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In This Issue | DECEMBER 2008



*Providing compassionate,
state-of-the-art care to patients in need
of interventional pain management.*



*Have you an opportunity
to make "a little something
on the side?"*



*Find unique, relevant
and custom gifts that
will be remembered!*

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Dr. Dankmyer, Dr. Chapis, Dr. Haley and Dr. Cano

PERFORMANCE SPINE & SPORTS PHYSICIANS

Where Compassionate Care is the State-of-the-Art



PHOTO BY STYLISH IMAGES PHOTOGRAPHY



The dedicated staff at Performance Spine and Sports Physicians provide outstanding, professional care to patients

"I think the most important thing to do as a physician is to communicate with the patient," says Dr. Greg Chapis, Founder and President of **Performance Spine and Sports Physicians** in Pottstown. "I love meeting the patients, talking to the patients, getting to know them. That's really important to me."

Specializing in Physical Medicine and Rehabilitation, Performance Spine and Sports Physicians offers compassionate, state of the art care to patients in need of interventional pain management. With the help of dedicated and professional employees, their expert staff of doctors provide outstanding diagnosis and treatment for spine, sports and musculoskeletal disorders, utilizing minimally invasive interventional techniques electrodiagnosis, physical therapy, medication management and other services.

Pain Free Is the Goal

"We treat patients with neck and back pain with minimally invasive procedures and same-day mini-surgeries" says Dr. William Cano. "We fill the gap between surgery and over-the-counter medications. Traditionally, surgeons will perform very invasive procedures like fusions and laminectomies; your primary care physician can offer medications and therapy. But if medications and physical therapy

(See "Cover Story" on page 7)



A view of the fully equipped physical therapy facilities at Performance Spine and Sports Physicians. The physical therapists work side by side with the physicians to restore functionality to patients

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COVER STORY

(Continued from page 5)

were not enough and you're not ready for surgery, then you could benefit from a consultation with us. About 90 percent of patients fall into this category."

Performance Spine and Sports physicians can treat such patients with minimally invasive procedures such as epidurals and with what are known as 'high-end' procedures. One example of a high-end procedure involves the "placement of a spinal cord stimulator for chronic, intractable leg or arm pain," says Dr. Cano. "Under a type of anesthesia called conscious sedation, we place an electrode next to the spinal cord which gives an electrical stimulation to block the pain signals."

"Spinal cord stimulation works even if you have a problem that's not quite fixed yet or cannot be treated by any other means. We can block the pain no matter what the cause," he says.

Dr. Cano is the Director of the Interventional Pain Fellowship at Performance Spine and Sports Physicians. These types of fellowships, specializing in such high-end procedures, are not common. In fact, only about twenty other practices in the nation offer them. Dr. Cano came to the practice five years ago when Dr. Chapis invited him to bring in his expertise in this area of interventional physiatry. It was all part of the emphasis on treating the whole patient.

"Pain can affect every aspect of your life," says Dr. Cano. "It can change the way you walk, the way you interact with people, so it should be treated aggressively." He explains that interventional pain management helps buy the body time to heal on its own. "In most cases the patients will get better by themselves. In most cases, if you were to just watch a patient for two or three years, they would get better by themselves and the pain would improve. The problem is...you're

talking about years of pain."

Performance Spine and Sports Physicians offers treatments that bring relief in days as opposed to years. "The majority of patients experience some relief with the first injection. Most patients are significantly better within a week to ten days. Within a few months, most patients are pain free or very close to it," says Dr. Cano.

A Long Legacy of Care

Dr. Chapis, who grew up in Pottstown, began the practice in 1996 when a mentor encouraged him to bring his expertise in interventional pain management back to his hometown. "My father was an OB-GYN in town since 1963. After I had completed my residency and was working at Abington Hospital. I got a phone call from the former CEO of PMMC basically saying that no one here was doing what I did and would I come back to town?"

Performance Spine and Sports Physicians became the first interventional pain management center in Pottstown. Since that time, Dr. Chapis has continually developed the practice by selectively adding physicians who practice both compassionate care and state of the art treatment. Dr. Christopher C. Dankmyer joined the practice in 1998 and Dr. William G. Cano joined in 2003. In 2005, the Interventional Spine Fellowship was started in order to recruit outstanding physical medicine and rehabilitation physicians to the practice. Dr. Thomas Haley came to Performance Spine and Sports Physicians through the fellowship and is now on staff at Performance Spine and Sports Physicians' Norristown office.

The practice has also opened a part time office in Phoenixville as well, with all three locations bringing the same excellent treatment to their patients. "I can't think of

(See "Cover Story" on page 9)



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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?

Believe it or not, your Route 422 business is newsworthy and there are people within your target market who want to read what you have to say. More importantly, you want people to read what you have to say and the one vehicle that adds credibility to your marketing mission is the corporate newsletter. Monthly, quarterly or annually you can, with some creativity and planning, publish content that is valuable for you and your audience.

Company newsletters are an excellent way to keep in touch with current customers and to keep your company's name, products and/or services on their minds. A good company newsletter can also be a useful marketing vehicle to attract new business while enhancing image and supporting relationships.

You might think that your enterprise

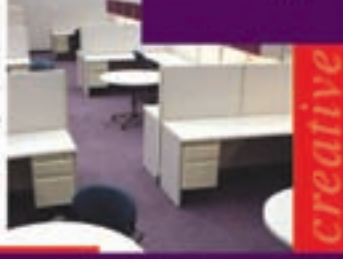
within the Route 422 corridor isn't newsworthy, but you'd be more mistaken than a commuter attempting to drive through one of the region's recently water-filled intersections. The news that you create may not generate a flood of interest but effective newsletters are possible for companies of all sizes. Step over the puddle of puns to learn how to develop consistently excellent newsletter content.

Plan your newsletter to be quickly read, packed full of valuable information offering your customers ideas to help improve their businesses and their lives. The length or size of your newsletter may be dictated by the size and activity of your company but even small companies have information that can be turned into news. Newsletters can be as simple or as elaborate as you like, but if you are just

(See "Marketing 101" on page 10)

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COVER STORY

(Continued from page 7)

anything they're able to do in Philadelphia that we are not able to do here," says Dr. Chapis. "In fact, I don't think they're getting any better care down in Philadelphia than what patients are getting here."

A Center of Excellence

"This is really a center of excellence," says Dr. Cano. "What we do here is very cutting edge, not available in many areas of the country." He adds, "That's why doctors come here from all over the country to train. We've had doctors from Temple in Philadelphia, Kessler in New Jersey, from Pittsburgh, from Massachusetts; they come from all over the U.S. to expand their skills, which is very rewarding for us."

Another key to the success of the practice is the relationships with primary care doctors throughout the area. "They know they don't have to send a patient with back or neck pain to a surgeon to get outstanding care for that patient, they can send them

to us and we'll take care of the problem" says Dr. Cano.

"If you have pain and you go to your primary care doctor, he can say, 'Go to these guys, they'll take care of it. Then when you come to us and we do take care of the problem, it makes the referring doctor look good. Dr. Chapis started that line of communication with the primary care physicians and we all have been very successful at maintaining it," he says.

To Drs. Cano, Dankmyer, Haley and Chapis, as well as the other physicians and staff in the practice, excellence involves more than simply offering cutting edge treatment services. "We're very selective in terms of the doctors we bring here. We want them to have the ability to interact and communicate well with patients," says Dr. Chapis. "There are those social skills that some people have and some people don't. It's important to me that the patients come and feel satisfied with the treatment they're getting." ■

For additional information, please call (610) 970-4700, and visit www.performancespine.com.

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MARKETING 101

(Continued from page 8)

beginning, it is wise to keep them simple and to focus on developing valuable content.

Here are ten tips to help you develop an effective newsletter for your company:

1. STRATEGIZE: Your corporate newsletter should have a mission, a goal and be directed toward your target audience. Keeping these objectives in focus will help you develop meaningful content.

2. PLAN: A realistic schedule for publishing your newsletter will help you prepare to make it as effective as it can be. By determining how much content your company generates you should be able to decide if the newsletter will work best as an annual, semi-annual, quarterly, bi-monthly or monthly publication. You will be surprised at how many recipients come to expect your newsletter each issue.

3. CONTENT: There are several ways to develop content; produce it on your own by identifying and authoring stories, purchasing royalty-free articles from a source in your industry or hiring an effective advertising agency to work with you to create effective content. Each of these alternatives has its benefits and drawbacks but you will need to select an initial content-development path.

4. PUBLISH: If you can effectively lay-out the newsletter in-house – in a style that will allow your readers to be wowed – it's easier, faster and less expensive than hiring pros but, like anything else I have ever written about in this column, be certain you're not saving a few dollars at the expense of your corporate image.

5. REPORTING: There are a variety of ways to obtain valuable newsletter information and sources where interesting material can be located. You can solicit customers, vendors, consultants and employees for ideas or assign them stories. Interview key team members, provide seasonal advice and search through trade, professional, business and government publications for story ideas that you can develop.

