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*Pottstown Memorial Medical Center
Continues to Grow to Meet the Healthcare
Needs of Our Community*



*If I get hurt driving to
work, can I get Workers'
Compensation Benefits?*



*Why people fear change,
and ways to become
a change agent.*

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PHOTOS BY HOLCOMBE PHOTO SERVICE

Drs. Benjamin Overly, Linda D'Andrea and Maneesh Ailawadi
New PMMC surgeons offering advanced procedures for orthopedics and minimally invasive surgery.

Within and Beyond Hospital Walls



*Pottstown Memorial
Medical Center
Continues to Grow
to Meet the
Healthcare Needs of
Our Community*

PMMC's Center for Wound Healing will feature two state of the art hyperbaric oxygen chambers.

Pottstown Memorial Medical Center (PMMC) proudly celebrates its 35th anniversary of serving the healthcare needs of the tri-county area.

2008 marks an historic year for PMMC as innovative new services are added and facility enhancements take center stage. "This is an unprecedented year for growth and expansion at PMMC," says **Steve MacLauchlan, CEO**. "Not since 2005 when the 30,000 square foot emergency department was built have we seen this magnitude of facility improvements. This growing community deserves a local hospital that can meet their healthcare needs, and PMMC is continually improving its services, facilities and the level of care provided so our local residents don't have to travel to find quality healthcare services."

One of the improvements PMMC is making is the construction of a new critical care unit and the addition of more telemetry (monitored) beds. "Since the opening of the ER three years ago, we have seen a steady increase in patients who need to be admitted to monitored beds," says MacLauchlan. "Our patients are our number one priority and enhancing our critical care and monitored bed capabilities will help improve patient flow."

Renovations

Other much anticipated renovations include a new Transitional Care Unit as well as the expansion of the inpatient psychiatric program. Cosmetic upgrades are being done to every floor, most notably on the Maternity & Women's Health Center whose face-lift will be revealed to local mothers-to-be with an Open House later this year.

The lobby has undergone some of its cosmetic changes with the installation of new carpeting and upcoming renovations to the snack bar area just off the lobby. "It's all about convenience for our patients, their family members and our employees," says MacLauchlan. "Right now we are looking at what types of services would best fit their needs including a gourmet coffee bar and some other options."

Currently, PMMC's Outpatient Care Pavilion is undergoing renovations and will soon house a new Endoscopy Suite, which is being relocated from the 7th floor.

Previously, patients would undergo preadmission testing at the OPCC and their procedures were performed on the 7th floor. "The relocation of endoscopy to the OPCC adds to operational efficiency, but more importantly, to patient convenience and an improved patient care experience," says MacLauchlan.

Other major improvements that will be taking place include the addition of 50 new parking spaces as well as newly constructed classrooms in the Chesmont Professional Building, 13 Armand Hammer Blvd.

New Services

Diabetic patients and those suffering from pressure ulcers, infections, compromised skin grafts and flaps, and wounds that haven't healed within 30 days will likely benefit from PMMC's newly anticipated Center for Wound Healing, which will provide the community with state-of-the-art wound healing care, including two hyperbaric oxygen chambers.

The center's hyperbaric oxygen chambers can also be used to treat patients suffering from such uncommon ailments as cyanide poisoning, gangrene, carbon

monoxide poisoning, brown recluse spider bites and the "bends," or decompression sickness.

The center's doctors and clinical staff are skilled in the latest therapeutic methods in wound management and stay abreast of cutting-edge information through continuous training.

(See "Cover Story" on page 7)



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COVER STORY

(Continued from page 5)

In addition, PMMC's team of orthopedic surgeons has a new playing field on the 6th floor of the hospital. The Center for Bone & Joint Health features a comprehensive joint replacement program including education programs for joint replacement candidates, as well as a dedicated joint care team of nurses and physical therapists specializing in orthopedic care. The newly renovated unit has a home-like atmosphere and features a rehabilitation area so patients can become mobile quickly after surgery. PMMC now offers joint replacements for shoulder, knee, hip and ankle.

"Our orthopedic physicians are doing the same orthopedic procedures as big city hospitals, with the same results," says MacLauchlan. "In recent years, we have seen our orthopedic program expand to include spine surgery, scoliosis surgery, joint replacements, minimally invasive hip surgery, total ankles and advanced rotator cuff procedures, to name a few," says MacLauchlan. "These are major advances for a community hospital."

Convenient Outpatient Locations throughout the Tri-County Area

"Although we call ourselves Pottstown Memorial Medical Center, we are really a whole lot more than just a hospital," says MacLauchlan.

PMMC offers four Family Care locations including Coventry Family Care, 730 S. Hanover St.; Berks Family Care, 193 Old Swede Road, Douglassville; Limerick Family Care, 296 W. Ridge Pike, Limerick; and Coventry Pediatrics, 800 Heritage Dr., Pottstown. The Family Care Centers have been a fixture in the Pottstown area for over 25 years.

According to Guillermo Rodriguez, MD, the practices' philosophy of care is "for the patient and the physician to work together as a team to help implement a full scope of preventive and active medical care."

Services at Boyertown Imaging and Rehabilitation Services, 23 N. Walnut St., were also recently expanded to include CT Scan, Ultrasound, DEXA Imaging, and digital general radiology, along with open MRI, mammography, lab drawing station and physical, occupational, speech and hand therapies, and lymphedema services. "We recently held a ribbon-cutting and open house event there which was well-attended," says MacLauchlan. "The Boyertown community is an integral part of Pottstown Memorial Medical Center's service area. Improving our services there was the right thing to do for the people of Boyertown. Now they have a one-stop shop approach to diagnostic testing, lab work, rehabilitation and family care, right in their neighborhood," says MacLauchlan.

"Building great clinical programs with great outcomes is our goal at PMMC. As you can see, we are dedicated to bringing the latest technology and medical expertise to our community. Many of the new physicians who joined our staff over the past few years have come from some of the area's most highly regarded training programs and research facilities. They join a very experienced group of over 250 physicians representing 45 medical specialties," says MacLauchlan.

"Our community is growing, and so is your community hospital. We are committed to bringing medical and surgical expertise close to home." 🏠

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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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TARGETS GETTING TOUGHER TO TOUCH?

Blast Away with Effective Emails



MARKETING 101

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

In and around the Route 422 Corridor, fuel prices are nearly double what they were this time two years ago! That's affecting everything from production to postage, making direct mail less desirable every day. What's a company gotta do to reach the consumer?

Well, you could advertise in well-read, well-distributed and extremely affordable vehicles like the *Route 422 Business Advisor*. At the same time, you could also devote more of your Route 422 company's resources to embracing the future of targeted touching.

More and more companies are turning toward highly targeted, opt-in email communications to set them apart from competitors and to put their name and offering under the nose of potential clients.

Email blast campaigns have replaced direct mail campaigns nearly two to one at our agency and we think we know why. They're less expensive to produce and deliver, easier to measure and offer a higher return on investment than anything the U.S. Mail can put into a mailbox. When done correctly they put a professional face on your offering and allow

you to personalize, customize and prioritize your marketing messages.

The more you know about the individuals on your lists, the more you can personalize the message and customize an offer. Imagine being able to fire off a direct mail campaign where each piece is personalized for the recipient in message and design and each piece is customized based upon a segment's buying habits, needs or budget.

Here are some things to keep in mind when undertaking an email campaign:

THE LIST: This is the most important component of your campaign. You will need a targeted, credible list that, ideally, can in some way be considered prospects. You can collect email addresses as registered users to your website or past customers as long as you disclose that you may send them email if they register or

(See "Marketing 101" on page 10)

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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. Competitive Rates!

(ZC1033) N. Keim Street, North End, Pottstown (Pagrock'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.

(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 whistroom. Security system w/cameras will stay. Adjacent to municipal parking. \$525/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. Bldg. located in Pottstown Hub Zone. 15,000SF. Call for details.

(ZC1070) 100 Parter 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!

(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) 125 N. Lewis Road, Royersford- Lewis Road exposure, retail space, office, storage areas, powder rm, central air, parking in front and rear. Landlord pays water & sewer. Tenant pays electric, trash, phone and internet access. \$2,500/Month

(ZC1075) 46 S. Chestnut St., Boyertown- Professional space, 720SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$800/Month

(ZC1076) Douglass Township, Berks County- (2) warehouse suites consisting of 3285 SF each. Some existing office space in each suite. 14' drive-in door, 16' ceiling heights, competitive rates, call for details.

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FOR SALE- (#ZC2081) 263 Main St., Royersford



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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- (#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- (#ZC2083) Douglass Township, Berks County-

(3) +/- acre lot in industrial park with approved land development plan to construct up to 27,000SF of flex space. Owner will also consider constructing the building if a tenant is secured. Call for details \$450,000.

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- and Lease

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

FOR SALE- (#ZC2080) 3208 Sanatoga Road, 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- (#ZC2067) 1131 W. Ben Franklin Hwy, Douglassville-

Commercial building lot on busy Rt. 422 W. (3 EDU's added) Many possibilities. Zoned highway commercial. **Reduced \$175,000.**

FOR SALE- (#ZC2082) 1273 S. Reading Avenue, Boyertown- 11

acres of commercial land in Douglass Township, Berks county. Brick/Metal building. 500AMP service (3 phase), onsite sewage system, electric hot water heater and central air. Building 10,196SF and built in 1935. \$500,000.

FOR SALE- (#ZC2077) Riverside Avenue, Pottstown-

Almost 3/4 acre lot Situated in North Coventry. Zoned for a salvage yard. Currently rented as a salvage yard on a month to month basis. **SOLD**

FOR SALE- (#ZC2079) 1109 South Hanover Street, North Coventry-



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.

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MARKETING 101

(Continued from page 8)

purchase from your site. Unlike conventional direct mail, email lists work best when users "opt-in" or request solicitation. Remember, much like "undeliverable" pieces in a snail mail campaign, an email campaign can be hurt even worse when labeled SPAM.

If you're collecting contacts through a form on your site you can be creative in your segmentation so that you can really customize future email blasts. Consider asking them questions about issues that will allow you to craft messages for people with similar responses. Most delivery vehicles allow for some sort of split when mailing which makes this process really targeted and really effective.

THE TEMPLATE: It's important to develop a standardized look for your emails for several reasons. First, recipients will immediately comprehend that it is from you, which, if the offer is strong and the layout is professional, is a good thing. Second, having standardized templates from which to select will allow you to quickly develop new messages further contributing to the efficiency of email blasts versus direct mail campaigns.

THE MESSAGE: Are you selling, announcing, disseminating news? Get to the point! People are busy and you have

exactly 2 seconds to entice them to read your email with an arresting subject, meaningful message and strong call-to-action, including a specific offer or click through to your site.

THE VEHICLE: The email template should be clean and clear, the design strong and accessible. How you distribute the email is of equal importance. Some submission programs are better than others. Check the strength of their reporting and what extra features they offer. VFC uses MailChimp exclusively and is a preferred vendor and MailChimp expert but there are many others that work as well. Do some research to determine which has the features, support and reports that work best for your company's new email campaigns.

Support your properly executed email campaign with print advertising, collateral and a robust web site and the value of direct, targeted electronic marketing will become as clear as the words you're reading right now! 📧

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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Two Keller Williams Realty Group Realtors have gone OUT and SOLD the Town. Not the entire town — but nine Downtown Pottstown transactions.

Keith Diener and Kim Klick of the Keller Williams Realty Group in Limerick, are two Realtors that have done more for the Pottstown Area business district than many would believe could be done. The team truly believes in Pottstown and it shows. Along with their very successful residential business, The Kim Klick/Keith Diener Sales Team (www.klickdiener.com) has been involved in nine Downtown area property & business sales in the past two years. The team worked with both buyers and sellers to make sure all parties involved were treated with courtesy and true professionalism.

