PO Box 7008

Wyomissing, PA 19610 (610.376.1595)

Accountants/CPAs

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www.rklcpa.com

Reinsel Kuntz Leshner is one of the largest regional accounting firms in Pennsylvania. Their growth and success is based on their commitment to quality and timely services, with a wide range of services and depth of experience.

Special Olympics Pennsylvania, Inc.
124 Washington Square
2570 Boulevard of the Generals
Norristown, PA 19403 (610.630.9450)

Non-Profit Organizations

www.specialolympicspa.org

Special Olympics provides year-round sports training and competition in a variety of Olympic-type sports for children and adults with disabilities plus the opportunity to develop physical fitness, experience joy and demonstrate courage.

Venezia, Inc.
PO Box 909
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Venezia, a trucking company founded on hard work, provides reliable service to their customers. Innovative problem-solving and planning is a collaborative effort of professional management and staff: resulting in targeted strategies that meet their customer's specific needs.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 years

Bryn Mawr Rehab Hospital
David Garner, Esquire
Merit Manufacturing/
Div. of Anvil International
Montgomery County PA CareerLink
Office Technology, LLC
Primerica Financial Services
Ricketts Community Center
Zion's United Church of Christ

10 years

Healing Yoga

30 years

D & E Communications, Inc.
Shaner Propane, Inc.
Verizon

Thank you to the following Members who have renewed their commitment and support to your Chamber.

Advanced Building Systems, Inc.
The Basile Corporation
Berks-Mont Camping Center, Inc.
Borough of Boyertown
Chiropractic & Wellness Center, P.C.
CMC Engineering
Comcast
Edwards Business Systems
Financial Advisors of
the Delaware Valley
Fox Ridge at Lakeside Apartments
French & Pickering Creeks
Conservation Trust
H&H Systems, Inc.
Ice House Steaks & Pizza
Independence Blue Cross
Judson A. Smith Co.
JWM Direct Marketing
Landmark Engineering, Inc.
McCarraher's Auto Service
McDonald's - Pottstown
Mitchellson Corporation

Norco Fire Company
Owen J. Roberts
Education Foundation
Patrizi Designs Graphics & Signs
Perkiomen School
Pottstown Area Seniors' Center
Pottstown Downtown
Improvement District Authority
Pottstown School District
Raven's Claw Golf Club
Rinox Pavers
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Associates, Inc.
Rouse/Chamberlin
Schuylkill River National & State
Heritage Area
Sustainable Solutions, Inc.
Tornetta Realty Corp.
TriCounty Community Network, Inc.
U.S. Army Recruiting Office
Wausnock State Farm Insurance
World Travel, Inc.



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**

FEATURED MEMBER BENEFIT OF THE MONTH

If you have never logged onto the Membership Directory section before, all you have to do is enter the member category or company name you wish to search for or select from the drop down menu.

Also, don't forget that you can also utilize this list as a *cross promote link* back to your own site for just **\$60 a year!** Your business can request that your website name be a clickable link to your business website. For more information, contact Jeff at the Chamber office, jeff@tricityareachamber.com or call 610.326.2900.

Visit the Members Only section on our website!
tricityareachamber.com

RESUMES

If you are a Chamber Member business looking for employees, stop by the Chamber office to look through the resumes collected this month.

Administrative Assistant/ Office Manager	1
Electrical Engineering	2
Publishing	1
Teaching Assistant	1

CHAMBER PRESIDENT AND EXECUTIVE VICE PRESIDENT ATTEND ACCE CONVENTION 2008: INNOVATE

The TriCounty Area Chamber of Commerce President, Tim Phelps and Executive Vice President, Eileen Dautrich recently attended the American Chamber of Commerce Executives (ACCE) Convention 2008: INNOVATE held July 30 – August 2, 2008 in Pittsburgh, PA.

The ACCE Convention is held annually to bring together chamber executives from around the world to network and attend informational sessions regarding the issues they face daily with their own chamber base. This year the convention was called INNOVATE. Both Tim and Eileen attended a number of beneficial workshops, forums, and networking events during their time at the conference and hope to bring some of those innovative ideas back to the TriCounty Area Chamber of Commerce.

Some highlights for Tim included listening to keynote speaker, Sam Palmisano, Chairman of the Board, President and CEO, IBM Corporation; attending the following workshops: "Closing the Deal with Site Selectors", "Economic Development 101", "Economic Development Marketing", "Work the Issues That Matter", "Your Relationship with Elected Leaders", and "Customer Service and Retention Strategies"; and networking with his peers throughout the four day convention.