6. INCLUSIONS: As general topics for regular sections or columns in your newsletter, consider including case studies about your customers using your Route 422 products or services, trends in the industry, new products or service highlights and information on why and how to contact your company. The ultimate goal of any piece of marketing is to generate a sale, so be sure to include some interactive elements such as a quiz,

(See "Marketing 101" on page 12)

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

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

(ZC1055) 208 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. **LEASED**

(ZC1060) 32 Wells Road, Parkerford- 800SF Office/Retail Space. NO CAM. \$11/SF.

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

(ZC1062) 70 Bridge Street, Collegeville- 3500SF commercial first floor office space. Subdivisible/multiple uses. Large parking area. Available immediately. \$8/SF

(ZC1063) 306 Main Street, Royersford- 406SF commercial space featuring 2 offices w/bathroom. Security system w/cameras will stay. Adjacent to municipal parking. \$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 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of the Pottstown Memorial Medical Center. Handicapped accessible, elevator, ample parking and various size suites from 100-5,000SF. Competitive rates and flexible terms. Call for more details!

(ZC1071) Lemon and Center streets, Stows- 1,518SF of warehouse space. Double doors at loading docks. **LEASED**

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

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

(ZC1074) 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. Call for monthly rate.

(ZC1075) 46 S. Chestnut St., Boyertown- Professional space, 720SF including 3 large offices, reception area, general work area and restroom. Utilities included. \$750/Month

(ZC1076) 2484 Swamp Pike, Gilbertsville- Car lot featuring 2 offices and 1 bath. Electric heat (runs approximately \$50. to 60. per month). A/C unit in front office, parking for 40 cars. \$2,000/Month + all utilities.

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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.**

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MARKETING 101

(Continued from page 10)

a give-away or a free consultation announcement.

7. INTERACTIVITY: Make sure that your newsletter is more than a one-way communication tool by stimulating reader feedback to help make it more valuable to them and for your company. Cover topics that require people to call you for more details or offer free estimates with a coupon in the newsletter. Make feedback and communication easy by prominently publishing your phone number, including a faxable form or plenty of html links in the electronic version.

8. FORMATING: There's no denying that hard copy versions of newsletters are still widely read because studies show, when people are in front of their computers they prefer to be accomplishing work. A client of ours, Arbill Safety Products, discontinued their elegant eight-page, full-color newsletter in favor of an online version and readership levels dropped although active responses back to their site increased. Our advice; publish both varieties to get more bang for your buck.

9. VOICE: Unless your content is valuable and layout professional, your

newsletter will not get read. Even then, your writing style, or voice, had better be personal and friendly rather than terse or preachy. Try to keep your stories brief and include representative art whenever possible.

10) UTILITARIAN: The more useful and applicable to the audience each section and story within the newsletter is, the more successful it will be. Consider Budget Maintenance, Inc. of Pottstown who publishes a quarterly customer newsletter (Budget Response) detailing services, achievements and new capabilities as well as a bi-monthly employee newsletter (Budget Bulletin) where work and safety tips are supplemented with birthdays, anniversaries and employee spotlights and features. Both newsletters are audience specific and, by design, useful tools for the readers. And, because they deliver hard copy and online versions the vehicles are well received and well read. 📧

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



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Pottstown: NOW Is the Time to Be Here



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

Significant challenges to the nation's economy as well as to revitalization efforts have not dampened the enthusiasm for Pottstown among existing and new business owners.

"We've moved three times in the past six or seven years just because of growth," says **Bill Borneman of Blast From the Past Street Rods**. "I grew up in this town," he adds. "I was one of the original cruisers years ago." Borneman has been driving, fixing and restoring collector cars in Pottstown all his life. He grew up around the business. "I've been doing this since I was 15 years old. About nine years ago I started the business in my home," he says.

They moved to their current location, a 20,000 square foot facility, at 2965 E. High St. in 2007. "We're one of the largest shops on the East Coast," he says. "We do general repair and maintenance on your collector car, including complete rotisserie restora-

tions; every phase of the collector car industry, we cover."

The ups and downs of the local economy don't seem to faze Borneman. He draws business from up and down the entire east coast. "We moved down here with 18 cars, now we're up to 28-30 cars in the shop all the time."

Borneman says he's never considered doing business anywhere else. "It's a good town and it's always been a good town."

Dave Megay of the law firm of **O'Donnell, Weiss and Mattei, P.C.** agrees, citing the firm's long history in Pottstown. "We're still here and we'll be there for another 57 years.

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 13)

We're not closing the doors and running away," he says.

The firm has a solid reputation stemming not only from its long history but also from its commitment to the community. "We are one of the larger firms outside of the three county seats (Norristown, West Chester, and Reading). We are probably one of the older law firms outside the county seat, we're a general practice firm and all our attorneys are very involved in giving back to the community," he says, adding, "You can't walk into a charitable organization or event in the Pottstown or Phoenixville areas without running into one of our attorneys."

Megay says that O'Donnell, Weiss and Mattei has changed with the evolving needs of the Pottstown community. "As the town evolved, we evolved. As the town changed from industry to smaller business, we've changed and evolved with that. If a small business owner comes to us, we're as geared up for the small business as well as the large business. The population has moved, as younger families have moved out from King of Prussia to Limerick and from Exeter to Chester County, we've moved into more sophisticated estate planning as well."

Businesses Moving In

Other businesses have been drawn to Pottstown from other places. **Liberty Ambulance** is one such company. **Jim Shankweiler**, President, has an interesting background. A veteran of the corporate world, Shankweiler is a Wharton MBA who revised his personal vision of success some years ago. "I

was focusing a bit on my own issues and a friend told me to do some volunteer work." He volunteered in a hospital emergency department. He also took a course in anatomy and physiology, just to expand his knowledge. During this period he decided to become an EMT and get a little more hands on. "When I was working in 911 companies I saw an opportunity to do the other side of medical transport."

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 14)

Liberty Ambulance (www.libertyamb.com) is the result of that career and life change. "We do more routine transport, primarily out of Pottstown Memorial Medical Center," he says. "There is a lot of work to be done on the back end of a person's hospital stay, and that's where we come in. We typically handle discharges from the hospital or back to a nursing home. We will sometimes take someone who has a heart catheterization from Pottstown to Phoenixville," or other hospital-to-hospital transfers. "Sometimes we go pretty significant distances, but most of it is right here in the area."

The company started in Chester Springs but moved to Pottstown, where most of its business was coming from; first to King Street and then, more recently, to their current site at Route 724 and South Hanover Street.

Shankweiler echoes Borneman's views about Pottstown's potential. "I recently joined the TriCounty Area Chamber," he says. "In terms of the revitalization effort, I've always liked

the analogy of a dusty table. You make a sweep through and you can see the progress. There are a lot of great things that can be done through an organization like the chamber. I think it's exciting looking forward and seeing what kind of difference one can make. I'm also very passionate about education. Those two things together can make a world of difference in a town like Pottstown."

Draw For New Businesses

Newer businesses are finding a home in and around Pottstown as well. **Gotta-2-Do, LLC** (www.gotta2do.com) is not only based in the Pottstown area, but is currently meeting the administrative needs of local business and corporate clients. **Mary Newnam** and **Jennifer Thoms** launched the company in June.

"We offer administration services for small businesses so they can focus on value added services to their clients," adds Newnam.

"Or even if those clients need training themselves on programs that we are experts in, we do target-



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ed training," adds Thoms.

"We've been working in the corporate world for more than 35 years between the two of us," says Newnam. "We wanted a little bit more flexibility," so the pair took their combined learning and applied it to the new venture. "There's a market for virtual administrative assistance."

Thoms adds, "And since we both have different strengths, you're getting the experience and strength of two people versus just one."

Currently, the partners serve local clients, but their experience with and grasp of technology finds them ideally suited to widen their appeal.

"We're actually creating Google sites for our clients. We have two clients who have these sites and the only people who can access that site are the client and us." These sites serve as virtual libraries and message boards where information and documents can be shared and edited collaboratively.

Newnam and Thoms are emphasizing work with local clients for now, a decision that allows them to interact personally with every business, small

or large. "We want to keep it small and personalized but do the work virtually," says Thoms. "We offer an initial consultation free of charge. We want to meet them and we want them to meet us," adds Newnam.

Other new businesses are making a home in or near downtown Pottstown. **Alabaster's**, a new tea café and art gallery opened this year at 935 High Street, a three story brick Victorian building originally built by **Henry Potts**. Owner **Pamela Jacques** says, "We have 30 different types of loose leaf tea from around the world. We also serve a regular high tea on a daily basis. That would include a choice of salad, tea sandwiches which vary depending on the menu. We make scones daily, fresh."

Jacques describes her initial reaction to seeing the vintage home where she, her daughter and Alabaster's now reside. "I was looking for a building to house an art gallery and was driving down the street with my friend, who told me to pull over and look at this house. I knew right away that this was the building I was going to buy."

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

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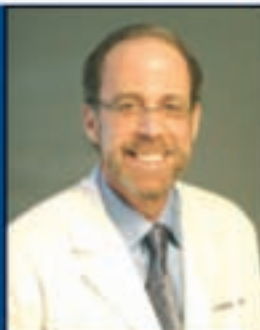
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"BUZZ AROUND THE BLOCK"

(Continued from page 17)

After a long and thorough renovation, Alabaster's opened in September.