The team was the listing agents on 448,



450 & 454 King Street, (The Washington House Hotel, Renovations are underway.) 17 Washington Street (The Laundromat), 557 High Street, (Johnson Associates) 235 High Street, (Remodeled and ready to be leased) and were the buyers agents for 252 E. High St.(The Very Best Wiener Shop) and 236 E. High St. (New LazerWorx Trophy shop).

The vacant property at 230 High St. is also under contract, and will be turned into a storefront with Living space above it.

Keller Williams Realty Group is proud to have The Kim Klick /Keith Diener Team, and happy to be part of bringing new businesses to Downtown Pottstown. For all of your Real Estate needs, please call Keith Diener at 610.226.5164 or Kim Klick at 484.390.0334 or call the Keller Williams Realty Group office at 610.792.5900 ext 8145. 🏠

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The Continuing Evolution of KING OF PRUSSIA



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

The big buzz in King of Prussia right now is the sale of half of the mall by Lend Lease, an Australian company that owns a 50% share. So far, the offering price has not been disclosed.

King of Prussia mall opened in 1963 after four years of planning and construction. According to the mall's web site, it was an "instant success." The first large department store, Wanamaker's, opened in 1965 at what was then known as King of Prussia Plaza.

An increasing population in the region combined with healthy economic growth fueled steady growth for the mall. This led to the addition of a second center, The Court, as well as a complete renovation of the existing Plaza. The renovation was completed in late 1980. The new addition, featuring upscale stores such as Bamberger's and Bloomingdale's opened in 1981.

By the end of that year, the Plaza and

the Court offered a total of 1.3 million square feet of retail space. Shoppers flooded in daily from up and down the Northeast Corridor and even from across the country. Today that number is closer to 3 million square feet, with upwards of 250 stores. Sales volume for the mall is estimated to be about 1 billion dollars per year.

The current value of Lend Lease's share, which they bought in 1996 for \$100 million, is uncertain but Lend Lease's own estimates put it at \$410 million. Also unknown is the effect of the current economic turmoil on that estimate.

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

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(See "Neighbors Serving Neighbors" on page 15)

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"BUZZ AROUND THE BLOCK"

(Continued from page 12)

It seems likely that those current conditions had an affect on Lend Lease's decision. The company has been weathering a stormy year culminating in a recent downward revision of its profit projections, though the revision came after the King of Prussia decision was announced.

Who would like to buy one half of the third largest mall in America?

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Simon Properties Group, which, according to the *Wall Street Journal* owns a 12 percent share of the property but more importantly, manages the entire mall in partnership with Kravco, the mall's original designers.

As of this writing, Mark Bachus of Kravco-Simon, the mall's Marketing Manager was not available for comment. In addition the company has been keeping fairly quiet about the possibility, though that has not stopped business journalists from speculating.

In June, Simon Property Group CEO David Simon told *Smart Money Magazine* that his company is interested in acquiring properties. He further indicated that the kind of real estate market we are currently in is a good time to buy.

Of course, now it's not just the real estate market, the entire global economy is headed south. With credit tightening up and real estate not moving, might everyone just sit on the sidelines for a while?

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

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NEIGHBORS SERVING NEIGHBORS

(Continued from page 13)

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(See "Neighbors Serving Neighbors" on page 17)



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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

Joe Pasquarella, Managing Director of Integra Realty Resources in Philadelphia remains optimistic. "The King of Prussia Mall is the dominant mall in the Delaware Valley and the largest mall on the East Coast," he says. "With its exceptional, high-quality tenant roster, this portion of the mall will likely attract a broad and distinguished cadre of institutional buyers from around the globe. Despite the general illiquidity of the credit markets, there is plenty of cash remaining to be invested in premier properties such as King of Prussia Mall. Also regardless of the ever so rapidly changing economic landscape for retail property, cap rates for high grade investment property in strategic locations such as King of Prussia remain relatively low, which of course translates to solid pricing expectations for the Mall."

So, we'll see.

In the meantime, Lend Lease has asked commercial capital intermediaries Holliday Fenoglio Fowler, L.P. (HFF) to handle the sale. According to a HFF Managing Director John Pelusi, "King of Prussia's historic growth in sales volumes and revenue streams will be further enhanced by the rollover of existing tenants with below-market rents as well as the redevelopment of the former Strawbridge Department Store. We anticipate that an asset of this quality will command unprecedented investor interest and pricing."

On the street and around town, most people are unaware that anything out of the ordinary is happening. To shoppers around the world, the King of Prussia Mall has been and likely will remain an irresistible attraction.

Perfectly Situated

Laura Lotz is Director of Sales at the Hampton Inn in nearby Plymouth Meeting (www.philadelphiaplymouthmeeting.hamptoninn.com). She says the Inn is situated in the perfect place for shoppers and business travelers. "We're at the intersection of the PA turnpike, the blue route and I76 (the Schuylkill Expressway). I get a lot of King of Prussia business because a lot of times those travelers also go into Philly. Our business is perfectly located for both the leisure and the business guest."

Those guests head not only to Philadelphia but, say Lotz, other shopping destinations as well like Plymouth Meeting Mall and even the Philadelphia Premium Outlets in Limerick. Plymouth Meeting's Hampton Inn is within easy reach of all of it.

Lotz's business clientele has remained relatively steady, though she says technology that allows meetings to take place over the web has posed challenges. On the other hand, the impressive growth of destination shopping experiences like the King of Prussia Mall has, "allowed us to reach out and grab a different kind of market than we had five to eight years ago."

Even foreign business travelers get the urge to shop when they come here. "I was surprised to see that a lot of our foreign clients were making time to visit the mall," she says.

We Don't Say No

The mall certainly casts a large shadow. That's true in more ways than one.

"When we were right across the
(See "Buzz Around the Block" on page 18)

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(Continued from page 15)

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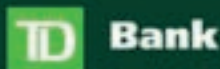
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"BUZZ AROUND THE BLOCK"

(Continued from page 16)

street from it, the only time we thought about the mall was at the Holidays when it was a headache to get around," says Bill Conlin of Conlin Copier Center (www.conlinscopy.com).

For Conlin's business, at least, the fact that the mall sits at the confluence of almost every major roadway in the area means more traffic but not necessarily into his office. "We have 10 trucks on the road. Our customers will come to see our place but generally we're using the Internet to get our work and driving proofs for people," he says. "We have to go out and get the business. Just because King of Prussia gets crowded that doesn't mean you're going to get the business from it."

Conlin has been going out and getting that business for twenty-eight years in King of Prussia. Started by Bill Conlin's father in 1980, the business has grown to include three locations with additional offices in Malvern and Horsham. It remains a family business to this day, with Conlin and his brother heading up the company, a nephew running the Horsham location and Conlin's sister serving as Vice President of Sales and Marketing.

The majority of Conlin's volume comes from commercial clients of all sizes, for whom they do everything from printing training manuals, reports, post cards, posters and legal documents. They work in two shifts to facilitate almost constant availability. "Sometimes there are customers in here late at night getting stuff done with us."

"We're one the top twenty digital printing companies in the country. We have a bigger facility than most, but we're also a family business and if you call us, you reach us. We don't say 'no', and we get the job done."

The consistent growth in King of Prussia has helped the innovative staffing company PeopleShare (www.peopleshareworks.com) as well. Ryan Clark, who heads the King of Prussia office, explains that the changing economic client has pushed demand for temporary workers. "Overall in the marketplace, I'm seeing a lot of temporary contingent workers, with everything happening in the economy, the smart

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 18)

companies are choosing to use that type of worker."

In fact, says Clark, PeopleShare has seen such an influx of business that their morning briefings have turned from fifteen-minute meetings to fifty-minute meetings.

People share takes a unique approach to staffing that has driven them to be the innovators in the field. "We've developed some new technology that's not used at any other staffing company," he says. "It's called PeopleView." It is essentially an application that allows HR professionals to conduct a video interview. "If you were an HR manager from King of Prussia on a business trip to Texas and didn't have a chance to phone people 8-5, but you have internet access, you can go to our website and see a 90 second clip of the candidates."

"It's technology that, as far as I'm aware, no other staffing company is offering," he says.

The technology went live on October 1. Innovations like this have

helped PeopleShare gain a number of exclusive partnerships with clients, which Clark describes as "The Holy Grail" of the staffing industry.

In addition to their first office in King of Prussia and a second office in Pottstown, the company recently opened a new office in Center City Philadelphia. A fourth office in West Chester is slated to open in November. 🗑

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If I get hurt driving to or from work, can I get Workers' Compensation Benefits?

The Coming And Going Rule



LEGAL PERSPECTIVES

By Daniel E. McCabe, Esq.
Wolf, Baldwin & Associates, P.C.

Employees in Pennsylvania often inquire about whether workers' compensation benefits are payable if they are injured while on the way to or from work. In general, employees injured while commuting to or from work will not be eligible for workers' compensation benefits. In workers' compensation parlance this concept is known as "the coming and going rule." However, there are several exceptions to this rule of thumb. This article will explore some exceptions and the various considerations that employees and employers should consider in these situations.

The exceptions to the coming and going rule fall in four general categories: (1) the employee has no fixed place of work (i.e. a "traveling employee"); (2) the employment contract includes transportation to and from work; (3) the employee is on a special assignment for the employer; and (4) special circumstances are such that the employee was furthering the business

of the employer while commuting.

The typical situation occurs when an employee gets in a car accident on the way to work. Unless the employee is considered a "traveling employee" the courts will generally rule that no workers' compensation will be due because that employee is not yet in the course

(See "Legal Perspectives" on page 24)

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LEGAL PERSPECTIVES

(Continued from page 22)

and scope of employment. The most succinct judicial summary of the law relating to the course of employment appears in *W.C.A.B. (Slugenhaupt) v. U.S. Steel Corp.*, 376 A.2d 271 (Pa.Cmwlth. 1977). In that case the Commonwealth Court outlined the following:

Injuries may be sustained in the course of employment in two distinct situations: (1) where the employee, whether on or of the employer's premises, is injured while actually engaged in the furtherance of the employer's business or affairs, or (2) where the employee although not actually engaged in the furtherance of the employer's business affairs (a) is on the premises occupied or under the control of the employer, or upon which the employer's business or affairs are being carried on; (b) is required by the nature of his employment to be present on his employer's premises; and (c) sustains injuries caused by the condition of the premises or by operation of the employer's business or affairs thereon.

The case law regarding the definition of "furtherance of employer's business" is extensive; however, generally, when an employee merely commuting to or from work is not furthering the employer's business. On the other hand, if the employee is

a "traveling employee" then the course of employment is much broader. The question of whether an employee is a "traveling employee" is generally defined by whether the employee has a fixed office that he or she goes to every day. If not, the employee is considered a traveling employee. An example would be a cable repair person. If he or she travels straight from home to a customer's home and only checks in with the office on occasion, the employee is most likely be a traveling employee. Further, if that employee were to get hurt on the way to his or her first job, the injury would fall outside of the "coming and going" rule, and be compensable.

The more difficult question arises in situations where it is unclear whether the employee is truly a traveling employee. For example, in the above situation, if the cable repairman had to travel to a main office every day before proceeding out to travel for the entire day, would he be considered a "traveling employee?" What if he drives a company work van every day? What if that van has the company logo and phone number on the outside? The law gets a little grey in these situations. Technically the employee is reporting to a fixed office, but he spends nearly

(See "Legal Perspectives" on page 26)

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At one time, there was relatively little confusion about Individual Retirement Accounts (IRAs) because there was only one type available. Now however, IRAs have proliferated and taxpayers have numerous options. There's the regular IRA, which may be funded with deductible and/or nondeductible contributions, Roth IRA, SEP-IRA, and SIMPLE IRA. Some of these IRAs are similar, but others have little in common. To compound the confusion, some IRAs are also known by different names. For example, a non-Roth retirement-savings IRA sometimes is called a traditional IRA.

Despite the differences, all of these IRAs do have at least one thing in common. They can help you and your family save significant amounts for retirement on a tax-favored basis. Following is a brief overview of the different types of IRAs available today.