While Tim had attended the ACCE Convention before, this convention was a first for Eileen. In addition to attending the "First-Timer's Orientation", she also attended the following workshops: "Be True To Your Organization's Culture Through Multi-Channel Marketing", "How To Measure Individual Performance to Ensure Success", "Business-to-Business Expos", "Performance Management Systems", and "Putting Leadership Back into Community Leadership Programming". The two issue forums she participated in included: "Does Marketing Really Take a Megaphone?" and "Solving the One Chamber Problem that Makes All Other Challenges Easier" 🗑️

Ribbon Cutting Event

KELLER WILLIAMS REALTY GROUP OPENS NEW OFFICE WITH CHAMBER CELEBRATION

With a TriCounty Area Chamber of Commerce red ribbon celebration, Keller Williams Realty Group opened their new office facilities at 542 North Lewis Road, Suite 100, Royersford, PA.

Pictured (left to right) in the front row are: Tim Phelps, President of TriCounty Area Chamber; Broker/Owner Terese Brittingham, Keller Williams Realty Group; Dana Deluzio, Team Leader Keller Williams Realty Group; Chamber Ambassador Adele Klein, Klein Transportation; Ambassador Peggy Brendlinger, Tri County Area Federal Credit Union; and Ambassador Katrina Belcher, Susquehanna Bank. Additional Chamber Ambassadors and Keller Williams Realty Group staff and agents are assembled in the background and on the stairs.



No Tricks Just Treats!

With the holidays quickly approaching, treat your employees to TriCounty Area Chamber of Commerce gift certificates - redeemable at popular locations throughout the community!

Order Today!
877-710-4438

PROGRAM OF WORK JULY 1, 2008 – JUNE 30, 2009

Executive Summary

The TriCounty Area Chamber of Commerce is an 80-year-old membership-based business organization which serves the business community of Southeastern Berks, Northern Chester and Western Montgomery counties. Founded and headquartered in Pottstown, the historical economic center of the region, the Chamber needs to expand and support the growing needs of regional business communities like Boyertown, Collegeville, Limerick and Royersford. Issues that impact local business development include economic development, transportation, primary education, planning and zoning, and business taxation.

The TriCounty Area Chamber shall have a business agenda that is driven through issues and advocacy. As the Chamber evolves and grows its membership base and products, the Chamber will focus in four core areas, advocacy, networking/visibility, resources/education, and cost savings. The type, size and lifecycle of a business will determine how these four building blocks will be prioritized for a business. All programming and products will use these four core principals to focus and support the members' needs.

Members and prospects will invest in the mission of the Chamber; the desire to invest in the organization's success will be greater than the act of membership. Future TriCounty Chamber success will be measured on the ratio of financial investment and participation of the membership – not on the number of Chamber memberships. The Chamber will become economic developer by creating access, a landscape where there are opportunities for business expansion in the form of information and resources, qualified site ready locations as well as access to an "educated" workforce.

The current demographic of the TriCounty Area Chamber is heavily weighted to small employers: 0-9 employees is 65%, 10-25 is 16.5% and 26-150 employees (4 categories) equals 15.3%. Small employers belong to the Chamber for two reasons: to create an awareness of their service or product and to take advantage of cost savings programs such as health insurance. Traditionally, small employers participate in fewer events because they have limited financial ability to invest in sponsorship or branding programs. Their investment is ultra conservative because it is influenced by market changes and availability of sales.

For sustainable growth the Chamber needs to make the strategic market shift to reduce the percentage of small business and cultivate companies with an employee size of 30 to 100. Creating clearly defined value propositions for each of the segmented marketplaces, small medium and large employers, will help the Chamber create programs and benefits to meet the needs of these customers. Companies within these market demographics have the ability and desire to create brand awareness for their corporate products. They are able to leverage the network within the Chamber not only to promote their products but discover a new workforce of talent and vendor services that enhance their bottom line. These companies can buy the products of the small Chamber members and have the ability to work with larger companies to solve their issues. These companies weather short-term market variances, which create a more sustainable funding stream for the Chamber. Internally by shifting the membership percentages, we will increase our membership revenue, but more importantly we will be able to increase the non dues income in the form of advertising and sponsorships. 📌

P. Timothy Phelps, President

Bradley Okoniewski, Chairman of the Board

OBJECTIVE: Increase membership investment in Chamber

STRATEGY: Expand and diversify the Chamber Funding

Task 1: Create a midsize employer task force

Task 2: Review and align all member benefit programs

Task 3: Identify and attract 30 new members in the categories of 51-100 employees

Task 4: Establish a Membership payment process:

2-year membership discounts, continued memberships, and debit/credit ACH payments

Task 5: Create yearly investment proposals for active members

Task 6: Create a comprehensive public relations agenda

Task 7: Create an ongoing "Target Market New Member" campaign

Task 8: Build a member promotion campaign

OBJECTIVE: Increase brand awareness through advocacy

STRATEGY: To collect and communicate the business needs and interests to legislatures and public officials

Task 1: Define Public Policy committee agendas to meet Chamber initiatives

Task 2: Establish a legislative breakfast series, "Pancakes and Politics"

Task 3: Create CEO/Senior Executive roundtable dialogues on the issues

Task 4: Create a legislative brochure

Task 5: Engage membership in events in Harrisburg

Task 6: Create a database of local manufacturing and midsize companies

OBJECTIVE: Establish stronger community partnerships

STRATEGY: To position TCACC as a regional resource in business development

Task 1: Create effective partnerships with County Economic Development Corporations, WIB, and Career Link

Task 2: Active participation in SEPAC

Task 3: Partnerships with other regional chambers

Task 4: Education affiliates with colleges and universities

Task 5: Establish joint and cross promotion events with other associations

OBJECTIVE: Prepare for 2010 5-star accreditation

STRATEGY: To retain the five-star accreditation

Task 1: Create a task force

Task 2: Establish criteria through the U.S. Chamber

Task 3: Build an evaluation process

MISSION STATEMENT

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.