Not a tea drinker? Fear not. Nearby, on South Charlotte Street, **Dawn Thies** is preparing to open her new coffeehouse called **Huperoon**. It should be open by the time you read this. Huperoon will serve gourmet, locally roasted, fair trade coffee plus pastries.

Thies is currently awaiting inspections and permits but plans to be open in early November. More information on Huperoon can be found by visiting their website, www.huperoon.com.

Challenges and Opportunities

In the heart of downtown, Pottstown's new Main Street Manager, **Bill Haley**, is working to reenergize efforts to bring people and businesses in. "When I came on board in July, I began addressing what I thought were the top priorities: meet the merchants, work on events, get an inventory of what's available in terms of properties, try to accumulate demographic information on types of businesses that would prosper in a downtown environment, and match those opportunities with businesses

that we might bring in," he says.

It wasn't long after he took the position as Main Street Manager that Haley noticed the additional challenges needing to be addressed. "We're kick starting the committees [of the **Pottstown Downtown Improvement District Authority**], which were inactive when I got here," he says. "We're also trying to open lines of communication with all the stakeholders in downtown and find creative ways to market ourselves through a newsletter, our website, a local cable television show that we also post on the website, radio talk show appearances, editorial exposure in the local newspaper, you name it."

"We made a concerted effort to engage individual stakeholders and get their perspective on what needs to be done. We worked with **Montgomery County Community College** to participate in "Welcome Week" to address the fact that the college has been here for 12 years with about 2,500 students, but those students haven't really patronized the downtown to the extent one would expect or hope for with such a large demographic. We brought 16 downtown merchants and literature from a dozen others with us and literally met the arriving students at the front door for two days and sold the idea of the downtown to them as they arrived for the fall semester. The next week we started seeing them show up at **Churchill's** for gourmet coffee and **The Brick House** for \$5.00 student lunches."

Most important among the items that Haley wants to address is, as he puts it, "the need to focus more on specific goals as they relate to long range planning. The priority is defining who

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

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"BUZZ AROUND THE BLOCK"

(Continued from page 18)

we want to be, our vision statement. There's been a history of discussions about what needs to be done but it never got to the point of clearly identifying a series of specific tasks necessary to reach a specific goal. That's shifted to become the priority of the organization."

Haley was interested in the position, which became open in the spring of 2008, because it demands a diverse mix of skills that he possesses. "Being a business owner I have certain organizational/administrative experience and competencies. I have a long-standing business relationship with **TriCounty Area Chamber of Commerce**, an important partner in the revitalization process, along with MCCC, the borough and the stakeholders. Also, being an independent magazine publisher for 13 years, I have some hands-on knowledge of marketing and communications."

Pointing to some new develop-

ments in downtown such as the opening in December of the **Tri-County Performing Arts Center**, supported by the presence of **The Brick House Restaurant**, **Funky Lil' Kitchen** and **Henry's Café**, as well as three art galleries, a local symphony orchestra, an abundance of historic architecture, the riverfront, Haley sees a lot of possibility. "Even despite this economy, I've seen a significant amount of interest in the downtown among potential merchants and property owners, particularly from northern Montgomery County, and there is a lot of opportunity here for entrepreneurs with vision."

He believes that Pottstown has what it takes to meet the challenges it faces. "I love to be challenged. When you're challenged, you grow. My feeling is that Pottstown is poised for a significant renaissance. I feel like now is the time to be here. I see great potential for success," he said. ■

For additional information about the revitalization efforts in downtown Pottstown, call 610.323.5400, and visit www.pottstowndowntown.com.

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LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire.

Wolf, Baldwin & Associates, P.C.

In our professional lives, most of us have encountered the opportunity to make "a little something on the side" as a result of our business relationships.

We are sometimes faced with situations in which our positions afford us the chance to make money in excess of what we might make if we transact the business with full disclosure to all parties. The thought can be especially tempting in tough economic times. Whether we are attorneys, real estate agents, corporate officers, or simply employees, in business we are often acting as agents of another, and therefore owe strict duties of loyalty to our principals. One of the duties we owe is to make no secret profit.

The common law duty of an agent to make no secret profit has been a fixture of modern jurisprudence. The Pennsylvania Supreme Court expounded on the subject in 1962, in the case of *Sylvester v. Beck*. In that case, our Court made it clear that "There can be no doubt that an agent owes a duty of loyalty to his principal and in all matters, affecting the subject of his agency, he must act with the utmost good faith in the furtherance and advancement of the interests of his principal. This requires that he give the principal all information of the subject matter that comes to his knowledge. An agent who makes a profit in connection with transactions conducted by him on behalf of his principal is under a duty to give such profit to the principal."

To put it bluntly, this means that anyone acting as an agent must always look out for her principal first, and herself second. Although one of the founding principles of capitalism is to make as much as possible by

whatever legal means, the agent's fiduciary duty to the principal overrides her freedom to conduct business in any manner she sees fit. She cannot profit by her relationship to the principal. This means that an attorney cannot use her relationship with her client to her personal advantage. A real estate agent cannot receive more

(See "Legal Perspectives" on page 24)

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LEGAL PERSPECTIVES

(Continued from page 22)

from a transaction than the amounts to which her clients agreed. An officer of a corporation cannot cut a side deal with a supplier and profit thereby. An employee acting within the scope of her employment cannot use knowledge gained in her employment relationship to make a profit for herself.

A few examples are instructive. In *Kribbs v. Jackson*, a 1957 Pennsylvania Supreme Court case, the defendant had acted as an agent of the plaintiff for the purpose of collecting rent on property that the plaintiff owned. The trial court found that the defendant had fraudulently concealed the full amount of rent collected and had thereby earned a profit in excess of his commission. The court ordered the defendant to account for the fraudulently-earned profit. The Supreme Court affirmed the trial court, reasoning that "All profits made and advantage gained by the agent in the execution of the agency belong to the principal."

Similarly, in *Graham v. Cummings*, a 1904 Pennsylvania Supreme Court case, the shareholders of a corporation had authorized the defendant shareholder to sell their stock. The defendant secretly negotiated to receive a higher amount for his stock than for that of his fellow share-

holders. The Court concluded that an agent "cannot make profits out of his principal in the business of his agency."

Along these same lines, our Commonwealth Court in *Smith v. Unemployment Compensation Bd. of Review* (1977) confirmed that "Certain duties are imposed by the law of agency upon the employer-employee, or 'master-servant', relationship." Ms. Smith was an in-house telemarketer who, while on her own time outside of work, became aware of a contact that was of interest to her employer — exactly the type of lead which she was expected to generate while at work. The company employed other salespersons who went door-to-door, and who were paid a higher commission for sales than telemarketers. Ms. Smith told her supervisors that she would give them the name of the contact only if she was paid the higher commission of the door-to-door salespeople. The company refused, and fired her. The Commonwealth Court, in the context of Ms. Smith's unemployment claim, found that her "conduct was a violation of those standards of behavior that her employer could rightfully expect of her, and was a breach of duty so inimical to her employer's best interests that

(See "Legal Perspectives" on page 26)



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LEGAL PERSPECTIVES

(Continued from page 24)

discharge was a natural result." Ms. Smith was "under a duty to disclose to her employer the prospective customer's identity and her refusal to do so on request was a clear breach of that duty."

However, the existence of an agency relationship alone does not render the agent liable for any income he or she earns above his or her compensation as an agent. If the agent makes a profit

without taking advantage of the agency relationship, there is no breach of fiduciary duty. In 1987, our Superior Court instructed that, "an agent can properly act freely on his own account in matters not within the field of his agency and in matters in which his interests are not antagonistic to those of the principal." In *Levy and Surrick v. Surrick*, a lawyer in a professional corporation personally bought a mini-mall, although his law firm had drafted the lease between the sellers of the mini-mall and one of its tenants. The law firm sued the lawyer,

alleging that the lawyer usurped for his private gain a business opportunity that rightfully belonged to the corporation. The Superior Court found that although the lawyer was an agent of the law firm, nevertheless in order to prevail the law firm must have shown some connection between the income and the "business of the agency." Since it could not, it had no claim.

The moral of the story is that no matter what our status as agents of others, whether we are attorneys, agents, pres-

idents of corporations, or the lowliest employees, we must be mindful of our duties to those who have put their trust in us. The duty to make no secret profit is quite real, and will be enforced by the courts of Pennsylvania. ■

Levi S. Wolf, Esquire is a partner in the Pottstown law firm of Wolf, Baldwin & Associates, P.C. The firm counsels both businesses and individuals regarding a variety of civil litigation issues, including agency relationships and unemployment compensation. He can be reached at 610.323.7436, or by e-mail to LWolf@wolfbaldwin.com.