Traditional IRAs

Traditional IRAs can be funded with either deductible and nondeductible contributions, or some combination of the two.

You can make an annual deductible contribution to an IRA if (1) you and your

spouse are not an active participant in an employer-sponsored retirement plan, or (2) you or your spouse are an active participant in an employer plan, and your modified adjusted gross income (AGI) doesn't exceed certain levels that vary from year-to-year and by filing status.

For example, in 2008, if you are a joint return filer covered by an employer plan, your deductible IRA contribution phases out over \$85,000 to \$105,000 of modified AGI. If you're single or a head of household in 2008, the phase-out range is \$53,000 to \$63,000. For a married filing separately, the phase-out range is \$0 to \$10,000. In 2008, if you are not an active participant in an employer-sponsored retirement plan, but your spouse is, your deductible IRA contribution phases out with modified AGI of between \$159,000 and \$169,000.

Deductible IRA contributions reduce your current tax bill, and earnings within the IRA are tax-deferred. However, every dollar you take out is taxed in full (and subject to a 10% penalty if you withdraw money before age 59½, unless one of several exceptions apply). You must begin making minimum withdrawals by April 1 of the year following the year you attain age 70½.

(See "Individual Retirement Plans" on page 28)

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INDIVIDUAL RETIREMENT PLANS

(Continued from page 27)

You can make an annual nondeductible IRA contribution without regard to your coverage by an employer plan and without regard to your AGI. The earnings in a nondeductible IRA are tax-deferred within the IRA, but are taxed on distribution (and subject to a 10% penalty if you withdraw money before age 59 1/2, unless one of several exceptions apply).

You must begin making minimum withdrawals by April 1 of the year following the year you attain age 70 1/2. Nondeductible contributions aren't taxed when they are withdrawn. If you've made deductible and nondeductible IRA contributions, a portion of each IRA distribution received is treated as coming from nontaxable IRA contributions and the rest is treated as coming from the taxable

If you can't make a deductible contribution to a traditional IRA, if eligible, you should contribute to a Roth IRA instead of making a nondeductible contribution to a traditional IRA. That's because the Roth IRA offers a better package of tax benefits than you'd get by making a nondeductible contribution to a traditional IRA.

The maximum annual IRA contribution (deductible or nondeductible, or a combination) is \$5,000 for 2008 (\$6,000 if you are

age 50 or over in 2008). Additionally, your IRA contribution for a year (deductible or not) can't exceed the amount of your compensation includible in income for that year. Deductible and nondeductible IRA contributions can't be made once you attain age 70 1/2.

IRAs often are referred to as "traditional IRAs" (or "regular IRAs") to distinguish them from Roth IRAs.

Roth IRAs

You can make an annual contribution to a Roth IRA if your AGI doesn't exceed certain levels that vary by filing status. For example, in 2008, if you are a joint return filer, the maximum annual Roth IRA contribution phases out between \$159,000 and \$169,000 of modified AGI (\$101,000 to \$116,000 for single taxpayers). Annual contributions to Roth IRAs can be made up to the amount that would be allowed as a contribution to a traditional IRA, reduced by the amount you contribute for the year to non-Roth IRAs, but not reduced by contributions to a SEP IRA or SIMPLE IRA (see below). For example, if you don't contribute to a traditional IRA in 2008, you can contribute up to \$5,000 to a Roth IRA for that year (\$6,000 if you are age 50 or older in 2008).

Roth IRA contributions aren't deductible. However, earnings are tax-deferred within the Roth IRA and unlike a traditional IRA,

(See "Individual Retirement Plans" on page 30)

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(See "Investment Ideas" on page 31)

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Soloist: Christopher Collins Lee, violin
- ★ Sun, Dec 7, 2008 3PM
MESSIAH, LOCATION TBD
Guest Conductor: Christopher Collins Lee
- ★ Fri, Sat, Sun, Dec 12-14, 2008 8PM
HOLIDAY POPS
Guest Conductor: William Schmeidler
- ★ Sat, March 21, 2009 8PM
MASTERWORKS II, Hill School CFTA
Guest Conductor: Diane Wittry
Soloist: John Haines-Eitzen, cello
- ★ Sat, May 9, 2009 8PM
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INVESTMENT IDEAS

(Continued from page 29)

fixed-income investment, may not even keep up with inflation — to say nothing of the additional erosion by taxes.

Why do most investors fail to meet their investment goals? We believe there are three main reasons:

- They have no plan.
- They select the wrong funding vehicles — investments that don't outpace inflation and taxes over long periods.
- They let their emotions influence their decisions.

In our view, the secret to investing is not timing the market, but time in the market.

By investing the same amount of money at regular intervals, you can avoid the temptation to time the market. This powerful long-term investment technique is called dollar-cost averaging. It helps you buy more shares when prices are low, fewer when prices are high.

Dollar-cost averaging in itself doesn't ensure a profit. If you have to sell

your shares at a time when their price is lower than the average price you paid for them, you'll have a loss, but dollar-cost averaging can reduce the price you have to get to break even. Before starting such a program, you should consider your ability to continue buying at periods of low prices.

As mentioned earlier, you can always find a reason to stay away from stocks. Again, past performance does not guarantee future results — but over the long term, the stock market has risen, and has preserved and enhanced investors' purchasing power. For more information on how investing in stocks and stock mutual funds may help you reach your financial goals, talk with your financial advisor. ■

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INDIVIDUAL RETIREMENT PLANS

(Continued from page 30)

purposes as a regular withdrawal (but it's not subject to the 10% early withdrawal penalty). (Beginning in 2010, the \$100,000 AGI ceiling on conversions from a traditional IRA to a Roth IRA will be removed.)

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Small businesses that want to provide employees with a retirement plan, but keep administrative costs low, may be able to set up a SEP (Simplified Employee Pension) or SIMPLE (Savings Incentive Match Plan for Employees) plan. In either type of plan, contributions are made to an IRA-type account in the employees' names. Annual contributions to these plans are controlled by special rules and aren't tied to the normal IRA contribution limits. Distributions from a SEP IRA or SIMPLE IRA are subject to tax rules similar to those that apply to deductible IRAs.

Income tax credit for contributions to IRAs

Lastly, if your adjusted gross income doesn't exceed specified levels, you may be entitled to a credit (referred to as the saver's credit) against your income tax equal to a percentage of your contribution to any of the above IRAs. If you are entitled to the credit, you get it in addition to any deduction you may be entitled to for the same contribution. ☛

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CHANGING HABITS



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

We all have them. Some of them good, some of them bad. Habits are those things we do without too much thought.

We kind of go through our day and they just happen.

We've all heard the saying "keep doing what you're doing and you'll keep getting what you're getting." We conclude from this quote that we need to change in order to get different and presumably better results. One area to look at is the type of habits you have developed, both good and bad. I'm not just talking about physical habits but also mental habits. Sometimes our thoughts can either get in our way or can propel us forward. So what needs to be changed? Which habits should you stop and which ones should you adopt? This, of course, is much easier to answer than actually implement. But the good news is we all have the freedom of choice. It starts there.

There have been many people that have studied habits. How to stop bad habits and how to adopt good ones. And some have studied those habits that tend to go with success. The popular book that comes to mind is *The Seven Habits of Highly Effective People* by Stephen Covey. If you haven't read it I strongly recommend it.

Many experts say it takes, on average, about 21 days to start a new habit or stop a bad one. I would guess it depends on how ingrained (or not ingrained) the habit is. I can tell you that I used to smoke. I quit many years ago. And it was about that three-week mark that my craving for cigarettes started to diminish. It is doable. Determination, discipline and persistence are very important qualities to make it happen.

Mental habits may be more important to consider than physical ones. Most people don't consider changing their mental habits. Most would agree that if you took some golf lessons from a top professional and had the time to practice every day for two hours for the next month your game would

improve ten fold. Yet when it comes to the mental side of training our brains, not too many people think about taking a similar approach.

"So where do I start"? you may be asking. Well, take a look at the people around you. Who is successful? Who should you emulate? What are they doing that you are not? And what are you doing, that may be holding you

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



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BUSINESS & MARKETING STRATEGIES

(Continued from page 33)

back, that they don't do? One exercise is to list some of your most admired individuals from history. Maybe Ronald Reagan, General Washington, Gandhi, Mother Teresa, General Patton or Winston Churchill. Come up with your own list. Now think about what these folks did and what habits they may have had that propelled them to success. Now make yourself a list of those habits or characteristics. And, just as important,

what do you think they didn't do, that if they did, might have held them back. Write it all down. Then prioritize those things you need to take action on that will get you to the results you desire. You certainly should share your list and action plan with someone so you have some sense of accountability. This will help in your discipline in making the necessary changes.

Now make a point to review your list daily. This might include daily affirmations to change your thought pattern about certain beliefs you might have or to

ingrain new ones. You may want to take a few minutes at the end of every day and review your progress. Give yourself a pat on the back when you are progressing nicely. Have patience when you have some issues and tell yourself you will improve tomorrow. Before you know it you will have stopped some of those bad habits and replaced them with some good ones and with some great mental patterns.

I won't say any of this is easy. It's not. Changing habits and particularly thought patterns are some of the hardest

things you might face. But persistence is the key.

As mentioned earlier the good news is you have a choice. You can take control of what you do today that will form the results you get in the future. The sooner you make the choice and take the actions the sooner you will move forward. May I suggest you start RIGHT NOW! 📅

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 a free Business

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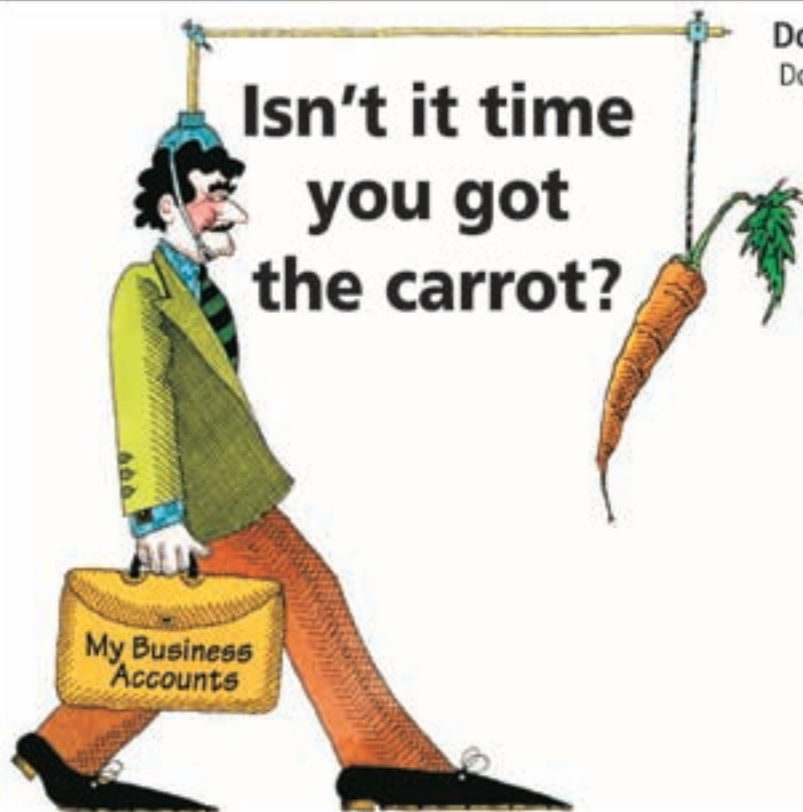
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PRESIDENT'S MESSAGE

Dear Chamber Members,

One of my grandfather-in-law's favorite flowers to grow was amaryllis. When they become available for mass production at the holidays, he would give everyone he knew the amaryllis gift box which contained a bulb, potting soil, a plastic container, and instructions. One year we received "Susan" in a box. The box describes "Susan" as a rosy pink amaryllis with a bulb size of 32-34 cm (12.5 - 13.5 in.) in circumference which grows to an average of 20 inches in height and within 6-8 weeks, each bulb will produce 2-3 stems and 4-6 flowers per stem.