Vision Statement: *Effecting change to create a thriving region.*



BE SEEN.

Access to tools you need to make a positive IMPACT.

It takes the right tools to start – or grow – a business. It takes customers to keep your business growing. The Chamber of Commerce builds strong businesses and communities by connecting you to new customers and suppliers as well as to those who influence the local economy and quality of life. You'll get the tools and resources you need to grow and make a positive impact.



BE HEARD.

Getting to know various NETWORKS of people might be just what your business needs.

The Chamber's business is to be an advocate for your company – and for the community – creating a climate of growth and success that benefits all. The Chamber connects business, government, and civic leaders to make communities better places to live, work and play.



Focusing on the PRIORITIES, your business can help create a climate of growth and success.

If it matters to your community, it better matter to you. The Chamber of Commerce focuses the time and talents of its members on the important business and civic issues of the community-helping to create a climate of growth and success for all. A healthy community means healthy business.



BELONG.

Success in building both business and communities comes from staying OPEN to new ideas.

The Chamber of Commerce provides opportunities for you to exchange ideas with other talented leaders in business, community, and government, to help make your business run smoother – and to make your community a better place to work, live and play. Access to new ideas. One

The TriCounty Area Chamber of Commerce, along with several other chambers throughout the country, have partnered with the American Chamber of Commerce Executives (ACCE) organization to take part in their Chamber Image Campaign. ACCE has provided the images and headings pictured to be used as a tool for Chambers to promote themselves to their businesses and their communities to gain awareness of the services and benefits we have to offer.



Networks.

Getting to know the right people can be just what your business needs.

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3. **Expand your business with new prospects.**
4. **Win back former customers.**

TCACC MARKETING TIPS

Meet our Marketing & Communications Director

The TriCounty Area Chamber of Commerce welcomes our newest member, Ashley Eisenhower to our team as the Marketing & Communications Director. Prior to joining the chamber, Ashley had been employed by Boscov's Department Stores as their Associate Buyer of Cosmetics and member of the 2006-2007 Executive Trainee Class. She is a 2006 graduate of Albright College with a Bachelor of Science degree in Business Marketing.

As a member of the YWCA Tri-County Area and Women EXCEL programs, she was also the 2007 Rising Star Recipient. She also served this past year as the American Cancer Society's Relay for Life of Reading Survivor Chair and Team Captain for her 4th consecutive year.

You can contact Ashley at the Chamber office, 610.326.2900 or ashley@tricountyareachamber.com

CHECK YOUR E-MAIL!

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

Please do not forget to add ashley@tricountyareachamber.com to your address book or "approved senders list" to ensure our messages do not get blocked so that you can receive this document in a timely and consistent manner. Please be aware that we do not send any attachments from this email address. In addition, if you would like other contacts at your company to be receiving our emails, please e-mail ashley@tricountyareachamber.com the additional email addresses so that we can add them onto our list serve.

BE FEATURED ON: TELEVISION

Reach 75,000+ homes in western Montgomery, northern Chester, and southeastern Berks County by sponsoring the Chamber's television show on PCTV Channel 28. Taping 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.

RADIO

Tune in Monday afternoons at 5:05 PM on WPAZ 1370 AM "Audio Impact" - highlighting a different Member business or event each week as well as the Chamber's upcoming events. For more information, call Ashley at the Chamber office at 610.326.2900

NEW TRI-COUNTY AREA MAP

The Chamber is proud to present the new Tri-County Area Street and Road Map. The 2008 edition is finished and will be sent to each and every Chamber Member business! We will also be distributing the Map at the Membership Breakfast on Thursday, September 11 at The Elks Lodge. We thank all of the Chamber Members who purchased advertising on the map. Your investment will be well worth it, as this map will be distributed to many businesses, new residents, visitors and others in the region over the next two years.

INTERNSHIPS AVAILABLE AT CHAMBER

If you or somebody you know is looking for an internship, consider the TriCounty Area Chamber of Commerce. The hours are flexible and we do not require a specific number of hours (unless required by an educational institution for credits). We make an effort to see that interns are published by writing an article for the Route 422 Business Advisor, and we will invite our interns as a guest on the Chamber's radio show on WPAZ. Internships are unpaid, but we will work with your school with evaluations if you are receiving course credit. Resumes can be forwarded to Eileen Dautrich at eileen@tricountyareachamber.com or via fax 610.970.9705. ☑

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

TCACC recognizes Cabot Supermetals' Boyertown Facility for achieving OSHA's highest level of recognition VPP "Star" Status

The TriCounty Area Chamber of Commerce is pleased to recognize the "Star" certification of Cabot Supermetals (CSM), in the Occupational Safety and Health Administration's (OSHA) Voluntary Protection Program (VPP). VPP "Star" status is the highest level of recognition of occupational safety and health management that can be awarded. The Boyertown facility is the first of Cabot's 10 North American facilities to attain the VPP certification.