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What You Should Know About Market Corrections



INVESTMENT IDEAS

Provided by Jim McGuire,
A.G. Edwards/Wachovia Securities

There is no way around it – markets generally move in cycles! While, historically, the stock market has spent more time on bullish advances than on bearish retreats – which is why stocks have been considered a good investment over the years – the market also tends to retrench more than the average investor would like to think about.

The traditional definition of a bear market is a 20 percent or greater decline in stock prices as measured by the Dow Jones Industrial Average or other relevant index. A full-fledged bear market can persist for many months or, in rare cases, years.

Some corrections, on the other hand, are sharp, but brief, lasting only a day or two – such as the Dow's 500-point drop in October 1987 – or for a few weeks. Sometimes a short, dramatic decline serves as a prelude to a lengthier downturn. The 1929 crash and subsequent three-year bear market, which saw the Dow lose almost 90 percent of its value, illustrates this latter possibility.

Government and securities-industry officials are constantly learning from their experiences with previous declines. Regulations established in the wake of the 1929-1932 bear market have helped prevent another decline of similar magnitude. For example, margin requirements were raised from 10 percent to 50 percent to prevent investors from becoming excessively leveraged (indebted) the way many were in the months leading up to the 1929 crash.

More refinements were introduced after the 1987 correction, including our current system of circuit-breakers. In theory, these circuit-breakers would

(See "Investment Ideas" on page 29)



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ENDORSE YOUR EXCELLENCE

By Jeannette Samanen, Ph.D.

Our culture places great value on modesty. Children are commonly told not to “toot your own horn” or “get a swelled head.” When singing our own praises, many of us have been reproached: “What! Do you think you’re better than everyone else?”

When such attitudes are deeply ingrained, it can be difficult to acknowledge your strengths and accomplishments and to derive legitimate satisfaction from your successes. Yet honest pride in your achievements is an essential element of personal confidence and self esteem.

Pride Is Not Arrogance

There is a crucial distinction between pride and arrogance. Arrogance uses your own successes to create superiority over others. If you boast about your achievement, it implies you are better than others by virtue of what you have done.

Honest pride in your strengths and achievements celebrates yourself, but not at the expense of others. That appreciation of excellence extends easily to those around you. Endorsing your excellence can actually be done in great humility when it is paired with a willingness to recognize and

(See “Endorse Your Excellence” on page 30)



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INVESTMENT IDEAS

(Continued from page 27)

stretch out a decline over several days rather than allow it to gain momentum immediately. The assumption is that the additional time would help curb panic selling.

Although the securities industry is committed to doing everything in its power to protect investors, it cannot prevent market corrections. It is essential for investors to take responsibility for their own investment activity and to arm themselves with as much knowledge as possible about the risks and potential rewards of investing.

In the 1930s, the Cowles Commission, formed to guide investors through the aftermath of the 1929 crash, came up with five essential rules for successful investing, which are still applicable today:

INVEST FOR THE LONG TERM.

While the stock market can be risky over the short term, risk decreases as your investment time horizon lengthens. A good rule of thumb is that stock and bond investments should be funded with money you won't need for at least five years.

Some investors hope to improve their returns by selling a portion of

their holdings just before a correction. Such "market timing" is something that even professional investors find difficult to do well with any consistency and is not recommended for the average investor. Aside from the very real difficulty of identifying the end of one market phase and the beginning of a new one, the basic emotions of greed and fear work strongly against those who attempt market timing, constantly tempting them to overstay their positions in a bull market and to remain on the sidelines for too long in a bear market.

INVEST SYSTEMATICALLY. One way to avoid the timing dilemma is to use a simple strategy called dollar-cost averaging – the practice of investing a fixed amount of money in a particular investment at regular intervals. Because the amount invested remains constant, the investor buys more shares when the price is low and fewer shares when the price is high. This means that the average cost per share tends to be lower than the average market value of the investment over the same period.

(See "Investment Ideas" on page 31)



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ENDORSE YOUR EXCELLENCE
(Continued from page 28)

acknowledge excellence in others as well, whenever it occurs.

Endorse Both Your Achievements and Your Strengths

Endorsing your excellence means both acknowledging your achievements and appreciating your strengths, those character traits that have enabled you to succeed.
Being willing and able to endorse your excellence has a number of benefits. Here are some of them:
Familiarity with your own strengths provides awareness of the qualities you can draw on to help you to succeed.

When you set a goal for yourself it is important to know those characteristics that have helped you to succeed in the past. If you are aware of your strengths and willing to acknowledge them, you can consciously utilize them to help you achieve your goals in the present.

Your strengths may be diligence or enthusiasm or perseverance or any other character trait that has helped you to succeed in the past. Whatever they are, these strengths will always be available to you. You can draw on these same strengths to achieve your goals in the present, no matter how daunting it may seem.

If you would like to learn more about your own strengths, I highly recommend you visit the website www.authentichappiness.com. There you will find the VIA Signature Strengths Questionnaire which measures 24 character strengths. It takes only about 20 minutes to complete this questionnaire and it is free! You will have a list of your top strengths. Awareness of these strengths will help you answer the question, "How can I ever accomplish THIS???"

When you acknowledge your successes you become an expert in what you can do to achieve your goals. When you recognize what you do that works, you can draw on your winning strategies to help you reach your goals. Pay attention to the choices you make that create success for you. Notice the effects these winning choices create in your life. Then when faced with a challenging situation, you can be aware of just what you need to do in order to succeed.

Are you more effective when you take a brief break a couple of times a day? Then protect those breaks, especially when your workload increases. The improvements in your productivity will more than make up for the time you spend away from work.

Do people react better when you treat them with greater kindness? If you experience problems in your personal or professional relationships, take stock of what you may be doing differently. If you can

(See "Endorse Your Excellence" on page 32)

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INVESTMENT IDEAS

(Continued from page 29)

Dollar-cost averaging cannot eliminate the risks of investing, guarantee a profit or protect against a loss in declining markets. The success of the program depends on making regular purchases through advancing and declining market periods – and on selling when your investment is worth more than the average price you paid. Since such a plan involves continuous investment in securities, investors should consider their financial ability to continue purchases through periods of low price levels. But dollar-cost averaging does offer a disciplined method of investing in the securities markets and lowers the price you have to get to break even.

DIVERSIFY INVESTMENTS. When people think about investing their money, they probably envision themselves comparing the merits of various investments. But before they get to that step, there is a more basic decision to make: asset allocation. Asset allocation is the percentage of investment funds an investor allocates among asset classes such as stocks, fixed income, cash equivalents, and tangibles/real estate.

The decision is an important one. A study of large pension funds determined that a pension manager's allocations among asset classes had a far greater long-term effect on returns than the individual securities selected.* Of course, asset allocation or investment timing cannot eliminate the risk of fluctuating prices and uncertain returns.

BUY QUALITY. Periodically, investors become enamored with initial public offerings (IPOs). For those who know how to invest in them and understand the risks, IPOs can be an appropriate investment. By definition, however, IPOs involve companies whose stocks

are untested in public trading. The average investor should approach this arena with extreme caution and commit no more than a small percentage of investment capital to it.

At the other end of the spectrum are the many companies with histories of consistent sales and earnings growth. Although nothing is guaranteed in the investment markets, there is a lower probability that such companies will drop off the investment map during a correction. Rather, a correction presents investors with the opportunity to acquire more shares of historically seasoned, financially sound companies at reasonable prices.

GET PROFESSIONAL ADVICE. Each investor brings a different outlook and level of sophistication to the markets. Most investors can benefit from some degree of professional input. Whether that means professional research on individual securities, advice on asset allocation, or entrusting money to professional portfolio managers, investment professionals are great resources for helping investors achieve their financial goals.

Particularly during corrections, it helps to have a coherent investment strategy worked out in advance and to be able to keep that strategy clearly in mind as events unfold. A qualified investment professional can help plan a sound investment strategy.

* Gary P. Brinson, Brian D. Singer, and Gilbert L. Beebower, "Determinants of Portfolio Performance II: An Update," *Financial Analysts Journal*, May/June 1991.

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ENDORSE YOUR EXCELLENCE

(Continued from page 30)

identify ways you have gotten off track, you can determine the changes you can make to improve the situation. There isn't anything you can do to make another person change. However if you can modify the way you treat them, they may respond differently, leading to improvement in your relationship.

When you tune in to those behaviors that work best for you, you become keenly aware of the choices you can make that lead to success.

Honestly present your excellence to others.

There are certain situations, such as job interviews, where success depends on your being able to affirm your achievements. This is not bragging when done in a matter-of-fact manner.

A simple acknowledgement of your strengths and accomplishments conveys necessary information while projecting the self confidence every employer seeks in a potential hire.

Don't be afraid to share your successes with your friends. Give your friends the opportunity to enjoy your wins, just as you relish theirs. The important thing here is presenting your wins with a sensitivity that avoids putting anyone else down.