For those lacking a green thumb this could be considered a new version of the "infamous" fruitcake; "what am I going to do with this?" "It will never look like the box. There's no way that thing is going to grow."

After sitting in the box for three weeks, I began to feel guilty since my in-law's plant had already grown eight inches. It was time to plant the "stupid" thing. One early morning, I pulled apart the box and its contents: one really big bulb, a small bag of dirt, a plastic pot and a grated top. I read the instructions, filled the bottom of the pot with soil, carefully placed the massive bulb and roots in the pot and filled up the sides with more soil. After watering the bulb and having the soil settle around it, I put in the last pinch of soil and popped the lid on top trying to keep the bulb centered.

For the next week I gave it sips of water each day as it sat in the sunny window per the instructions. It just sat there doing nothing. After a week my initial reaction was the bulb had dried out and the "stupid" thing wasn't going to grow; ye of little faith. Toward the end of week two, the previous year's cut leaves began to grow and by week three you could see the stem starting to form in the heart of the bulb. Two days later, the flower spike shot out and grew five inches!

Each day when I came home from work, the stalk had grown that much more. I started to rotate the pot trying to keep the stem straight. I knew if I let the pod grow

toward the sun the pot would tip over when it flowered. After four weeks, a second stalk emerged along with new leaves. My little botany project was surviving and everyone started to muscle in on the success.

At the end of six weeks the first pod popped open with four great big buds. Within two days all of its flowers were open. Perfection; just like the picture on the box. A straight 20" stalk surrounded by four 8" rosy pink blossoms. It was majestic. The flowers took center stage on the kitchen island.

As the second week of flowering passed, the first flowers began to fade and the second pod splashed open. This time we have five buds heading in all directions on a bent stalk. The same bulb with the same care but a different look; equally as wonderful as the first.

As I am in amazement of its beauty, I began to realize how important the process was to the success. Eight weeks of patience, hope and loving care. In today's hustle and bustle, we do not give ourselves time to cultivate and appreciate. We are looking for the immediate sale and instant gratification. The flower to me represents a good business relationship. They take time to cultivate and nurture. When they bloom, they are magnificent.

Too bad instructions for business can't be printed on the side of the box. 📦

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Tim Phelps, TCACC President

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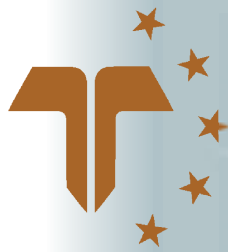
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Andy Paravis, North Coventry Township
Fred C. Reim, Jr., Harleysville National Bank
John P. Sartor, P.E., Gilmore & Associates, Inc.
Baran Schultz, Schultz Technology Solutions, LLC
Dr. Karen A. Stout,
Montgomery County Community College

CALENDAR OF EVENTS



TRICOUNTY AREA
CHAMBER OF COMMERCE

Thurs., Nov. 6
11:30 AM – 1:30 PM
Women of the Workforce Luncheon (WOW)
Lakeside Inn, 594 W. Ridge Pike, Limerick
Keynote speaker, **Senator Connie Williams** of Pennsylvania's 17th Senatorial District presenting "Women's Leadership: The Presidential Election 2008".
Sponsored by: Robert Weigner Nationwide Insurance and United Healthcare.
\$28 per Member prepaid or at the door, \$36 invoiced

Thurs., Nov. 6
3:30 PM
Chamber 101
Chamber Conference Center, 152 High St., Suite 360, Pottstown*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No Charge.

Thurs., Nov. 13
7 – 9 AM
7 – 7:30 AM
7:30 – 9 AM
Chamber Membership Breakfast
Elks Lodge, 61 High Street, Pottstown
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

Thurs., Nov. 13
4 – 6 PM
Regional Chamber Business Card Exchange
Lakeside Inn, 594 W. Ridge Pike, Limerick
Join the 5 chambers: **Perkiomen Valley Chamber of Commerce, Phoenixville Regional Chamber of Commerce, Spring-Ford Chamber of Commerce, TriCounty Area Chamber of Commerce, and Upper Perkiomen Valley Chamber of Commerce** for a night of networking like you have never experienced before. Hundreds of attendees, food and cash bar.
RSVP appreciated (even if last minute), call 610.326.5158.
Sponsored by: Verizon
No charge, members only.

Tues., Nov. 18
8 AM
Chamber 101
Chamber Conference Center, 152 High St., Suite 360, Pottstown*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.
No Charge.

FEATURED MEMBER BENEFIT OF THE MONTH

Market your business to other Chamber Members. Approximately three-hundred visitors enjoy coffee in the Chamber's boardroom every month. By sponsoring the coffee station, your promotional materials are prominently displayed at the coffee stations and in the Chamber lobby. The cost of the coffee station sponsorship is \$50 per month.

SIGN UP TODAY! This is an easy and inexpensive way to market your business to the Chamber membership and visitors!

Please confirm available months and submit questions to Ashley at the Chamber office at 610.326.2900 or ashley@tricountyareachamber.com.

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

SAVE THESE DATES:

Tues., Dec. 9 5 – 6:30 PM	Annual Holiday Open House <i>Chamber Conference Center*, 152 High St., Suite 360, Pottstown</i>
Wed., Jan. 21 4:30 PM 6 PM	Boyertown Area Progress Dinner <i>La Massaria at Bella Vista Golf Course, 2901 Fagleyville Rd., Gilbertsville</i> Social Hour Dinner

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.

**The Abraham Lincoln –
A Wyndham Historic Hotel**
100 North Fifth Street
Reading, PA 19601 (610.372.7179)

*Hotels/ Motels/ Bed & Breakfast
Caterers/Banquet Services
Event Planners Restaurants/Clubs*
www.hotelabrahamlincoln.com
Centrally located in Readings' business, entertainment and government district, this historic landmark features: 104 guest rooms with complimentary wireless internet service, 10,000 sq. ft. of flexible meeting space with 7 function rooms, ballroom, 2 restaurants, and private dining room.

Alabaster's Arts & Tea
935 East High Street
Pottstown, PA 19464 (484.624.3985)

*Gallery Restaurants/Clubs
Gift/Specialty Shops*
Alabaster's Arts & Tea is a tea café and gallery / gift shop. Selling more than 30 different types of loose-leaf teas from around the world, the opulent and relaxing café setting offers a varied menu. The artwork of local and national artists line the walls.

Gallery School of Pottstown, Inc.
254 High Street
Pottstown, PA 19464 (610.326.2506)
*Non-Profit Organizations Art Galleries
Artists/Artisans Framing – Art/Photography
Schools/Colleges/Education*
www.galleryonhigh.com

Using the visual arts, The Gallery School of Pottstown enriches the lives of Pottstown area residents, regardless of ethnicity or economic situation. Sparking creativity, building confidence and creating community bonds, the school educates and trains youth and adults, mentors artists, and integrates visual arts in the community.

Kazio Networks
5 South Centre Ave. Suite 101
PO Box 194
Leesport, PA 19533 (484.334.2757)

*Engineers - Civil / Environmental /
Mechanical/Municipal
Communications Consultants Consultants*
www.kazionetworks.com

Kazio Networks provides turnkey engineering services in Industrial Ethernet infrastructure design, analysis, maintenance, management and compliancy for wired/ wireless based systems. Specializing in the discrete and process industries, their methodologies can help reduce costs and increase network productivity.

Andrew J. Monastra, P.C.
740 East High Street, Pottstown, PA 19464 (484.941.0912)

*Attorneys Title Insurance Companies
Real Estate – Commercial/ Industrial Real Estate – Residential*
Legal services firm primarily focusing on real estate and real estate related issues. Client base consists of lending institutions, credit unions, relocation companies, buyers, sellers, title agencies, and real estate developers.

IKEA Home Furnishings
400 Alan Wood Road
Conshohocken, PA 19428
(610.834.0150)

*Home Furnishings Office Equipment/
Furniture/ Supplies Kitchen & Bath
Design/ Remodeling*
www.IKEA-USA.com/Conshohocken

Practice – Reps, LLC
1220 Cherry Street
Pottstown, PA 19464 (610.323.4793)

*Marketing/ Market Research
Management Consultants
Medical Services Advertising Agencies
Business Consultants*
www.practice-reps.com
Practice-Reps, LLC specializes in medical practice marketing with fifteen years of proven success in growing medical specialty practice.

The Rose of Omagh
1678 Briarwood Lane
Pottstown, PA 19464 (610.781.1264)

*Music/ Instruments/ Training
Amusements & Entertainment Artists/
Artisans*
www.theroseofomagh.com
This Irish instrumental ensemble consists of tin whistle/ Irish flute, fiddle and guitar. With over 200 session tunes (jigs, reels, hornpipes, etc.) and 300 traditional Irish ballads, bookings are available for any occasion.

See the View Window Cleaning Services
602 Beech Street
Pottstown, PA 19464 (610.718.0234)

*Cleaning Contractors Janitorial Services/
Supplies*
www.seetheviewwindowcleaning.com

See The View is a professional window cleaning company started in 1976 by Wayne Snowden, owner and operator. See The View offers window restoration, screen repairs, new construction window cleaning and much more.

State Representative Bob Mensch
105 Memorial Drive
Schwenksville, PA 19473 (610.287.4181)

Government/ Governmental Agencies
www.repmensch.com
State Representative Bob Mensch represents the 147th District within Montgomery County and provides State related assistance to District residents.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 years

Permabond, LLC
Pottsgrove Manor
**Pottstown Area Health
Wellness Foundation**

10 years

Rotary Club of Pottstown
Spring Ford Country Club

20 years

Hickory Valley Golf Club
**Pottstown Community TV
(PCTV)**

25 years

Sanatoga Auto Body, Inc.

30 years

C.S. Garber & Sons, Inc.
**Evans, Hauseman &
Richard, Inc.**
**Houck & Gofus
Funeral Home, Inc.**
**Schumacher & Benner
Funeral Home**
Universal Machine Co.

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

AdVantage Promotional Advertising	J& T Technologies, Inc.
Arrowhead Golf Course, Inc.	The Johnson Kitchen
Bally Savings Bank	Gretchen Lea Interior Design
Beech Street Associates, LLP	The Learning Experience
Best Principled Solutions, LLC	Malvern Federal Savings Bank
Carol for Heart	Mortgage Financial Services
Carroll Engineering Corporation	Paladin Enterprises, Inc.
Coldwell Banker Landis Homesale Services	Penn Airways, Inc.
Constant Watch, LLC	Mayer Pollock Steel Corporation
County Lines Magazine	Pottstown Landfill & Recycling Center
Days Inn	Reflections Hair Designs
DV Technical Solutions, Inc.	Retired Senior Volunteer Program (RSVP)
Entrance Systems, Inc.	Sigel Insurance Group
Foot & Ankle Health Group, P.C.	Snap Fitness
Governor's Veterans' Outreach & Assistance Center	Spectrum Personnel
Herbein + Company, Inc.	Wachovia Securities
Heritage Commerical Group, Inc.	Waste Management of PA
Independence Planning Group	Westlawn Group
	Zap Digital, 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

MEMBER NOTES:

AAMCO- Pottstown is under new ownership. The new contact phone number is 610.970.1844.

Reynolds, Pittner & Associates, LLC has moved. Their new address is 1200 E. High Street, Suite 313, Pottstown.

The Bath Fitter has moved. Their new address is 15 E. Uwchlan Avenue, Suite 430, Exton.

Coldwell Banker Diamond Realtors has merged and the new name of the business is Coldwell Banker Hearthside.



Tim Phelps, President of the TriCounty Area Chamber of Commerce, and Brad Okoniewski, TriCounty Area Chamber Chairman of the Board, present the Ambassador of the Quarter award to Janet Flack.