OSHA's Voluntary Protection Program, was established to recognize and promote safety and health management programs throughout the country.

All companies, regardless of size or business, can participate in VPP - where management and employees work together to create and maintain a healthy working environment.

To qualify for this highest level of recognition by OSHA, the company's safety statistics must be below that of the industry's average for their respective Standard Industrial Classification (SIC)/North American Industry Classification System (NAICS). CSM's three-year averages are 72.5% below the industry average.

Cabot Supermetals is a world leader in tantalum and niobium metals serving

electronics, aerospace, medical, chemical processing and other high-technology industries. Supermetals has been an important part of the Boyertown area for nearly 60 years, today employing more than 180 people.

Cabot and its employees actively support numerous community, medical and educational programs. Cabot Supermetals is part of the \$2.5 billion Cabot Corporation of Boston, Massachusetts, a diversified, global specialty chemical and plastics manufacturer. The corporation operates 42 manufacturing facilities in 18 countries, employing more than 4,400 people worldwide. ■

Finding ALTERNATIVE TRANSPORTATION

By Shayne Trimbell

Only recently has this nation become concerned with CO2 emissions, and ecofriendly transportation options. Although it may be called a new awakening, or a transportation renaissance, truth be told, gasoline is the most expensive it has ever been, and isn't getting any cheaper. In a revolt against high gas prices, consumers are protesting with their dollars, and demanding another option.

There are many solutions to this crisis, and most can be utilized today, at little to no extra cost. Public transit is a great ecofriendly way to travel, and often times does not add time to a commute, and takes less from the wallet. SEPTA, in response to the recent spike in demand for service, has implemented its highest service increase in its history. As part of the service increase, 100 Diesel/Electric Hybrid buses will be brought into use. These new buses will carry more passengers, and emit less CO2.

Since this spring, when the weather warmed up, biking has seen a surge of interest. For most people, taking a bike, rather than a car is a practical option. Most car trips occur within five miles of the home, perfect distance to ride a bike. Using a bike to run small errands, or commute to work will reduce your effect on the environment, and definitely reduce your waistline.

For many, riding a bike to work may not make sense, but carpooling certainly does. Carpooling, even one day each week, will lower commute costs as much as 20%. Carpooling gets you to work less stressed out, and can help build a social connection with co-workers. Many companies have carpooling programs to assist co-workers in finding who is interested.

These immediate steps will only help to reduce the need for fossil fuels; ultimately the goal is to eliminate the need for fossil fuels. This will be achieved through technological innovations that allow a vehicle to be powered with electricity, or hydrogen, and release no CO2 emissions. Although this technology is being utilized on a small scale, it could be years before widespread usage is seen. In the mean time, our role as citizens is to use our fossil fuels more efficiently. ■

Shayne Trimbell works as a project coordinator with GVF Transportation. To reach Shayne by email: sttrimbell@gvftma.com, or by phone: (610)635-3559.

THE BENEFITS OF STREAMSIDE TREES

Presented for your use by:
Crystal Gilchrist, AICP
Executive Director of Perkiomen
Watershed Conservancy, 1 Skippack
Pike, Schwenksville, PA 19473

For thousands of years, thick forests lined every stream and riverbank in the Schuylkill River watershed. The huge trees and dense underbrush were an awesome sight to early European explorers whose homeland had long been deforested. As William Penn looked at the trees that lined the banks of the Schuylkill, the fish that filled its waters and the wild game that flourished in the vast forests, he certainly understood their value as timber and food. But he little appreciated the invisible but more important value of "Penn's Woods" as the provider of critical "ecosystem services."

Much of the extensive forests that cloaked the Schuylkill River and the surrounding countryside in colonial times are long gone and current landscapes can be nearly devoid of even street trees in some communities. The trees along the streams and rivers disappeared as industrial developments took their place. As the trees were removed, water quality in creeks, streams, the river and the habitats that surrounded them suffered greatly. It was not until the passage of the Clean Water Act that industrial pollutants began to be cleaned up. The fish consumption advisories, concerns about swimming in local waters and increasing costs of providing clean drinking water that were once commonplace are occurring less and less.

However, industrial, "point source"

pollutants are being replaced by a myriad of "non-point" source pollutants. Today our creeks and the surrounding habitats are being damaged by stream-bank erosion caused by poorly managed stormwater run-off, petroleum by-products that wash from parking lots, lawn chemicals and animal wastes from our pets and large agricultural operations. In short, today's polluters are all of us!