As you practice endorsing your excellence it will become easier to do. After all, it is natural to feel good about your achievements and the strengths and abilities that made them possible! Paying attention to what you do right will boost your self-confidence and appreciating what you do that makes your life good will empower you it to make it even better. 🗑

**For additional information,
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WHAT DO THESE OBJECTIONS MEAN?



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

When selling your services or products I'm sure most of you get objections much like I do. "I would like to think about this," or "I don't have time to do any of this," or "I'm not ready yet," or "That seems expensive," or "Call me back in a couple of months." What does all this mean? Most likely they are afraid of making a bad decision. If they spend the money and it's the wrong product or service they will look foolish. And no one wants to look foolish. How do you overcome these fears?

Well, in many cases you may not have developed enough rapport in the beginning of the sales process to develop trust with your prospects. Developing rapport is essential. People will not buy from you if they don't like you or don't trust you. So some of these responses may be a smoke screen. They simply don't want to deal with you. But let's assume you have done your job in developing rapport and you have followed your sales process to a "T" (assuming you have one) and are at the decision point and you still hear these type of objections. Here are some ideas on how to proceed.

LISTEN. Listen to what they are saying. Do not assume you know what they are about to say even if you have heard these objections before. DO NOT finish their sentences for them. Listen intently and try to understand what their objection is.

DO NOT ARGUE OR CONTRADICT THE PROSPECT. For example if they say you are expensive you may want ask what "expensive" means to them and compared to what, rather than

argue the point. The word "expensive" might mean something entirely different to you than it does to them. Don't assume you know what they mean. Ask for clarification.

EMPATHIZE WITH THEM. You may want to say "I understand, many of my clients felt that way before they really saw the benefits of my service." Then ask for clarification.

DON'T AVOID THE ISSUE. You will surely lose the sale if you simply ignore what they are saying. Again, you need clarification. You may say, "I'm not sure I understand what you are saying, can you tell me more about what you're thinking?"

FEED THE OBJECTION BACK TO BE SURE YOU GOT IT. "Let me make sure I understand what you are saying," and reiterate their objection and confirm that's what they meant.

MAKE SURE THIS IS THE ONLY OBJECTION. For example if price is the problem you may want to say. "OK let's take money off the table, is there anything else that is holding you back from moving forward?"

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

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BUSINESS & MARKETING STRATEGIES

(Continued from page 33)

ANSWER THEIR CONCERNS. If you have been selling for any period of time you can probably count on one hand what the standard objections are to your product or services. Once you understand what the prospect is saying make sure you have a response. Script it and practice it.

TRY TO PRE-EMPT COMMON OBJECTIONS. If you keep hearing similar objections you may want to bring them up before the prospect does. "Many of our clients felt that our price was high until they were able to see the return on their investment."

Don't be afraid of dealing with your prospects' objections. You need to understand that the objections are the issues that are holding them back from doing business with you. It will

give you a clue as to what their fears are and why they are not comfortable with buying your service or product. If you deal with their objections and eliminate their fears the likelihood of closing the sale grows exponentially. And lastly, if you feel you are up against a brick wall don't be afraid to walk. Take the deal off the table. If a prospect is that difficult to deal with before they've done business with you, what will it be like once they start

sending you checks? If you have a pipeline full of other prospects your time might be better spent with someone else. 📁

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 Checkup call him at 610.666.1564.

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(Mention this ad and get two free weeks when you sign up for our E-Z Wash Program)

- Hassle and worry free
- Wash your car every day*
- Auto monthly re-charge to credit card
- **E-Z Wash** is vehicle specific
- Bar scanning for quick processing
- Limit one wash per day
- No worry about the weather – if it rains after washing your car, come back again tomorrow!

* Car wash may be closed due to inclement weather, holiday or breakdown. Prices and program subject to change with notice and at the end of a billing cycle.





TRICOUNTY AREA CHAMBER OF COMMERCE

2008-09 TCACC EXECUTIVE COMMITTEE

CHAIRMAN

Bradley Okoniewski,
*North American Safety Health &
Environmental Director, Cabot Supermetals*

CHAIRMAN ELECT

Steven MacLauchlan,
CEO, Pottstown Memorial Medical Center

2ND CHAIRMAN ELECT

Todd Alderfer,
Executive Vice President, National Penn Bank

TREASURER

Jay Constantine,
President, Continental Concrete Products, Inc.

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Regional President, Harleysville National Bank

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P. Timothy Phelps, *President, TCACC*

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Baran Schultz, *Schultz Technology Solutions, LLC*

Dr. Karen A. Stout,

Montgomery County Community College

PRESIDENT'S MESSAGE

Dear Chamber Members,

The year is about to come to a conclusion and what a year it has been. Consumer confidence has been rocked by a weak market, driven by faulty credit. The housing market ran aground in many regions with corporate hiring freezes and employees walking the gangplank in fear of their level of job security. Companies have reduced their budget spending to be in alignment with their reduced revenue. This has been the end to a year filled with great financial uncertainty.

Nine months ago, I accepted the challenge to take the helm of the TriCounty Area Chamber of Commerce and its business community. Charting a course for our organization's growth during this time has been a challenge with understanding the marketplace, identifying opportunities for growth, and creating a return on investment. In conversations with seasoned chamber executives, many have commented that this is the time for Chambers to elevate themselves and provide clear leadership to help the business community "weather the storm." We have been actively working with staff and board members to define the direction of the organization to meet the needs of the business community in these trying times.

Through various partnerships, we will be rolling out several value-added products during the upcoming year. To date, our chamber membership should have seen the promotion for the MyOSHASTore.com on our website; it is a full service OSHA compliance product store. Soon, we will be unveiling a "VIP" chamber member customer loyalty card; this card is designed for chamber members and their employees to shop and dine with local chamber member participants. These programs will be in addition to credit card processing and DHL package delivery programs that are already in place. Throughout the year, we will be reviewing additional

programs that will support the needs of our business community.

As we navigate these rough seas, the Executive Board and I are working closely together to outline a series of objectives to describe the role the business community will have on economic impact through specific trigger points. These objectives include transportation and education. These trigger points will demonstrate opportunities for chamber members to participate through programs and advocacy which increase their knowledge and networks. With these objectives, we can begin the process to chart our future roles and business opportunities in the region.

Even though the year may be ending with financial uncertainty, great opportunity lies ahead. With businesses reviewing their strategic growth plans and realigning their budget priorities, they are identifying the next marketplace for growth and rediscovering the attributes that create their success. The workforce is local, but our marketplace is global. The chamber is seeking those opportunities to grow our business community and have regional dialogues for future success. 2009 has great promise; how are you positioned to move forward? 🚩

Unfurl the main mast!

Be seen. Be heard. Belong!

Tim Phelps, TCACC President

**Visit tricountyareachamber.com for
Chamber Events and Community Events!**

CONTACT YOUR TRICOUNTY AREA CHAMBER STAFF:

P. Timothy Phelps, President, tim@tricountyareachamber.com

Eileen Dautrich, Executive Vice President, eileen@tricountyareachamber.com

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

Susan Burnett, Membership Director, susan@tricountyareachamber.com

Kitty Papp, Special Events Director, kitty@tricountyareachamber.com

Ashley Eisenhower, Marketing and Communications Director
ashley@tricountyareachamber.com

**152 High St., Suite 360,
Pottstown, PA 19464**

**TEL: 610.326.2900
FAX: 610.970.9705**

**EMAIL:
info@tricountyareachamber.com**

CALENDAR OF EVENTS



TRICOUNTY AREA
CHAMBER OF COMMERCE

Thurs., Dec. 4

3:30 PM

CHAMBER 101

Chamber Conference Center, 152 High Street, Suite 360, Pottstown*
A no-obligation orientation for prospective members to learn what the Chamber has to offer. Also open to current Members seeking information about the Chamber.

No Charge.

Tues., Dec. 9

5 – 6:30 PM

ANNUAL HOLIDAY OPEN HOUSE

Chamber Conference Center, 152 High Street, Suite 360, Pottstown*
Come celebrate the Spirit of the Season with fellow Chamber Members and the Chamber Staff. Enjoy hors d'oeuvres and beverages, graciously donated by Chamber Member restaurants, caterers, and other food and beverage suppliers.

No Charge, Members Only.

Tues., Dec. 16

8 AM

CHAMBER 101

Chamber Conference Center, 152 High Street, 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.

***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.

FEATURED MEMBER BENEFIT OF THE MONTH

GET LISTED!

Get your business in front of 1000's of local VIP Cardholders with a **FREE LISTING** on mychambercard.com/about_tricounty_pa.htm. Just click on "GET LISTED" at the top of any page. Being listed on the Member to Member site is **FREE** for all members of the TriCounty Area Chamber of Commerce. Fill out the online form and within minutes your special offer will be listed on the website. Getting listed is free, it's easy, and it's available only to members of the TriCounty Area Chamber of Commerce.

It takes just seconds to sign up! Questions? Call 1.888.VIP.5552 (1.888.847.5552) or check out the Frequently Asked Questions online at mychambercard.com/about_tricounty_pa.htm

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

SAVE THESE DATES:

Thurs., Jan. 8

7 – 7:30 AM
7:30 – 9 AM

ECONOMIC FORECAST MEMBERSHIP BREAKFAST

The Lakeside Inn, 594 W. Ridge Pike, Limerick

**Networking
Program**

Keynote speaker, **James D. King**, President and Chief Investment Officer of National Penn Bank, will provide the audience with a review of the notable market and economic events of 2008 and offer a view of what we might expect in 2009.