JUNE 2008 AMBASSADOR OF THE QUARTER: JANET FLACK OF KELLER WILLIAMS REALTY GROUP

Bradley Okoniewski, Board Chairman of the TriCounty Area Chamber, announced the 2008 Ambassador of the Quarter ending June 30, 2008, as Janet Flack, sales associate with Keller Williams Realty Group, Limerick, PA. The announcement occurred at the September 11, 2008, Chamber Membership Breakfast held at the Elks Lodge, Pottstown.

The Chamber Ambassador Program consists of twenty volunteers from long-standing member businesses who pledge to cultivate and promote Chamber activities and services. They wear the red Ambassador badges to Membership Breakfasts, Mixers, and meetings where they meet and greet New Members. Throughout the year, they welcome new businesses to our area by participating in Red Ribbon Grand Openings. Annually, these special volunteers partici-

pate in the Membership Campaign. The Ambassador of the Quarter June 2008, Janet Flack, obtained the most points for participation and involvement at these Chamber events and programs and overall involvement and enthusiasm toward member relations.

Janet Flack has worked in the Tri-County area for 33 years and is a Pottstown High School graduate.

Her personal business philosophy is to "cultivate repeat customers and referrals. I think the finest compliment I can ever receive is a referral from past clients or friends." As a business role model, Janet Flack looks to Terese Brittingham, co-owner of Keller Williams Realty Group, where she is an agent. Janet currently serves as President of the YWCA Tri-County Area Women EXCEL group. She resides in South Coventry Township with her husband, Paul Flack. 🏠

Ribbon Cutting Events



CHAMBER Ribbon Cutting Celebrates Grand Opening for WARREN HOMES, POTTSTOWN

The partnership of Genesis Housing Corporation and ACLAMO Family Services celebrated the grand opening of Warren Homes, Walnut and Warren Streets, Pottstown, PA with borough officials and Chamber Ambassadors. Pictured (left to right foreground and background) are: Eddie Cruz, Executive Director of ACLAMO Family Services; Chamber Ambassador Janet Flack; Chamber Ambassador Tim Forester; Chamber Ambassador Hanna Hartman; Judith Memberg, Executive Director of Genesis Housing Corporation; Ray Lopez, Pottstown Borough Manager; Adamino Ortiz, former Executive Director of ACLAMO Family Services; David Garner, President Pottstown Borough Council; Sharon Thomas, Mayor of Pottstown; and Don Cheetham, Board President of ACLAMO Family Services.



BOYERTOWN IMAGING AND REHABILITATION RIBBON CUTTING AT 23 N. WALNUT STREET, BOYERTOWN

Boyertown Imaging and Rehabilitation Ribbon Cutting at 23 N. Walnut Street, Boyertown to recognize the recently expanded diagnostic services available there through Pottstown Memorial Medical Center. Chamber Ambassador Betsy Chapman, Village Productions; Boyertown Mayor Marianne Deery; Richard Whitaker, M.D., Pottstown Memorial Medical Center; TriCounty Area Chamber President Tim Phelps; Chamber Board President Brad Okoniewski, Cabot Supermetals; Pottstown Memorial Medical Center CEO, Steve MacLauchlan; Chamber Ambassador Betty Kulp of Boyertown Salvation Army; Chamber Ambassador John Armato of Pottstown School District.



GROUND BREAKING Held for Villa @ Morlatton, DOUGLASSVILLE, EXPANSION

Pictured are the participants for the symbolic Ground Breaking for the Villa @ Morlatton expansion. (from left) James Elliott, Developer and General Partner; Tim Phelps, President of the TriCounty Area Chamber of Commerce; Thomas Paulus, Weathervane Capital Partners; Skip Weller, Amity Township Board of Supervisors; John DeMarco, Jofus, Realty Investor; and W. James Hollenbach, Developer and General Partner.

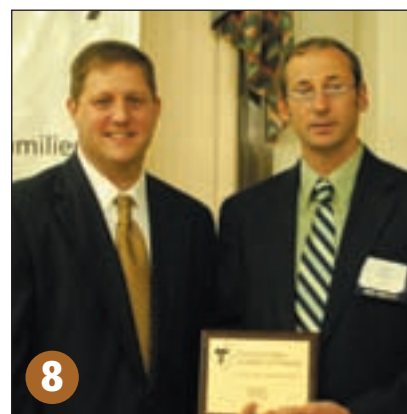
TriCounty Chamber Ambassadors WELCOME ALABASTER'S ARTS & TEA with Ribbon Cutting

Alabaster's Arts & Tea, 935 High Street, Pottstown, PA, next to the Hill School, opened the Victorian tea room (serving over thirty different teas and lunches), art gallery and gifts with a Chamber of Commerce welcome. Pictured at the ribbon cutting (front row): Solange Jacques, Alabaster's dining room manager; Ambassador Hanna Hartman, National Penn Bank; Ambassador John Armato, Pottstown School District; Alabaster's owner Pamela Jacques; Alabaster's kitchen manager Becky Jones. Second row: Pottstown Mayor Sharon Thomas; Ambassador Peggy Brendlinger, Tri County Area Federal Credit Union; Ambassador Jackie Gofus, Janney Montgomery Scott, LLC; (third row) Ambassador Stacey Poploskie, Malvern Federal Savings Bank and Ambassador Tim Forester, The Hill School.



SEPTEMBER BREAKFAST

TriCounty Area Chamber President, Tim Phelps, welcomes eight new member businesses at September Membership Breakfast



1

2

3

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6

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8

1. Jerry Frey, Holly Brinton and Tom Bobst, Arnold's Family Fun Center, Oaks, PA.

2. Joan Coleman, Bayada Nurses

3. Dr. Lori Gray and Austin Gray, Complete Family Eyecare

4. Grace Weichel, The Inn @ Saint Peter's Village

5. Michael HENZES, Reinsel Kuntz Leshar, LLP

6. Andrea Vandervort, Waterford Wedgewood Company Store

7. Jodi M. Heebner, The Abraham Lincoln - A Wyndham Historic Hotel

8. Russ Davis, Lord Corporation

SEPTEMBER MIXER

Special thanks to Janney Montgomery Scott for hosting the September 23 Membership Mixer at their facility.



BUSINESSES AT TRI-COUNTY AREA FALL JOB FAIR

The Tri-County Area Fall Job Fair held on September 25, 2008 at the Norco Fire Company in Pottstown brought nearly 300 potential employees to the attending exhibitors. Exhibiting businesses were given the opportunity to meet with potential employees, accept resumes and conduct on-site interviews or hand out applications.

After exhibiting at the Job Fair, **John Theisen from Sanatoga Water Conditioning** said, "We came to the job fair looking to hire a service technician/installer and an outside salesperson. I was very happy not only with the number of people that attended the fair, but also with the quality of the people who submitted their resumes and applications for our positions. I walked away with 7 solid resumes for the technician position and 3 solid resumes for the sales position, as well as quite a few good contacts with people who might be interested... I cannot see how my hiring goals will not be met from my taking the time to attend this fair."

The next job fair will be held in the spring on April 2. The Tri-County Area Fall Job Fair was presented by the TriCounty Area Chamber of Commerce and sponsored by 107.5 Frank FM. 🗑️

RESUMES

With the Job Fair, nearly 300 new resumes covering dozens of business categories have been submitted into the Chamber Resume file. If you are a Chamber Member business looking for employees, stop by the Chamber office to look through the resumes collected at the Job Fair.

Additional resumes submitted this month:

- 1 - Transportation Sales/Logistics or Physical Distribution Management;
- 1 - Office Manager/Executive Assistant;
- 1 - Accomplished Business Banker for Business Development in Banking

SEPTEMBER WOW

WOMEN OF THE WORKFORCE LUNCHEON FEATURES MARIAN WARD

Marian Ward, MidAtlantic Employers' Association (MEA) Senior Training & Development Consultant, spoke to those who attended the Women of the Workforce Luncheon held at Brookside Country Club on September 16.

Her presentation entitled "Why Focus on Generation Y?" explored the newest generation in the workplace, Generation Y. Ward gave informative "how-tos" in better managing Gen Y and a multi-generational workforce while still meeting the wants and needs of all generations.

The event was co-sponsored by Furniture Soup and United Healthcare.



MAHLE EARNS CERTIFIED CHAMBER EXECUTIVE CERTIFICATION

The American Chamber of Commerce Executives (ACCE) (www.acce.org) has designated Dale P. Mahle, former president of the TriCounty (PA) Area Chamber of Commerce, Certified Chamber Executive (CCE). The CCE is the only national certification for chamber professionals.

"The CCE program is designed to assess the applicant's knowledge of the core chamber management areas - leadership, planning, development and finance, and administration," says Mike Neal, CCE, CCD, president and CEO of Tulsa (OK) Metro Chamber and CCE commission chairman. "The applicants who are designated CCEs rightfully earn this outstanding recognition through hard work, countless hours of dedication to their field, and leadership of their staff and chambers. We are proud to have this year's class join a long tradition of professional excellence."

Mahle was one of 22 chamber executives who earned the CCE designation at the ACCE Annual Convention held during the last week of July in Pittsburgh, Pennsylvania.

Now retired, Mahle served 20 years as

the president of the TriCounty Area Chamber of Commerce and as executive director of Pottstown Area Industrial Development, Inc. She was also president of the TriCounty Area Chamber of Commerce Foundation, Inc. She was a member of the American Chamber of Commerce Executives, a member of the senior advisor council for the Pennsylvania Chamber of Commerce Executives, as well as board



member of the Southeastern PA Political Action Committee. She received the 2006 Keystone Award presented by the Pennsylvania Chamber of Commerce Executives.

Established in 1914, ACCE is the only national association uniquely serving the professional development needs of individuals managing chambers of commerce throughout the United States and Canada. Representing more than 7,500 chamber professionals, ACCE enhances the knowledge, leadership skills, and management effectiveness of chamber executives and their staffs through education, trend analysis, benchmarking, and best practices. ACCE promotes the highest standards of professional excellence and integrity within the chamber profession.

Provided by Catherine Lada, American Chamber of Commerce Executives (ACCE)

INTERNSHIPS AVAILABLE AT CHAMBER

If you know of someone 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.

TCACC MARKETING TIPS

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 email messages do not get blocked so that you can receive them in a timely manner. Please be aware that we do not send any attachments with our weekly emails. 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. For more information, contact Ashley at the Chamber office 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. To schedule an "Audio Impact" slot to showcase your company or an upcoming event, contact Susan Burnett at the Chamber office at 610.326.2900.

**PLACE YOUR AD
IN OUR NEXT
ISSUE! CALL
(610) 323-6253**

WHY ADVERTISE?

1. Improve your company's name recognition.
2. Generate activity during slow times.
3. Expand your business with new prospects.
4. Win back former customers.

Reliable info.



Free delivery.

To get your free Consumer Information Catalog with more than 200 federal booklets on all sorts of family and financial matters, just visit pueblo.gsa.gov, call 1 (888) 8 PUEBLO (that's 1-888-878-3256), or write: Trusted Source, Pueblo, CO 81009.

Pueblo, CO. Your trusted source.

A public service message from the U.S. General Services Administration.

ANNUAL REPORT: 2007–2008 PROGRAM YEAR

The TriCounty Area Chamber of Commerce made an Impact!

- Chamber recognized as a student champion by Pennsylvania Free Enterprise Week
- Published the 2007-2009 Chamber Membership Directory and Business Guide
- Twelve individuals completed the Leadership Tri-County program, receiving community knowledge and non-profit board training, and completed projects benefiting three, local non-profits
- Economic Impact Award was presented to the Philadelphia Premium Outlets
- Economic Development Award was presented to Limerick Township for their efforts to improve the development process by improving the communication timeline between departments
- Regional Planning Award was presented to Congressman Gerlach, Senator Rafferty, Limerick Township, and Montgomery County for the designation of Kurylo Farm as Open Space
- Legislator of the Year Award was presented to the Borough of Boyertown and Building a Better Boyertown recognizing the work that they have done through their partnership
- Educator of the Year Award was presented to David Dougherty, Headmaster of The Hill School
- Presented Volunteer of the Year Award to Hanna Hartman
- Dale Mahle received her Certified Chamber Executive designation
- Received Award of merit from the American Chamber of Commerce Executives organization for our new membership brochure
- Awarded Ambassador of the Year Award to Timothy D. Forester, The Hill School
- Monthly seminars were held providing Chamber Members an opportunity to provide training for themselves and their staff
- Chamber's Environmental Education Committee presented its annual Business Equipment Recycling Day
- Environmental information and resources shared through the Chamber website

Networks for Chamber Members, community leaders, government officials, and other professionals continued!