Fortunately, more and more people are becoming aware of how we all contribute to poor water quality and are taking actions to make a difference. Many communities are relearning the story of trees and the ecosystem services they provide. Forest ecosystem services include cleaning carbon dioxide from the air and replacing it with oxygen, absorbing stormwater and reducing the potential for flash flooding, shading us from the sun's heat & UV rays in the summer while evergreens can help reduce heat loss in the winter. Each tree is also a mini "carbon bank", storing carbon that would otherwise contribute to global warming.

The trees that are streamside form a riparian buffer. Riparian buffers are critical to stream health, not only adjacent to the forested area but also to all locations downstream. The trees and undergrowth of riparian buffers serve as a natural filter that keeps pollutants out of streams and reduces the proliferation and downstream transport of water borne pathogens. Trees and other native plants also help stabilize stream banks to prevent erosion, they provide food and habitat for fish and other aquatic life; they protect streams from high temperatures and

UV light and reduce the oxygen depletion that results from excessive algae growth.

Riparian buffers provide community benefits as well. They act as natural flood regulators by slowing and absorbing storm water; they provide natural habitat for birds and other wildlife that would otherwise be looking for a home in neighborhoods; they create natural visual breaks and absorb noise.

The Perkiomen Creek watershed is fortunate to still be largely forested. Many of the smaller creeks and headwaters areas retain their natural vegetation. In fact, the Upper Perkiomen Creek, including all reaches upstream of the Green Lane Reservoir are awaiting the final determination from the PA DEP to upgrade the creek classifications to Exceptional Value, the highest designation for waterways in Pennsylvania. To a large extent, this exceptional water quality is provided, and protected, by the native trees, shrubs and herbaceous plants of our forests and riparian buffers.

Whether you have a creek on your property or not, planting trees can be an easy way to improve your local and global environments. Each new native tree helps bring us back to enjoying the ecosystem services once taken for granted in the early days of Penn's Woods. So if you are concerned with local water quality or stormwater issues, the advice from the Perkiomen Watershed Conservancy will be the same - plant more trees and go native! ■

(Excerpts from materials provided by the Stroud Water Research Center, www.stroudcenter.org and the Montgomery County Natural Areas Inventory)

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THANK YOU!

PART 2 ... Recognizing Your Employees



TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller, Business and Personal Coach

"Recognizing employees is not simply a nice thing to do. It is an effective way to communicate your appreciation for the efforts and successes of others, while

also reinforcing those actions and behaviors that make a difference in your organization" . . . a point made by Mallary Tytel – President and Founder of Healthy Workplaces.

Let's face it, we all like to be recognized for our efforts. Some like a "BIG to do" and others like a simple "Thank you." Whatever the case, employees like to be acknowledged and shown they are appreciated.

Here are some ideas for you to incorporate into your recognition plan:

Employee pictures in printed advertising materials and television commercials: In 2007, federal court employees were recognized for leadership, excellence in court operations, and extraordinary actions. Each employee's picture and a descriptive paragraph of their efforts appeared in "The Third Branch" newsletter of the federal courts.

Putting employee pictures in your

print materials allows them to share it with family and friends.

Appreciation lunch: Instead of having a normal catered lunch or going to your cafeteria, why not have the management team serve lunch to the employees to show their appreciation. This can also be done serving ice cream sundaes to employees in the afternoon as a nice stress reliever.

Years of Service Recognition: When an employee reaches a milestone year of service with the company (5yr, 10yr, etc.) recognize them for their efforts. Have peers or other leaders that worked with the employee attend the event and provide comments.

(See "Tips for Professional and Personal Success" on page 46)



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TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

(Continued from page 45)

Have a cake, invite their family in and when you acknowledge them, personalize your message:

- What were the company revenues when they first joined?
- What was the first role they occupied?
- How has the employee progressed throughout the company?
- Any key initiatives that the employee was involved with?
- What was going on in the world when the employee first began with your company?

If you're going to roast them during the years of service recognition, make sure that they are okay and all stories are appropriate for the occasion.

Team outing: Recognize the team for their accomplishments and take them out for a team outing. Bowling and lunch is a cheap outing. Everyone thrives on a little competition and bowling is an activity that everyone can enjoy (even if you have to put up the bumpers in the lane).

No meeting Fridays: Some employees spend enough time meeting about the meeting and what we plan to do in the next meeting. Give time back to your employees on Fridays and have a rule of no meetings.

Early close/ early leave in the summer: If your company can do so, why not let employees leave one hour early every Friday during the summer (May - Labor Day).

Do their job for a day: You recognized that they have done something above and beyond, but what better way to understand what they do than by doing their job for a day.