Sponsored by: National Penn Investors Trust Company

\$28 per Member prepaid; \$33 per Member at the door; \$36 per Member invoiced / Non-member

Wed., Jan. 14

11:30 AM – 1:30 PM

WOMEN OF THE WORKFORCE LUNCHEON (WOW)

Spring Ford Country Club, 48 Country Club Road, Royersford

Keynote speaker, **Carol-Anne Minski**, Manager of Organizational Solutions, MidAtlantic Employers' Association (MEA) will present "Networking Tips" as networking is about more than learning how to work a room. Whether you are meeting someone for the first time, expanding your current business, or looking for a new job, networking is important to your career. This presentation will teach you how to put your best foot forward and be remembered.

Sponsored by: 1031 Corp.

\$28 per Member prepaid or at the door, \$36 invoiced

Wed., Jan. 21

4:30 PM
6 PM

BOYERTOWN AREA PROGRESS DINNER

La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville

**Social Hour
Dinner**

Program Highlights: James K. Boyer Quality of Life Award presented to **Building a Better Boyertown** and a video presentation featuring: **Martin Motorsports & Serenity Junction**. Sponsorship opportunities available, call 610.326.2900 for more information.

\$50 per Member; \$450 per Member table of ten; \$60.00 for Non-member. **Inclement Weather Date:** Wednesday, January 28, 2009.

Sat., Jan. 24

7:05 PM

TRICOUNTY AREA CHAMBER NIGHT AT THE READING ROYALS

Sovereign Center, 7th & Penn Streets, Reading

TriCounty Area Chamber Members can purchase discounted tickets for the Reading Royals hockey game vs. the Johnstown Chiefs. Tickets are \$7.50 each (plus \$2.00 handling fee/order). For tickets, contact the Chamber office for a registration form or call Justin at the Royals at 610.898.7216.

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**



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.

826 Associates LP
15 Union Hill Road
Suite 200
Conshohocken, PA 19428
(610.940.0420)

Real Estate – Commercial/Industrial, Real Estate Developers, Real Estate Investment
826 Associates LP is refurbishing and rehabilitating 826 North Lewis Road, Limerick, PA into 26,000 square feet of new office space for rent.

Accent on Health Chiropractic
2871 East High Street
Pottstown, PA 19464 (484.919.1866)

Chiropractors

www.BabyMyBack.com

Accent on Health Chiropractic provides caring, family-based chiropractic care in Lower Pottsgrove since 2002. The office is located on High Street across from Hilltop Drive-In.

French Creek Golf Club
4500 Conestoga Road
Elverson, PA 19520 (610.913.6330)

Country Clubs, Golf Courses, Membership Organizations

www.frenchcreekgolf.com

French Creek Golf Club, a gem among Chester County's private exclusive Golf Clubs, is nestled among the rolling hills of the French Creek Valley and Watershed. Flowing brooks, woodlands and natural golf hazards make for an incomparable golf experience for players of all levels.

Gotta-2-Do, LLC
2164 School Road
Pottstown, PA 19465 (610.469.6057)

Administrative/Secretarial Services, Training & Development Centers/Services, Word Processing Services

www.gotta2do.com

Gotta-2-Do, LLC, specializes in getting things done – providing busy executives more time to devote to value added tasks for their businesses. Whether assisting with administrative needs, managing reports, developing reports, analyzing data, organizing meetings, or preparing presentations Gotta-2-Do gets it done.

Huperoon, LLC
28 S. Charlotte St., 1st Floor
Pottstown, PA 19464 (484.624.5301)

Food Products/Specialty, Restaurants/Clubs

www.huperoon.com

Huperoon, LLC, brings fresh, quality, local organic and natural gourmet beverages and specialty items to Pottstown, while offering a warm, inviting environment in which to enjoy it. Fair Trade Coffees are roasted locally, baked goods come from local bakers, and dairy and fresh foods come from local farmers—all tri-county neighbors!

**Independent Associates of
Pre-Paid Legal Services**
2437 West 75th Avenue
Philadelphia, PA (267.872.0373)

Attorneys, Business Consultants, Consultants

www.prepaidlegal.com/hub/deborahzenquis

Independent Associates of Pre-Paid Legal Services provides easy access to the resources necessary to understand credit ratings and the ability to fight back if an identity thief threatens financial standings.

The Inn at Chester Springs
815 North Pottstown Pike
Exton, PA 19341 (610.363.1100)

Hotels/Motels/Bed & Breakfast, Restaurants/Clubs, Caterers/Banquet Services

www.innatchestersprings.com

A 215 guest room hotel in the Brandywine Valley offers banquet facilities, a bar and restaurant, business center, heated indoor pool and seasonal outdoor pool. Guest parking, newspapers, wireless internet access, and shuttle service within a ten-mile radius are complimentary.

Liberty Ambulance
685 South Hanover Street
Pottstown, PA 19464 (484.368.9614)

Ambulance Service

Liberty Ambulance provides medical transportation by ambulance and wheelchair van to non-ambulatory individuals who must travel between hospitals, nursing homes, physicians' offices, medical clinics, dialysis centers, and private residences. Servicing Montgomery, Chester and Berks counties, Liberty also provides first aid "standbys" at school and community events.

Write Now Services
2012 Foxmeadow Circle
Royersford, PA 19468 (610.948.1961)

Editorial Services, Writing Services, Proofreading Services, Consultants

www.WriteNowServices.com

This full-service editorial business specializes in editing, writing, consulting, and page design. Examples of work include write/edit articles for publication; copy and edit Web site content; design a newsletter; re-design a publication; create strategies to increase revenue with editorial content.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 years

**Bryn Mawr
Rehab Hospital**
Garner, David

20 years

**Visiting Nurse
Association of
Pottstown & Vicinity**

30 years

**Hollenbach
Construction, Inc.**
Smale's Printery

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

About All Floors

**Anytime Fitness
Limerick**

Aqua America

Bergen Polymers, Inc.

Boyetown

**Lions Community
Ambulance Service**

Brandywine Springfield

Waterproofing

Bursich Associates, Inc.

The Cinnamon Stick

**Corporate Psychological
Resource Center**

Corvettes for Kids, Inc.

E-Team Restoration

Elks Lodge

**Fromer, Dr. Joel &
Dr. Ronald Gross**

Garner & Bauer

Gorski

Engineering Co., Inc.

Greater Valley Forge

**Transportation
Management
Association**

Ink and Essence, Inc.

Janney Montgomery

Scott, LLC

JL Machine & Tool, Inc.

Kelly Insurance

Agency, Inc.

**William H. Klein &
Associates, LLC**

MacKissic, Inc.

Mr. Windshield

Office Installation

Service, Inc.

Parec Properties, Inc.

Pennsylvania

Business Council

Plotts' Energy

Pottsgrove Metal

Finishers, Inc.

Pottsgrove

School District

Richter Mobile

Shredding

The Salvation Army

Sanatoga Ridge

Community, Inc.

Smith Barney

Specht Insurance

Group, Ltd.

Spring Valley YMCA

Sprint /

Intouch Wireless

Sunnybrook Ballroom

Tri-County Chiropractic

Tycor Benefit

Administrators, Inc.

Upper Perkiomen

School District

Valley Forge

Convention & Visitors

Bureau, Ltd.

Wanner Associates

Carina Weigner

Massage Therapy

A. Weitzenkorn's Sons,

Inc.

Wendy's Flowers

Western Center For

Technical Studies

Winner's Circle Awards

X-Stream Lean, LLC



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:

Westlawn Group/Graphic has merged with Pemcor, LLC, with facilities in Conshohocken, Lancaster, and Lebanon. Their new address is 2100 State Road, Lancaster, their contact number is 717.898.1555, and fax is 717.898.3191.

The Flag Zone has moved! Their new address is P.O. Box 526, Gilbertsville.

Czartek Security is now ASG Security. The address has not changed but the contact numbers are 610.316.0556 and the switchboard is 888.877.3532. The website is www.asgsecurity.com.

Keystone Engineering Group, Inc. has moved! Their new address is 590 East Lancaster Avenue, Suite 200, Frazer. The contact phone number and fax number have remained the same.