- The Annual Dinner featured Phil Martelli, coach of the St. Joseph's basketball team
- New Board Members appointed – James Cafone, Wyeth Pharmaceuticals; Ross DeSimone, Corporate Psychological Resource Center
- Partnered with Building a Better Boyertown, Berks-Mont Business Association, and the Pottstown Salvation Army to host a Welcome Coffee for Captains Tommy and Gillian Rogers – new leadership at the Boyertown Salvation Army
- Partnered with Berks-Mont Business Association and Building a Better Boyertown to host a Boyertown Holiday Mixer
- Partnered with Perkiomen Valley, Phoenixville Regional, Spring-Ford, and Upper Perkiomen Valley Chambers of Commerce for a Regional Chamber Business Card Exchange sponsored by Verizon
- Partnered with Delaware County, Montgomery County, Greater West Chester, New Castle County, Phoenixville Regional, Delaware State, and Exton Region Chambers of Commerce for a Multi Chamber Regional Mixer
- Held monthly – Women of the Workforce (WOW) networking events
- Held monthly – Membership Mixers
- Held six Chamber Membership Breakfasts
- Held Annual Boyertown Area Progress Dinner, Spring and Fall Job Fairs, Legislative Coffee, Senior Jubilee, Golf Outing, and Education and Career Fair
- Held special networking events for our Young Professionals Network
- Facilitated Speed Networking event

The TriCounty Area Chamber of Commerce worked on several Priorities during 2007-2008!

- Letters were sent to the Chamber legislative delegation stating our objection to the Employee Free Choice Act of 2007
- Endorsed Christian Leinbach for Berks County Commissioner
- Endorsed Ryan Costello for Recorder of Deeds for Chester County
- Continued participation in the Southeast Political Action Committee (SEPAC)
- Governmental Affairs information, advocacy issues, and links to various legislative resources were added to weekly emails and on the Chamber website
- Coordinated multiple municipalities and other chambers of commerce, as well as other interested parties and facilitated a meeting to discuss Passenger Rail
- Endorsed Richard Gokey in the PA House of Representatives primary for the 130th legislative district
- Supported Automotive Jobs Action Coalition (AJAC), a national grassroots coalition representing chambers of commerce and business organizations, in their support of fuel economy legislation signed by President Bush on December 19, 2007
- Received award from the Greater Valley Forge Transportation Management Association for the Chamber's support of transportation management projects along the Route 422 Corridor
- Took position on elimination of school property tax with fair and equitable replacement of that revenue

The Chamber door was Open to new ideas!

- Various training opportunities were provided for the staff: Dale Mahle attended the American Chamber of Commerce Executives Conference, Amy Noble attended her third year of the Institute for Organization Management, Eileen Dautrich attended the Fall Conference of 2007 and the Spring Conference of 2008 presented by the PA Chamber of Commerce Executives
- Chamber Members provided their opinion regarding the programs and services of the Chamber by participating in a national survey
- Results of an economic impact survey were presented at the Chamber's Annual Economic Forecast Breakfast
- Started offering advertising opportunities on the Chamber website
- Partnered with the Greater Reading Chamber of Business and Industry for their Annual Women's Conference
- Partnered with New Hanover Leadership Development to present Advance - a Maximum Impact Simulcast
- Partnered with Greater Valley Forge Transportation Management Association and Preservation Pottstown for the Bike Pottstown program
- Held an Inspirational Breakfast featuring Dr. Anthony Campolo
- Completed the Chamber's Roof Top Deck Project – sponsored by Cabot Supermetals
- Dale Mahle retired from the Chamber after 20 years
- Tim Phelps was hired and started as the new president of the Chamber on April 7, 2008

The Chamber is proud to present the 2007-2008 Annual Report and the 2008-2009 Program of Work (included in the October issue). If you would like a copy of the Annual Report and/or the Program of Work, please contact the Chamber office at 610.326.2900.

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 – and to make your community a better place to work, live and play. Access to new ideas. One more way the Chamber opens doors for you.

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.

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER



PHILADELPHIA MURAL ARTS PROGRAM TO DEDICATE ROYERSFORD MURAL

"Our Heritage Along the Waterway" Has Been Four Years in the Making

Although Philadelphia is known internationally as the City of Murals, on Tuesday, September 16th at 3 p.m., the Philadelphia Mural Arts Program dedicated one of few *suburban* outdoor murals, at Arch Street and First Avenue in Royersford. Speakers at the dedication included: David Urner, Mayor of Royersford; Jane Golden, executive director of the Philadelphia Mural Arts Program; Delia King, the mural's artist; and Marshal Granor, partner, Granor Price Homes.

The mural, entitled "Our Heritage Along the Waterway: A History of Royersford," is the most visible piece of a multi-million dollar revitalization effort by Royersford Borough that began with outreach to developer Granor Price Homes to build new homes along the Schuylkill River. The mural is the result of four years of collaboration between the Philadelphia Mural Arts Program, Granor Price Homes, borough officials and area businesses to transform the gateway into Royersford.

The mural received its name from Royersford resident Laurie Faust, who won a Name the Mural contest with her entry. Faust will receive a savings bond and the book "Philadelphia Murals and the Stories they Tell."

Like Royersford – an industrial town along the Schuylkill River now undergoing redevelopment – this mural project is unique. It actually consists of two murals, together measuring 320 feet in length. A 120' long, three-story high mural depicts the history of

Royersford, while a 200' x 25' mural incorporates a landscape theme.

Due to the (corrugated) wall material, the project took longer and was more costly than many outdoor murals. This was because the mural had to be painted onto more than 140 squares of parachute cloth, requiring special materials. Costly equipment was needed to apply the panels to the building. Murals can often be painted directly onto buildings, but corrugated metal does not hold paint.

"This is a very special project," explains Jane Golden, executive director of the Mural Arts Program, which is committed to transforming spaces and lives through art. "Here, you have a developer working hand in hand with a municipality to transform a bleak space into a beautiful pedestrian walkway between the river and its green space — Victory Park."

The mural was created in part by students at Spring-Ford High School and St. Gabriel's Hall Mitchell Program, under the mentorship of mural artist Delia S. King, on over 140 panels of parachute cloth, which were applied to the building this summer. Community residents were also given the opportunity to share their artistic talent during two Community Paint Days, when the longer time-line mural was being painted directly onto the wall. Children from St. Gabriel's Hall helped with the paint days, as well.

Additional elements of Royersford's revitalization include: resurrecting the Royersford train depot as a viable business location; the Waterfront Trail project, including a walking/biking trail, gazebo, boat launch and park; and Main Street revitalization, including a new streetscape.

Major sponsorship for the mural was provided by Granor Price Homes' RiverWalk at Royersford community, the **TriCounty Area Chamber of Commerce Foundation, Inc.**, National Penn Bank, The Richard W. Wetherill Foundation, Rittenhouse Associates and Johnson Sign Company. The space on the Giftwares Buildings was donated by owners David Ritchey and Gregg Dickman.

The Mural Arts Program (MAP) is the nation's largest mural program. Since 1984, MAP has created over 2,800 murals and works of public art, which are now part of Philadelphia's civic landscape and a source of inspiration to the thousands of residents and visitors who encounter them, earning Philadelphia international recognition as the "City of Murals." MAP engages over 100 communities each year in the transformation of neighborhoods through the mural-making process. MAP's award-winning, free art education programs annually serve over 3,000 youth at sites throughout the city and at-risk teens through education outreach programs. MAP also serves adult offenders in local prisons and rehabilitations centers, using the restorative power of art to break the cycle of crime and violence in our communities. For further information, call (215) 685-0750 or visit www.muralarts.org.

Through its outreach with such organizations as St. Gabriel's Hall, the Philadelphia Mural Arts Program targets underserved youth; using mural making to teach art, promote self-confidence and foster life and job skills. Spring-Ford High School students received additional training and mentorship through this unique program. 🗑️

Provided by Rachel Ezekiel-Fishbein, Making Headlines

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DYNAMIC CARPOOLING

Imagine a device that you carry with you everywhere; a device that allows you to connect to an entire network of people wanting to carpool; a device that knows where you are, and where you are going. What if the device could connect you into a transportation network that will take you to your destination on your schedule? This device exists, and you probably already own one. The device is your GPS and web-enabled cell phone. The concept is dynamic transportation.

This is carpooling 2.0 and it utilizes web based technologies to get you where you need to be. The network of users is managed by a online networking site, similar to Facebook or MySpace. A willing participant signs up on the site, creates a profile with a photograph, enters contact information, and if willing to drive, enters information about their automobile. Other superfluous information can be added as well, including typical destinations, travel times, typical routes taken. Once the information is stored in the database, the user is set to start carpooling. The system defines two groups or carpoolers, drivers and riders.

If you are driving to a destination, and wish to take on a passenger, simply log into the service through your web enabled phone and enter your destination. Because of advances in cell phone technology the service is able to find your location through GPS. The service will then give you a route to follow to your destination, similar to the GPS you may already have in your car. If there is a passenger along the route, you receive a pick-up request. The passenger's information is displayed on your phone with a location, a destination, as well as a photograph. If you choose to pick up the passenger, you are routed to the pick-up location. After dropping the passenger off at their destination, you receive payment from the passenger via the service. Payment is determined by adding the total distance of the passenger's ride to the distance you deviated from your original route to either pick up or drop off. You are also given an opportunity to rate your experience with the passenger.

How does a passenger find a ride? Easy, as a passenger, you log into the service through your phone and enter in your destination. The service uses the GPS to identify your location. Once your ride has been accepted by a driver, you view in real time your pick-up time and arrival time. You are given information about the driver, including a photograph, and car registration. When the driver arrives, you get into the vehicle, and are taken to your destination. When you arrive at your

destination, you are charged a fee for the ride, and also given a opportunity to rate the experience. The system will match you with a driver that is traveling the closest to your destination.

This idea may sound a farfetched. The service mimics a typical form of transportation utilized in almost every urban environment. Taxis have long been a way to get on-demand point-to-point transportation without owning a car. However, there is no tracking on a taxi, no way for anyone to know where you got in, and where you got out. The dynamic carpooling service knows your location the entire time you are traveling because it is tracking the driver and passenger during the journey. Also, by having the service as a web based networking site, you can see the reviews other people wrote about their experience before you accept a passenger or driver. Imagine having that at your fingertips when hailing a cab. This service is not currently being used in the United States; however it is in its infancy overseas in Dublin. With today's ever increasing interconnectedness, and constant expansion of technology, a program like this could definitely help alleviate traffic on our roads and enhance the social experience not typically associated with commuting.

Shayne Trimbell works as a project coordinator with GVF Transportation. He can be reached at stribell@gvftma.com, or 610.635.3559.

Small Steps Add Up To A Giant Leap In Living A Healthy Lifestyle

Small Consistent Changes Are Key To Healthy Living

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

You're ready! It's time for a positive change! You're going to start to exercise *everyday* for 30 to 40 minutes, you're going to cook healthy meals *every* night, you're going to measure your portion sizes and count calories, you're going to quit smoking, and you're going to wean your kids off of all junk food—you're ready! But how are you going to find time to exercise? How are you going to find time to go to the supermarket? How can you possibly measure all your food? You're overwhelmed and have decided that it is not worth the effort, you're just too busy to fit all these changes into your life. Oh well.