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"Employee recognition is not just a nice thing to do for people. Employee recognition is a communication tool that reinforces and rewards the most important outcomes people create for your business" – Susan M. Heathfield of About.com

Employers, what are your peers doing in your industry to recognize their employees? 🗑️

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DIAMOND CREDIT UNION RECOGNIZED FOR GIVING BACK TO MEMBERS

Diamond Credit Union, headquartered in Pottstown, has been recognized nationally for giving proceeds back to its members. The Credit Union Strategy and Performance book published by Callahan and Associates highlighted Diamond in their Return of the Member index for

the first quarter of 2008. Diamond ranked in the 89th percentile of credit unions with \$250-\$500 million in assets, placing 32nd out of 298 credit unions in the category.

"At Diamond, we are proud to continue to be a leader in the practice of paying members back for their investments through higher interest earnings. Our achievements are credited to a philosophy of sharing success with the community we serve and improving the financial quality of life for our membership, and this is one of the many ways we thank them," stated John Faust, President/CEO. 🏠

Diamond Credit Union is the 16th largest credit union in Pennsylvania and is headquartered in Pottstown, Pa. with two additional offices in Reading. Diamond serves Berks County and the Tri-County Region and holds over \$330 million in assets with over 35,500 members. For additional information, please call 800.593.1000 and visit www.diamondcu.org

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COVER STORY

(Continued from page 7)

"When we bring a customer on and we get through conversion, we sit down and say, 'Here are the things that the previous payroll provider didn't do correctly, but we'll take care of it.'" says Thomas Cort, PCIW Programming Manager. "Working for a company that does it this well is exciting."

Payroll Manager Lisa Stoddard says, "I like the people and I love the work. I continue to do payroll as well as manage. A lot of the customers I have now have been with me since I started 11 years ago."

Duffy Snyder is the Tax Filing Manager with A D Computer. She's been with the company for nearly 27 years. "I'm constantly challenged. There are always new and changing payroll regulations," she says, "the tax department is very dynamic, especially with more and more states wanting to go electronic but not really knowing what they're dealing with."

A D Computer's established expertise drives the company to keep innovating to provide even better service for existing and future clients. "One of the newest services we have to offer is our

web-based ESS product; this is our Employee Self Service for employees to access their pay information online. We also just added a new feature to both our software-based product and employer online payroll product. This is a built in check calculator that uses real-time employee data so that an employer can do a remote calculation and print a check right on the spot." says Dent.

Eric Antich adds, "We also have completely paperless payroll so companies can print their checks right at their site."

"Everything's in house," he continues. "It gives us more flexibility. We're like a speedboat as opposed to a cruise ship. We can adapt and respond to customers' needs quickly"

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Joe Delibertis (left) and Steve Surman (right) of D & S Elite Construction, Inc. (www.dseliteconstruction.com) recently volunteered their services to cover the "hole" on the 300 block of High Street, downtown Pottstown, where construction is now underway to replace the building that was destroyed in a fire earlier this year. AD Moyer Lumber and Hardware (www.admoyer.com) donated the materials. PDIDA appreciates and acknowledges their contributions to the ongoing revitalization efforts in downtown Pottstown. 🏠



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Who's My HERO?



TECHNICALLY SPEAKING

By Bill Swank, Lime Systems

In the last issue, we took a look at how to review all of the tasks that your company does and how to determine which tasks would make great candidates for a managed services provider. In this final part of the three part series, we take a look at what to look for when selecting a technology managed services provider.

A technical managed services provider can be either a hero or just another wanna-be. Unfortunately, in the managed services space, wanna-bes are far more prevalent than heroes. In reality, to drive maximum value for your company you really need to look for a company that has the rare potential to be your hero.

tomorrow. Look for a company that has been around at least 5 years or more. Chances are that they will be around for the next 5 years.

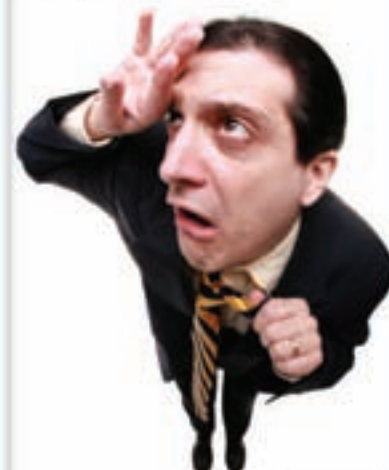
(See "Technically Speaking" on page 52)

Over the span of my career, I have seen and worked with a few managed services providers and have noticed a set of qualities that will turn a company into a hero for you and your business. Some of the things to look for would be:

ESTABLISHED COMPANY: It has never been easier to become a managed services provider so, it is wise to find a company that has been around for quite a few years, seen some economic ups and downs and is not going to vanish

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TECHNICALLY SPEAKING

(Continued from page 50)

EXPERIENCE: Some people say the experience comes with making many, many mistakes. Who would you rather use? Find a company that has experience, talk with their Chief Technical Officer and see if they have been around. Do they make you feel comfortable and at ease? What is the process for resolving both every day issues and the major ones?

COMMUNICATION IS THE KEY: The number one complaint that I hear about technology companies in general and managed services providers in particular is their lack of good solid communication with their customers. Ask how they will communicate with you. Is the CEO available if needed? What reports will you receive? How will issues be resolved? If there is a critical problem how will they keep you informed as to the progress?