Ribbon Cutting Events



Dr. Don Rocklage celebrates the Grand Opening of Eagle Chiropractic of Pottstown at 2091 Pottstown Pike, Pottstown, PA

Eagle Chiropractic of Pottstown celebrates the Grand Opening with a Chamber Ribbon Cutting. Pictured on the left are Chamber Ambassador, Peggy Brendlinger, Tri County Area Federal Credit Union and Dr. Don Rocklage, owner and chiropractor of Eagle Chiropractic of Pottstown, 2091 Pottstown Pike, Route 100, Pottstown, PA 19465. To the right of Dr. Rocklage is Chamber Ambassador, Betty Kulp of Boyertown Salvation Army and Chamber Ambassador, Stacey Poploskie of Malvern Federal Savings Bank. 🗑



Complete Family Eyecare, Ltd., Opens Office in Gilbertsville with Chamber Celebration

Complete Family Eyecare, Ltd., owned and operated by Dr. Lori Gray, celebrated the office opening at 1806 Swamp Pike, Suite 400, Gilbertsville, PA 19525 with a Chamber Ribbon Cutting celebration. Chamber Ambassadors hold the ribbon while friends, family, clients and staff surround Dr. Lori Gray in the center of the photo with the scissors. 🗑



ECONOMIC DEVELOPMENT ROUND TABLE WITH STEVEN WRAY

Brad Okoniewski, Chairman of the TCACC Board of Directors; Steven Wray, Executive Director of the Economy League of Greater Philadelphia; and Tim Phelps, President of TCACC pictured at the **Economic Development Round Table discussion** held at the Chamber office with guest speaker, **Steven Wray**. Wray and a group of more than 20 local community members openly discussed the potential economic growth for the tri-county area community and explored ideas of those in attendance. From understanding regionalism to the larger conversation of how the tri-county community fits into the development of the surrounding Greater Philadelphia metropolitan area, this strategy session was a kickoff to the afternoon's economic development luncheon. 🗑



NEARLY 80 EXHIBITORS AT EDUCATION & CAREER FAIR FOR LOCAL HIGH SCHOOLS

The TriCounty Area Chamber of Commerce Foundation, Inc., in partnership with the high schools of northern Chester, southeastern Berks and western Montgomery counties, held its **21st Annual Education & Career Fair** on Thursday, October 2, 2008 at Gilbertsville Fire Company No. 1, 1454 E. Philadelphia Avenue, Gilbertsville. More than 600 students were bused to the fire company to discuss their future and gather information for post-high school graduation. Nearly 80 exhibitors participated from colleges, universities, technical schools, or other post-graduate programs. 🗑



Pictured from left to right: Tim Phelps, President of TriCounty Area Chamber of Commerce pictured with keynote speaker, **Jim Klaiber**, Manager of Corporate Affairs for Norfolk Southern Corporation, who spoke to more than 200 in attendance at the TriCounty Area 19th Annual Economic Development Luncheon. Klaiber's presentation, "Regional Rail: A link to local economic growth - Norfolk Southern's Investment", spoke of the regional expansion of the freight rail system.

19TH ANNUAL ECONOMIC DEVELOPMENT LUNCHEON

The TriCounty Area Chamber of Commerce held its 19th Annual Economic Development Luncheon on Friday, October 24, at SunnyBrook Ballroom.

Award recipients for 2008 were honored for their impact on the tri-county community. Pictured left to right in the front row: Legislator of the Year award - **PA State Representative, Bob Mensch of the 147th District**; Economic Development award - **Marta Kiesling, Executive Director of TriCounty Performing Arts Center**; Regional Planning award - **Leo Bagley, Assistant Director of Montgomery County Planning Commission**; and Economic Impact award - **Tom Sephakis, Chairman of SunnyBrook Foundation**.

The presenters of the awards (pictured left to right in the back row): **Chris Mudrick**, Site Vice President of Exelon Nuclear (event sponsor); **Todd Alderfer**, President of PAID, Inc. & Executive Vice President of National Penn Bank; **Dan Reavy**, Director of External Affairs (event sponsor); **Ed Wagner**, Co-Chairman of the TriCounty Area Chamber of Commerce Regional Planning Committee & Township Manager of New Hanover (PA) Township.



Special Thanks to the Presenting Sponsors of the Economic Development Luncheon, Sponsor and Partners!

PRESENTING SPONSORS:



SPONSOR:



PARTNERS:

**PAID, INC.,
BERKS ECONOMIC PARTNERSHIP,
CHESTER COUNTY ECONOMIC
DEVELOPMENT COUNCIL,
MONTGOMERY COUNTY INDUSTRIAL
DEVELOPMENT CORPORATION,
AND GREATER VALLEY FORGE
TRANSPORTATION
MANAGEMENT ASSOCIATION.**

OCTOBER MIXER

Special thanks to St. Pius X High School for hosting the October 28 Membership Mixer at their facility.



RESUMES

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

2 – Office Manager/Executive Assistant

1 – Sales & Marketing Consultant

2 – Human Resource Management

1 – Database and Operations Management

1 – Banking/Executive Management

1 – Graphic Design

INTERNSHIPS AVAILABLE AT THE 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 HOLIDAY SCHEDULE

The chamber office will be closed for the holidays from Wednesday, December 24, 2008 through Friday, January 2, 2009. We will reopen Monday, January 5, 2009. We apologize for any inconvenience this may cause. Have a very safe and happy holiday season from all of us at the TriCounty Area Chamber of Commerce.

Chamber Member Companies Celebrating Significant Anniversaries were recognized. Congratulations to the following:

25 Years: Pottstown Community TV
25 Years: Coventry Christian Schools, Inc.

50 Years: Salvation Army of Boyertown
80 Years: Smale's Printery

100 Years: YWCA Tri-County Area
150 Years: First Baptist Church

INVESTING IN OUR INFRASTRUCTURE

In these tough economic times, everyone is tightening budgets, and looking for ways to cut costs. The recent activity on Wall St. has left many people wondering how it will affect Main St. For those in the transportation industry, we are wondering how these changes will affect every street. The United States has the most elaborate, and extensive roadway network in the world. Beginning in the middle part of the twentieth century, the United States started investing in our national infrastructure in the name of national defense. The Interstate Highway System has been, with minor exception, completed. We have connected every city, and town to every city and town.

We are now in the beginning of the twenty first century, and the extensive infrastructure needs reinvestment. As with any physical investment, the roadway network is showing signs of incredible use. Many of the roads we drive everyday need maintenance in one form or another. The bridge collapse in Minneapolis was an eye opening spectacle that speaks loudly of the need to invest in infrastructure. The problem our nation's leaders are facing is not when and where to make these investments, but how? Currently, taxes levied on liquid fuels are the primary source of income for the federal Highway Trust Fund. The steady increase in the price of fuels has caused Americans as a whole to drive less, essentially reducing contributions to the Highway Trust Fund. Congress has addressed the immediate shortfalls in the fund by shoring it up with money from the general fund. That move was only intended to be a stop gap, and is not a permanent solution. Fact is we need to drastically rethink how we use, and fund our infrastructure.

Recently, Gov. Rendell proposed a long term lease of the PA Turnpike to a private infrastructure investment group. The proposal essentially would have allowed a private corporation to operate the turnpike

and in return Pennsylvania would collect "rent." This proposal has not been approved by the PA legislature, and does not appear to occur anytime soon. The proposal represents the change that is going to occur in infrastructure financing. The reason being, "freeways" are not free, never have been truly free, and are quickly losing funding for improvement and maintenance. It has been recommended that assessing user fees is the most effective way to generate revenue to continue the investment in our infrastructure. User fees can be assessed in any variety, and combination of formats, however the most familiar method is roadway tolling. Roadway tolling is an excellent mechanism to generate funds that are then reinvested on that roadway. Tolls paid on the PA Turnpike are used to maintain a clean and safe road surface during the winter months, resurface worn portions during the summer months, and expand capacity for the most congested segments. Other suggestions include taxing Vehicle Miles Traveled. This essentially rewards those that drive less, by assessing less user fees, and insures that those using the roadway network more, are carrying their fair share of the load. Many systems have been developed and implemented to assure equity in this kind of system (i.e. those that drive in more densely developed areas served by transit carry a higher fee than those driving in less densely developed areas with few transit options).

Regardless of which system is more efficient and equitable, it is undeniable that the need to reform our infrastructure financing is now. Funding improvements requires a significant amount of capital. Raising the necessary capital through new, innovative methods is the only way to insure that US roadways remain the envy of every nation. 🗑️

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

TCACC MARKETING TIPS

MARKETING 101: INTERNET MARKETING SEMINAR

With over 25 years of experience in advertising and marketing, and over 8 years working with the Internet, **Rick Simmons**, Chief Solutions Officer of Dinkum Interactive, presented at the **October 28 Internet Marketing Seminar** held at the TriCounty Area Chamber of Commerce. For the past 5 years, he has merged his marketing expertise with his Internet knowledge through his work with search engine optimization, and numerous other Internet Marketing strategies. Simmons explained the terms SEO (search engine optimization) and PPC (pay per click) through demonstrations of businesses with Internet Marketing success stories and marketing mistakes. He walked through examples and helped those in attendance narrow down the right direction for their business. Every business that is on the internet took something away from this presentation. For those that could not attend this seminar, please check out the **Internet Marketing presentation on YouTube**, <http://www.youtube.com/watch?v=30c7DkeeNTs>

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.