Sound familiar? We are all filled with good intentions, but if it were super easy to make lifestyle changes, we all would be the picture of health. However, it is not super hard either, in fact, taking small steps, one step at a time, every week or even every month allow you, your body and your family to adjust, settle in and enjoy living healthy and sticking with it—permanently.

A good place to start is to evaluate what you are ready, willing, and able to change about your lifestyle to make it most healthy. After you evaluate your current habits start with a few changes that are easy to tackle and ones that will have the biggest impact. Choose one change in your eating habits and one change in your activ-

ity level. Remember, don't do everything at once—take small steps. "Chances are, you know a lot about what constitutes a healthy diet, but the disconnect comes when we fail to put our knowledge into action, to make it real," says Marisa Moore, RD, a spokeswoman for the American Dietetic Association. "Changing old habits isn't easy, so even if you make even one or two positive changes in food choices, you should feel good about what you've accomplished."

Ideas for changing eating habits and activity level include:

- Flavor foods with herbs, spices and other low fat seasonings—skip the butter, sauce, gravy and cream dressings
- Walk or ride your bike to work or your place of worship if possible
- Use fat free milk over whole milk
- Take a family walk after dinner
- Eat leaner meats
- Do yard work or gardening—use a push mower!
- Avoid food portions larger than your fist
- Join an exercise class
- Increase fiber in your diet
- Do sit-ups or ride a stationary bike while watching TV
- Eat more fresh vegetables and fruits and start eating brown rice and whole wheat pasta
- Park further from the store entrance and walk
- Become a daytime eater, your metabolism slows in the evening—try not to eat after 8:00 p.m.
- Walk the kids to school
- Eat slowly—put your fork or spoon down between mouthfuls—you'll fill up faster
- Get off a station or bus stop early and walk
- Add fish to your menu twice a week
- Take the stairs instead of the escalator or elevator
- Don't eat trans fats or fried foods
- Eat a healthy breakfast instead of skipping it

"People who try to do a complete overhaul of their eating and exercise habits all at once tend to get overwhelmed and will more than likely drop the whole endeavor," comments Moore. "Instead make one positive change a week or month."

When deciding what changes you want to make it's important to ask yourself four questions:

- How long will you try to reach this goal? Keep it short.
- Is it easy to do in your regular or your family's daily life? Keep it realistic.
- Is it limited in scope? Be specific.
- How often will you do this?

Always keep your goals manageable and specific and write them down. You could even post them on the refrigerator or bathroom mirror. Most importantly, don't try to do too much too quickly. Once you feel you've met your goals pat yourself on the back! But don't stop there; decide on new goals to add into your routine. If you are looking to make changes for the entire family, consider having everyone write goals down on a slip of paper and draw each month to add a new healthy goal for the entire family. In fact, the start of the school year is a perfect time to begin new healthy habits. As you are getting back into the routine of the school year, make the decision as a family to start to take small steps toward healthy living.

A great example of a goal would be for you to say "For the next month [how long], four days each week [how often], I will eat two pieces of fruit a day—one at breakfast and one as an afternoon snack [realistic and specific]."

If you see that you are not meeting your goals, do not get discouraged. Ask yourself some honest questions. Did you set your sights too high? Did something in your life happen to keep you from being successful? Re-evaluate and modify your goals—they have to fit into your lifestyle to be successful and maintainable. Remember, it often takes four to six weeks for a new habit to stop feeling new.

Today's lifestyle does not always allow for the healthiest of choices. It is easier to opt for the fast and convenient, which is not always nutritious. That is why taking small steps is recommended. Focus on making small impactful changes one at a time. Soon you'll see that taking small steps will add up to big results.

About the Foundation

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

Commit to Mission: Good Nutrition

In support of the Pottstown Area Health & Wellness Foundation's goal to promote healthy living and healthy lifestyles, the Foundation sponsors the Mission Good Nutrition program, which airs every Thursday at 7:00 p.m. on PCTV Channel 28. Tune in and discover nutritional ideas you can use immediately and benefit from every day. Mission: Good Nutrition is an entertaining educational show designed to motivate, encourage and empower individuals to continue developing healthier dietary habits. Go to "Mission: Good Nutrition" at www.pottstownfoundation.org for recipes featured on the program, video clips, fitness tips



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THE FEAR OF "CHANGE": MANAGING CHANGE IN THE WORKPLACE



TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller

The three influential factors of change are (1) Political/Government, (2) Cultural and (3) Competitive/Economic. In your business environment, are you the one creating change or is change being brought upon you? How do you deal with these types of changes? Do you shut the door and hide from it or do you welcome that change? Let's take a look at why people fear change and address ways to become a change agent.

Why do people fear change?

Change causes you to do or act differently.

It is the unknown.

"Poor communication, poor communication and poor communication."

The above three are some key roadblocks when implementing change. What can you do to employ a program that will make people committed and understand the need for change?

Establish a clear communication program. During the change process, you need to OVER communicate and communicate often. Have a communication person or team that will be responsible

for creating and maintaining the communications. They would focus on why this change needs to take place, who is impacted by the change, how they are impacted, and when the change is taking place. Creating a communication program (email updates, newsletters, updates at staff meetings) is going to be a vital part of acceptance. Stay current with your communications and avoid surprises. Most importantly, stay factual and be careful not to erode trust.

Create a support system (Change Management team). Getting the right people involved with the change is key.

(See "Tips for Professional and Personal Success" on page 48)



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THE HILL SCHOOL BEGINS 158TH ACADEMIC YEAR

The Hill School, Pottstown, welcomed 181 new students and 313 returning students to campus for the School's 158th academic session this fall. Below are some key facts about The Hill's student body, faculty, campus life, and alumni.

- Student enrollment is 494 students, third form through post-graduate.
- 56% boys, 44% girls
- New students for 2008-2009: 181
- 76% / 24% boarding-to-day student ratio; all students must board for one year.
- Hill students are drawn from 32 states and 20 foreign countries. Geographic distribution of students: 70% Mid-Atlantic; 4% New England; 8% South; 4% Mid-West; 5% West; 9% International
- 28% students of colors
- Student/teacher ratio: 7-1; Typical class size: 12 students; Largest class size: 17 students
- Advanced Placement subjects offered: 24. In 2008, 154 students took 288 AP exams.
- Number of advisees per college adviser: 35-40. College advisers are assigned in the winter of the fifth form (junior) year.
- The Hill has 95 faculty members, 75% hold or are working toward advanced degrees. Nearly all reside in dormitories serving as dorm parents, or in homes on campus.
- All Hill students are required to have lap-top computers which enhance learning and teaching.
- Number of interscholastic sports teams: 29
- Number of student-run organizations: 40
- The Hill has a thriving community service program that requires students to create a written reflection of their experience.
- School traditions include a dress code; twice-weekly nondenominational chapel services; and seated family-style meals with faculty in the dining hall.
- Day tuition: \$29,000; Boarding tuition: \$42,000
- 38% of students receive financial aid.
- The Hill's campus is approximately 200 acres.
- Current headmaster is David R. Dougherty, who arrived at Hill in 1993.
- Hill competes in the Mid-Atlantic Prep League for athletics, which includes Lawrenceville School (Lawrenceville, NJ), The Hun School (Princeton, NJ), Mercersburg Academy (Mercersburg, PA), Peddie School (Hightstown, NJ), and Blair Academy (Blairtown, NJ).
- The Hill School motto is "Whatsoever things are true." (Philippians 4:8).
- The Hill School's first year of coeducation was 1998-1999.
- The School has approximately 8,905 alumni and a constituency (alumni, parents, friends) of approximately 15,000.

(See "The Hill School" on page 49)

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TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

(Continued from page 46)

Have someone with change management or organizational development experience to (typically your HR department) help navigate you through the various steps in your changing environment. Depending on the degree of the change, you may want to contract someone from outside the organization to support in the change process.

Offer your employees resources or reference tools such as Johnson, M.D., Spencer and Ken Blanchard. *Who Moved My Cheese*. 1998.

Avoid changing too much at one time. People tend to fear change when too much is being changed at one time. If the change is going to be major, try to break it into manageable pieces or phases for those to embrace this new environment.

Involve the people that are affected by the change early. When change takes places, it tends to happen with a top-down approach. The persons impacted by the change are the last to know and when its communicated to them, they are resistant. Get their buy-in early as well as making them a part of the change

management team if appropriate.

Think of change as a positive and not a negative. Change allows you to shift your behaviors:

- **Present state** ⇨ **Future state**
⇨ **Desired outcome**
- **Small contracts** ⇨ **Large contracts**
⇨ **Increased revenue stream**
- **Local provider** ⇨ **International provider** ⇨ **Global presence**

In your business environment, it is important that you actively manage through change and the impact it may bring. Some types of change you have no control over and others you do. Either way, you need to establish a communication program and make certain you over communicate to the persons impacted by the change.

"Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights." -Pauline R. Kezer 📖

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THE HILL SCHOOL

(Continued from page 47)

NOTABLE ALUMNI INCLUDE: Former Secretary of State James Baker III '48; the late Lamar Hunt '51, businessman, owner and founder of the Kansas City Chiefs and a creator of the American Football League; Clark Hoyt '60, Pulitzer Prize-winning journalist and Washington editor of Knight Ridder /Tribune Information Services, as well as classmate Norman Pearlstine '60, former top editor of Time, Inc. and The Wall Street Journal, current chief content officer of Bloomberg L.P.; Tobias Wolff '64, Stanford University professor and critically acclaimed author of Old School and This Boy's Life; F. Barton Harvey III '67, former CEO and Chairman of The Enterprise Foundation, a national network of 1,400 non-profit organizations that revitalize distressed communities; S. Roger Horchow '45, Tony Award-winning Broadway producer and founder of

the mail-order catalogue the "Horchow Collection"; Peter S. Rummell '63, chairman and CEO of the Florida real estate and development firm the St. Joe Co.; Academy Award-winning producer/director Oliver Stone '64; and Josiah Bunting III '57, novelist, former School headmaster and college president, and current president of the Harry Frank Guggenheim Foundation.

Founded in 1851, The Hill School is one of the nation's leading independent boarding schools. An academically challenging residential community, The Hill, which currently enrolls 494 students from 32 states and 20 foreign countries, prepares young men and women for success in college, careers, and life by embracing hard work, diversity, and tradition while emphasizing the importance of personal responsibility, genuineness, and ethical reflection. 🏡

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Part I



TECHNICALLY SPEAKING

By Bill Swank, Lime Systems

At a recent Citibank Community Presentation we spoke to a group of business leaders about some of the ways that they could cost effectively use Google to enhance the profile of their web. Many of the leaders were surprised to learn that Google is the primary gateway to the internet and how easy it can be to enhance their sites for Google in order to attract more customers.

Somewhere around 60 percent of all web surfers start at google.com in order to find the vast array of products, services and information on the web. Since the remaining 40 percent of users use between three and four other search sites there is an enormous amount of web search traffic concentrated on the Google Search Engine.

Over the past few years, an entire industry has sprung up to help businesses draw more customers, and ultimately buyers, to their specific web site by making the content of the web site more Google friendly. The cost of these services range widely and the actual return on investment may not be worth the cost; however, there are some things that you can begin to think about to start the process so that you will be better prepared to engage a Search Engine Optimization (SEO) firm or go it alone.

When you go to google.com and type

in a search term, you are presented with your search results in an orderly fashion based on relevance to the information that you seek. This was the innovation that

(See "Technically Speaking" on page 52)

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Dave Fisher had a simple plan when he started in the insurance business more than twenty-five years ago in Pottstown: work hard, pay attention to detail, and do what is best for clients, and business will be good.

Specializing in employer-sponsored benefit plans (group medical, life, dental, disability and more), the Fisher Benefits team has a combined 41 years experience in the benefits business. Most of their accounts are located in the Greater Pottstown area and vary in the number of employees, from 2 to 300+. Fisher says knowing your customers and their needs and wants, along with year-round customer service, is key to continuing to earn a client's business.