PROACTIVE: One of the key reasons that you have retained a managed services company is to ensure that you do not have any surprises. What process does your provider have in place to ensure that they know about and are fixing a problem way before you know about it? When you know about a problem, it is way to late. If you have an issue at 3:00 am will they be looking at the issue or will they be waiting until 9:00 am to begin working on the problem.

BREADTH OF SERVICES: There are a very small set of companies, called Master Managed Services Providers, who provide the most comprehensive set of services that are available. Master Managed Service Providers typically offer many more services than the standard Managed Service Provider. They tend to bring more

(See "Technically Speaking" on page 54)

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PA ADDRESSES CLIMATE CHANGE AS ADVISORY COMMITTEE HOLDS FIRST MEETING

Acting PA Department of Environmental Protection Secretary John Hanger recently said the commonwealth is continuing its efforts to address the challenges and opportunities of climate change with the first meeting of the Climate Change Advisory Committee.

The committee was established under the Pennsylvania Climate Change Act, or Act 70, that the General Assembly passed and Governor Edward G. Rendell signed in July.

"Pennsylvania must have smart, effective policies that reduce global warming pollution and that protect our economy and environment," said Hanger as he cited the Alternative Energy Portfolio Standards Act of 2004, as well as the recently enacted \$650 million Alternative Energy Investment Fund and the Biofuels In-State Development Act. "These measures were made possible with the support of the General Assembly and have helped us make progress in boosting the supply of cleaner and zero-emission sources of electricity, as well as transportation fuels that are produced at home and are better for the environment—accomplishments that will greatly inform our deliberations and the work of this committee.

"The task now is to build on these policies and identify new ideas that reduce Pennsylvania's greenhouse gas emissions and protect our economy. That includes carbon capture and sequestration—an issue on which the Department of Conservation and Natural Resources has led—and the tremendous benefits energy efficiency and conservation can produce. House Bill 2200, now awaiting action in the

Senate, can produce those benefits and make Pennsylvania a leader on electricity conservation."

Act 70 establishes a 21-member advisory committee that is charged with advising DEP on implementing the law, creating a report on potential climate change impacts and economic opportunities for the commonwealth, and developing an action plan to implement cost-effective strategies to reduce or offset the state's greenhouse gas emissions.

The state action plan will be renewed every three years.

The committee will also help DEP compile an annual inventory of the sources and amounts of global-warming pollution generated within the state.

The committee is comprised of six members appointed by the Governor, six by the Senate and six by the House of Representatives. The secretaries of the departments of Conservation and Natural Resources and Community and Economic Development and the chair of the Pennsylvania Public Utility Commission are ex-officio voting members of the committee.

The PA Climate Change Act also will provide a means by which businesses and industries can voluntarily track greenhouse gas emissions, emissions reductions and offsets through a registry. The registry may provide economic benefits should emissions credit-trading protocols be implemented.

"The Climate Change Act sets in motion an in-depth process of studying and benchmarking current sources of greenhouse gas pollution, then creating an action plan to reduce

(See "Climate Change" on page 55)

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TECHNICALLY SPEAKING

(Continued from page 52)

value to your company in the way of options and solutions. If you select a company with too narrow a focus, you may outgrow them as your services provider. Look for a broad set of packages and services and you'll be happier in the long run.

PERSONAL SERVICE: This is the big one. Will you get lost in the hustle and bustle of a lot of clients or will you get the attention that you deserve. You are paying for your managed services provider to take care of your technology and by extension you. How good will they be to work with.

FIVE QUESTIONS:

We have put together a list of 5 questions to help you determine the managed services company that is right for you.

- Are the managed services provider's business hours greater than your own?
- Does your provider understand the urgency of your business and are they in tune with that urgency?
- Will your managed service provider be a true strategic partner with your

business or just another vendor?

- Does the company that you are considering have fanatical clients as references?
- Does the company that you are considering have both the resources, experience and personal service to meet your needs?

If you answered No to more than 2 of these 5 questions, then the company that you are considering as your managed service provider may not be the right

one for you. Take another look around and work to find a true partner. They are out there. Hopefully, you will be able to take the knowledge and use it to reduce the cost of your technology support and find a true strategic managed partner. ☑

Bill Swank (bill@limesystems.com or 610.828.6100) is President and CEO of Lime Systems and President of the Philadelphia Purchasing Management Association. Bill is available to speak to your group or company on issues involving technology. E-Mail Bill if you have a topic you would like addressed in the future.



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CLIMATE CHANGE

(Continued from page 53)

those emissions through cost-effective strategies for businesses and consumers," said Hanger. "This plan will help us to create new economic opportunities by advancing technologies like cellulosic ethanol, solar, wind, methane capture, geothermal and carbon capture and sequestration that hold tremendous potential for Pennsylvania's industries."

Addressing the threats of climate change is an opportunity, Hanger said, but the state should not ignore the huge costs of inaction.