"Offering the right benefits package to your employees can actually

(See "Fisher Benefits" on page 54)



From left: Dave Fisher, Vice President; Vaughn Zimmerman, Account Executive; Dawn Sabato, Employee Benefits Administrator, outside the Fisher Benefits offices on Sunnybrook Drive in Pottstown

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TECHNICALLY SPEAKING

(Continued from page 50)

Google brought to the market. Each web page that appears in the search results has been rated using approximately 600 separate criteria to determine if that page is relevant to the search term. These results are divided up into sponsored links and what are known as organic links. Thus the practice of optimizing your web site for Google involves taking advantage of both the sponsored links section and the organic or non paid links. We will take a look at three things that you can do to begin thinking about how to make your site stand out for little or no cost.

Know who you are

The very first step is to really and clearly understand how you are different from your competition — Marketing 101. Be specific. Is your market the entire world or just your neighborhood? How would prospective customers locate you on the web? What search terms would they be using to find your site? How do you add value to the market? Before you can begin to attract buying customers to your web site, you need to really understand who you want to attract.

Be an expert

The big innovation that Google introduced to the market is to return relevant

results to the user who is looking for something. In order to stand out from the crowd you need to be a clear expert in the product or service that you offer. If you are an attorney in Pottstown, look at your web site and see if the content, language and images on your web site make you look like and expert in your field in Pottstown or just another attorney in any city or town. Does the content of your site support the product or service that you are selling? It is important to be sure that the content on your site is relevant to your market and to the customers that you seek. Is there enough content on your web site that makes you look like an expert? Or is the content just sales related jargon that is not really relevant to what you do and who you are?

Love your Site

Many people have heard me say that you need to really love your web site to stand out in Google searches. Think about it, if you created your site three years ago and have not changed it since, why would anyone want to look at that site? Conversely, if you really love your site in terms of new and fresh content, content that makes you stand out as an expert in your field, Google will reward you for your effort by making your site appear higher than sites that have stale content and have not been update much. Another easy, but often over looked task, is to have the person who is responsible for your site ensure that the "meta" tags for each page is correct for the content on the page and different for each page. We see many companies who haven't taken this simple and easy step with regards to their web site to make them Google friendly.

The process of getting your web site noticed by the millions of google.com users takes some time and discipline but, in the end it is well worth it. Next month, we will take a look at some other cost effective things that you can do to get your web site to stand out for your prospective customers. 🗑

Bill Swank (bill@limesystems.com or 610.828.6100) is President and CEO of Lime Systems and President of the Philadelphia Purchasing Management Association. For more information on the Citibank Community Presentation Series call Gerry at 610.407.3659.



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FISHER BENEFITS

(Continued from page 51)

help in retaining those trained, knowledgeable employees," says Fisher. "It's much more cost-effective to offer a quality benefits package to your employees and keep their experience on staff than to lose them to another company and have to train new employees."

"The key is to always be looking for ways to improve what you can offer your employees and customers and to remain competitive. I believe that so strongly that this was one of the major influences in my decision to become part of VIST Financial."

"Along with our clients, I believe we will benefit immediately from the resources available to us by a larger organization," said Fisher.

VIST Financial, a Berks County based financial services company offering banking, insurance, and investment services, acquired Fisher Benefits Consulting in September. The nearly-100 year old VIST was one of the first banks in the nation to offer insurance services after the passage of the Financial Modernization Act of 1998 and, according to VIST President and Chief Executive Officer Robert Davis, adding Fisher Benefits is a perfect fit for both companies.

"In Dave Fisher and his team, we have an experienced team who knows the Greater Pottstown business community and a team who subscribes to our corporate mission of being a trusted financial advisor providing best in class financial products with personal attention," says Davis. "In VIST, Fisher Benefits has a partner to offer a wide ranging menu of banking, insurance, and investment services to its customers."

As Dave Fisher moves his company into this new phase in its history as part of VIST Financial, he looks forward to what this new partnership means to him and to his customers. ■

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Specializing in all aspects of public relations, Greenwald Communications Associates in Limerick, PA maximizes exposure for their clients. Joe Greenwald established the company in Conshohocken in 1991 to be a full service public relations provider.



Mr. Greenwald started the company 17 years ago but he was already an experienced PR professional at that time. "Prior to starting GCA I had 15 years of experience," he says. It is an established track record that helps GCA to perform amazing PR feats for its clients every day. The company now ranks among the Philadelphia region's Top 25 PR Firms according to the Philadelphia Business Journal.

"We produce highly effective PR programs for companies in such diverse industries as business to business, hi-tech, architecture, financial & accounting, hotels and restaurants, and health care, to name a few," says Greenwald.

GCA creates events that get noticed. "We do work for a lot of restaurants and

hotels including some national chains," says Greenwald. "I did an opening in Palm Beach Gardens that was the world's longest ribbon cutting." Not satisfied with simply cutting the world's longest ribbon however, GCA turned the event into a spectacular, involving the town's mayor as well as the US Coast Guard. "I met with the Coast Guard and asked them to be involved," says Greenwald. "We made a 150 yard ribbon and stretched it across the marina." The Coast Guard brought their cutter into the harbor for the event, with the mayor on board, and the mayor cut the ribbon from the deck.

GCA brings that kind of commitment and excitement to every part of their work, and to every one of their clients. From press releases to trade publications to TV and media events, to speech and copy writing, even crisis management, GCA combines the right message with the perfect medium to deliver results to their clients. "We were able to get a local network affiliate in Blue Bell to film a

(See "GCA Feats Of PR" on page 57)



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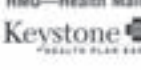
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BUSINESS, HEALTH AND FITNESS

By Jeffrey S. Harrison, CSCS, NSCA-CPT, ACE-AHFS
General Manager, Pottstown Health Club
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It has always been amazing to me to think that people need to be incentivized to be healthy. Despite all the studies on the effects of an unhealthy lifestyle; the number of preventable diseases prevalent in today's society; the growing evidence that we are a civilization in physical peril, and people still don't feel that the investment in themselves is not important or valuable enough. That is unless of course, there is an incentive for them to do so.

Worse yet, they blame their poor health and poor choices on other circumstances, some of which they claim to be beyond their control. Get real and take responsibility. What has happened? When did we lose sight that our life, our health, is the most precious thing we have in this life?

We all get one and one shot only. If you don't take care of yourself, who will? That is just one of the questions a lot of big U.S. corporations are starting to take on themselves. If their employees aren't motivated enough to invest and take care of themselves (which in turn protects their bottom line), might as well give them a little push.

According to a recent survey by the ERISA Industry Committee, the National Association of Manufacturers (NAM), and IncentOne, the number of major US employers using incentives to promote employer-sponsored health and wellness programs rose from 62 percent to 71 percent between 2007 and 2008. Responses revealed a wide range in the value of incentives offered for a host of programs. For example, incentives for weight management programs ranged in cash prizes from \$5 to \$500, and incentives for smoking cessation programs ranged from a low of \$5 to a high of \$600. The average value of

(See "Health and Fitness" on page 58)

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GCA FEATS OF PR

(Continued from page 55)

story at a tax accounting firm [a GCA client] on tax day," says Greenwald.

"I want to give it some flair," says Greenwald. "I want to be sure we get participation from local politicians, and we always invite the press and we make sure to have a photographer present. We try to make it fun."

"I did a lot of events with Billy Cunningham's Court," a restaurant and pub in Conshohocken established by the veteran 76ers coach. "When 9/11 happened we held a fundraiser there for the families of victims, with Mike Leonard." At the time, Mr. Leonard, who is currently the borough manager of Royersford, was Conshohocken's mayor. "We arranged to go to New York City and present the money in person."

With this and other initiatives, GCA goes beyond the ordinary. "I try to do things that are spectacular. I don't like to do a run of the mill ribbon cutting," says Greenwald.

In 2003, GCA moved to Limerick, its current home. Mr. Greenwald says that as he watched the evolution along the 422 corridor, it made sense to move his business. "Where do WaWa stores go?" he asks. "They're usually not wrong."

Indeed, the decision proved to be a good one. "We were fortunate that what we saw in Limerick and Royersford was some of the fastest growth in Montgomery County. My business has been growing too. The economy has taken a hit lately, but you don't have to look much further than what's going on right here," to see that growth has not slowed.

"We represent companies of all sizes," Greenwald says. Past and present clients include Exelon/PECO, National Medical Services, Schenker International, MediaForm, Mathieson Aitken Jemison CPA Company, UniGridEnergy.com, Foley Architecture, Fire Foam Products, DataZed, and The Ugly Moose.

"We've done a lot of work with local logistics companies, such as Trans Logistics in Royersford," says Greenwald. Other local clients include Keenan Associates and the Limerick Golf Club along its banquet and reception facility, The Loft at Limerick Golf Club.

GCA keeps moving forward, creating new amazing feats for all their clients. As Greenwald notes on the company's website (www.greenwaldcomm.com), "yesterday's PR hits are history — we're already working on tomorrow's hits."

Contact GCA to find out how they can turn your message into a spectacular PR hit. Call 610.495.9324 or email joe@greenwaldcomm.com.

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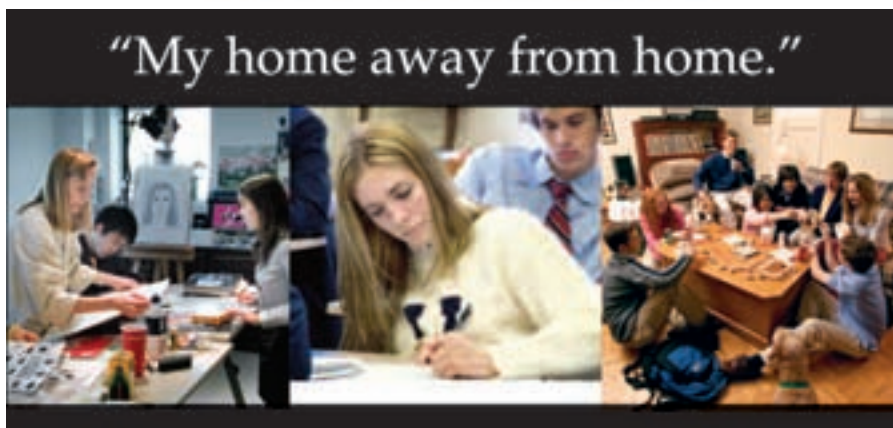
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HEALTH AND FITNESS

(Continued from page 56)

incentives per person per year ranged between \$100 and \$300, with an overall average of \$192 per person per year. But are cash prizes really the trick and do they seem to work the best?

"Trinkets and t-shirts aren't enough to motivate employees for the long term," said John Engler, president and CEO of NAM. "Employers are keenly interested in innovative ways to lower costs and enhance productivity. Incentives are proving to be an effective tool to engage employees and keep them interested in these programs." Employers are continuing to experiment with the types of incentives they offer, sometimes offering different incentives and amounts for different types of programs. "Three out of four major employers are using health and wellness programs in an effort to rein in costs that continue to soar year after year," says Engler. Results of last year's survey showed a skew towards offering premium reductions over other types of incentives. Gift cards came out on top in 2008 as the most popular incentives employers offer, with premium discounts and cash incentives following close behind.

The survey, which included 225 major U.S. companies employing 7.6 million employees, delved into employer expectation for ROI for health and wellness programs, finding that 83 percent of those who have measured returns are seeking program returns of better than break even. The findings - the percentage of employers who have successfully measured ROI for their health and wellness programs almost doubled since last year, but still remains less than 30 percent. Employers are using other measures to evaluate program success, such as completion of health risk assessments and program participation. When it comes to incentives, employers are much more likely to reward program participation and completion than to reward employees for meeting specific program goals, such as smoking cessation or losing weight.

Bottom line: whether you are an employee or an employer, take responsibility and protect your bottom line. Even in a time of economic despair, there's one guarantee and that is that you have complete control of your health. And that's one investment that you can never lose, despite what happens on Wall St. ■

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