"So much of the world around us is dependent on a stable climate," said Hanger. "As the effects of climate change increase, industries like agriculture and tourism could suffer, infrastructure systems may fail, ecosystems will face an increasing number of invasive species, and regions will be exposed to new diseases that may threaten the public health. We're looking to come up with the best thinking and the best approaches to solving this pressing problem."

For more information about the Climate Change Advisory Committee, visit www.depweb.state.pa.us, keyword: Public Participation, then click on "Advisory Committees." 🗉



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BUSINESS, HEALTH AND FITNESS

By Jeffrey S. Harrison, CSCS, NSCA-CPT, ACE-AHFS
Personal Training Director, Pottstown Health Club
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Those were the famous words of a certain long eared, bushy tailed Warner Bros cartoon character aimed at one Elmer

Fudd numerous times. In cartoons, a lot of humor can be found in that phrase. But when it comes to battling the obesity epidemic, particularly in today's workforce and the ever rising associated health care costs, war has been declared and it is no laughing matter.

According to a study published in the January issue of the Journal of Occupational and Environmental Medicine, overweight employees are slower and less efficient than their less portly colleagues – costing an average of \$1800 a year in lost productivity. It is no longer a secret or surprise that obesity in the workplace has negative effects on both work productivity and ultimately, the health care costs to employers. As a result, some of America's largest and most recognizable corporations have declared war on this epidemic and set an example of how and what is needed to get the job done.

As seen in the April 28th 2008 issue of *Businessweek*, big corporations such as Google, Caterpillar, Yamaha Corp of America and others are putting health food in their corporate break rooms, cafeterias, and vending machines; dumping donuts in favor of organic fresh fruit deliveries; and slapping "calorie taxes" on fatty foods. At Yamaha, the "wellness police" as they are affectionately known, are the folks obsessed with bringing down exploding health insurance costs. Their focus had only been confined to targeting chubby cubicle dwellers with subsidized cholesterol drugs, free gym memberships, and

(See "Health and Fitness" on page 58)

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HEALTH AND FITNESS

(Continued from page 56)

health coaches. But none of that was doing any good if all the company's vending machines are loaded with candy, cola, chips, and cookies and cakes are served at every meeting. 'I didn't think we were being aggressive enough', says Carol Baker, the HR boss at Yamaha. Simply eliminating food isn't as easy as it sounds either, for according to Baker, "People aren't ready to give up everything."

Google, the company famously committed to doing no evil is not safe from the dangers of boardroom flabbiness either. New employees are prone to suffer what is known as the so-called Google 15 - the number of pounds they say is typically gained after joining the company and partaking in its wealth of available food. Google's "micro kitchens" as they are known, are snack stations within 200 feet of every worker's desk and more like mini 7-Elevens. "We kept adding things and adding things, says Google's food service chief John Dickman. The cafeteria had an offering known as the Luther Burger, a bacon and cheese number with Krispy Kreme donuts as a bun! "There were certain things that they couldn't live without", Dickman says. The junk-healthy ration of the "micro-kitchens" is now 50-50, with agave-sweetened beverages, roasted nuts, sulfate-free dried fruit, and platters of organic, crudites.

At Yamaha, Baker has done away with the "zillions" of pies in favor of regular shipments of organic fruit from San Francisco Fruit Guys, whose business is providing workplaces across the U.S. with pesticide-free, locally grown fruit. Ultimately turns out that fruit is cheaper than pies. And for lunch time, despite the proximity of numerous fast food joints, Baker brought in a catering company offering healthy salads and sandwiches.

"We're trying to change people's behaviors," she says. She soon found out that employees are not the only resisters. "The vending machine people are not very supportive." At first she said, "They grudgingly tossed in some trail mix and stuck a little heart sticker next to those orange crackers with peanut butter. But within weeks, the potato chips and candy bars were back".

That's why some companies are getting to employees' stomachs through their wallets. After Caterpillar offered garden burgers in its cafeteria for a buck, last year's sales soared five fold to 2500 a month! At mortgage giant Freddie Mac, workers who order six healthy meals in the cafeteria get the 7th free. Florida Power and Light, Dow Corning, and Sprint Nextel all charge more for unhealthy food, or what's known as a "calorie tax", and less for healthier fare. At Pitney Bowes, they moved the dessert away from the cash registers to curb impulse buys. Some companies have even taken the approach of re-educating their employees. Microsoft's food honcho, Mark Freeman, created a color-coded system of icons to help make the healthy stuff as recognizable as a Snickers bar. In each of Microsoft's 31 cafeterias, there are icons for vegan, gluten free, organic, sustainable, sugar-free, carb-control, and non-dairy. Freeman has also made the company's headquarters a trans-fat free zone. At first, "Everybody was yelling and screaming about the healthy food", says Freeman. "But they've come full circle."

For those who don't, there is always tough love. As one executive from a major software company quipped, "We're waging a war on fat people." Cubicle dwellers beware. The war is headed to a town near you! (Cartoons characters not included). ■

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