NEWSMAGAZINE INSERTS

Newsmagazine Inserts for the Chamber's newsmagazine, The Route 422 Business Advisor, allows Chamber Members to insert a promotional flyer about their business into Member mailings. With nearly 1,200 newsmagazines being mailed each month from the Chamber, this is a great opportunity to market your business. For more information, contact, Ashley 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.**



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BUSINESS EQUIPMENT RECYCLING COLLECTS JUST UNDER 40 CUBIC YARDS OF E-WASTE

According to Rick Lewis of The Lewis Group, just less than **40 cubic yards of e-waste** (electronic waste) were collected at this year's **Business Equipment Recycling Day** presented by the TriCounty Area Chamber of Commerce on October 7, 2008. With the support of 45 chamber member businesses, equipment, electronics, and paper were recycled as a part of a member benefit program provided to TriCounty Area Chamber members.

Of the nearly 40 cubic yards collected, some of the items recycled included approximately 150 monitors, more than 80 printers, laptops, keyboards, CPU's, and computer towers. Over 1,000 items were brought to the event. This year, the event received the largest response since the TriCounty Area Chamber of Commerce first started offering this member benefit program to their members.

The event was co-presented by the **Chamber's Environmental Education Committee**. Volunteers for the day included: Patty Barthel, Pottstown Landfill & Recycling Center; Darryl Borrelli, Manko, Gold, Katcher & Fox, LLP; Lynn Dewees, MARCOR Remediation, Inc.; Crystal Gilchrist, Perkiomen Watershed Conservancy; Richard Lewis, The Lewis Group; John Sartor, Gilmore & Associates; and Philip Schwartz, Keystone Engineering Group, Inc.

Event sponsors included: **Exelon Nuclear, Gilmore & Associates, Manko, Gold, Katcher & Fox, LLP, AERC Recycling Solutions, Beacon Container Corporation, Industrial Investments, The Lewis Group, and Richter Mobile Shredding**. Jay Bown of Pottstown Industrial Complex, once again provided the site location for the event and Mayer Pollock Steel Corporation provided the forklift for the day. Beacon Container Corporation provided the boxes for the items, and The Lewis Group provided the truck that transported the items collected to AERC Recycling Solutions in Allentown for disposal. In addition, for the first time, Richter Mobile Shredding was on-site providing paper-shredding services for the businesses. 🗑️



LEFT: (Pictured left to right) Rick Lewis, The Lewis Group - Board Member and Chairman of the Environmental Education Committee, Sponsor of the Event and company responsible for transporting the items to the recycling center; Crystal Gilchrist, Perkiomen Watershed Conservancy - Environmental Education Committee member; Patty Barthel, Waste Management of PA - Environmental Education Committee Member; and Darryl Borrelli, Manko, Gold, Katcher & Fox, LLP - Environmental Education Committee Member, Sponsor of the event

BELOW: Sponsors and volunteers pictured as they boxed up nearly 40 cubic yards of e-waste (electronic waste) during the TriCounty Area Chamber's Business Recycling Day hosted on October 7th. The event is an annual chamber member benefit program that allows businesses to recycle their e-waste and be eco-friendly at no cost to them.



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BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

TREES: GOOD FOR YOU, GOOD FOR YOUR COMMUNITY, GOOD FOR THE ENVIRONMENT!

For thousands of years, thick forests were the dominant landscape across Pennsylvania and most of eastern United States. The huge trees and dense underbrush must have been an awesome sight to early European explorers whose homeland had long been deforested. William Penn was surely impressed when he observed his new home and saw the lush forests that lined the banks of the Delaware and Schuylkill Rivers. He certainly understood the value of the fish that filled local waters, the wild game that flourished in the region and the timber that would be used to construct a new nation. But he may not have fully understood the invisible but more important value of "Penn's Woods" as the provider of critical "ecosystem services."

Much of the extensive forest that cloaked the Pennsylvania countryside in colonial times is long gone and some current communities are nearly devoid of even street trees. The trees along the streams and rivers disappeared as industrial developments took their place. As the trees were removed, water quality in creeks, streams and rivers, and the habitats that surrounded them suffered greatly. It was not until the passage of the Clean Water Act in 1972 that industrial pollutants began to be cleaned up. The once common fish consumption and swimming advisories are occurring less and less.

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

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

The trees that are streamside form a riparian buffer. Simply put – streamside riparian buffers are essential to stream health and water quality. The trees and undergrowth of riparian buffers serve as a natural filter that keeps pollution out of streams and reduces the downstream transport of water borne pathogens. Trees and other native plants also help stabilize stream banks to prevent erosion, they provide food and habitat for fish and other aquatic life, they keep streams cool and shady and maintain dissolved oxygen by reducing excessive algae growth.

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

Fortunately, the Perkiomen Creek watershed is still largely forested. Many of the smaller creeks and headwaters areas retain their natural vegetation. In fact, the PA Department of Environmental Protection (PADEP) is considering a petition to upgrade all of the Upper Perkiomen Creek, upstream of the Green Lane Reservoir, to an Exceptional Value waterway, the best water quality creek classification in Pennsylvania. To a large extent, this exceptional water quality is provided, and protected, by the native trees, shrubs and herbaceous plants of the region's forests and riparian buffers.

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

(Excerpts from materials provided by the Stroud Water Research Center, www.stroudcenter.org and the Montgomery County Natural Areas Inventory) Presented for your use by: Crystal Gilchrist, AICP, Executive Director of Perkiomen Watershed Conservancy, 1 Skippack Pike, Schuylkill, PA 19473



Cabot Supermetals in Boyertown turned an open field into an enhanced streamside buffer with additional trees, a wildflower garden and a nature trail.

Benefits of Trees – Just a few!

(Excerpts from http://www.treelink.org/docs/29_reasons.phtml)

- Trees can absorb 13 pounds of carbon dioxide per year and reach their maximum carbon storage capacity by 10 years of age. (The EPA estimates that each gallon of gasoline produces 19.4 pounds of CO₂.)
 - For every ton of new tree growth, about 1.5 tons of CO₂ is removed from the atmosphere & about 1.07 tons of oxygen are produced.
 - Trees, through their shade and transpiration can reduce utility bills for air conditioning by 15-50%, providing natural "low-tech" cooling that reduces demand on existing & proposed power generating facilities.
 - Windbreaks around homes shield against wind & snow, reducing heating costs as much as 30 percent.
 - Trees reduce "heat island" effects by 5 – 9 degrees or more in areas with lots of paved surfaces.
 - Trees help recharge groundwater & sustain streamflows.
 - Trees reduce noise pollution.
 - Trees help screen unsightly views.
 - Trees provide fuel, building materials & food.
 - Trees add value to our homes and communities.
 - Windbreaks in agricultural areas can increase crop yields by creating favorable microclimates with less soil loss, more water retention & reduced heat & wind stress to the crops.
 - Trees help protect livestock from cold in the winter & heat in the summer.
 - Trees provide live saving substances for the pharmaceutical industry. (i.e. The Pacific yew produces taxol, an effective cancer drug.)
 - Trees help protect water quality by filtering pollutants from stormwater, reducing water temperatures, reducing soil erosion & absorbing flood water.
 - Trees reduce stress in the workplace & help hospital patients recover.
 - Trees add grace & beauty to our landscapes and communities.
- During a 50-year life span, one tree will generate \$30,000 worth of oxygen, recycle \$35,000 worth of water, and clean up \$60,000 worth of air pollution totaling \$125,000 per tree without including any other values! 🌳

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Social Networking: **FIVE BENEFITS FOR BUSINESSES**



TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller, Business and Personal Coach

Mention the phrase social networking, and the first thing that comes to mind for most people is teens using **Myspace** and **YouTube**. Social networking has evolved beyond these two websites making sites such as **LinkedIn**, **FaceBook** and **XING** common places. Social Networking is no longer a teen phenomenon.

LinkedIn states that its site includes profiles of more than 25 million professionals, with 25 new members joining every minute every day.

comScore Video Metrix conducted research and found that in December 2007, YouTube had 77.6 million viewers who watched 3.2 billion videos.

"Like traditional networking, the most effective networking centers on building relationships, engaging others, and developing solid word-of-mouth marketing," said Patrice-Anne Rutledge author of *Profiting from Social Networking*.

Here are some of the benefits of implementing social networking for your business:

ADVERTISE PRODUCTS AND SERVICES: Don't have a large marketing

budget? Social networking is a cost-effective approach for businesses operating on a tight budget or even looking to use another medium. The NFL used Myspace during the 2007 and 2008 Superbowl to showcase the commercials. Viewers were able to post comments on their favorite or not so favorite commercial. This type of medium can be a great springboard for you to showcase new products and services that you might be contemplating.

MARKET RESEARCH: Companies study customer behaviors and purchasing patterns. Social networking lets you conduct your own market research with existing and potential customers. A great website to track

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

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TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

(Continued from page 45)

what customers are saying is Yelp! (www.yelp.com) "Real Reviews, Real People." Customers have a chance to provide views on services rendered from various industries which include spas, hotels and travel, restaurants, real estate and professional services.

RECRUITING: Social networking allows you to reach out to individuals you may have never had access to before. Businesses are utilizing sites like LinkedIn and Facebook to recruit employees. This is an outstanding and cost-effective tool to not only recruit employees, but also engage potential partner's investors and distributors.

INFORMATION SHARING WITH FELLOW CONTACTS: Are you an expert in your field or industry? Sites like LinkedIn enable you to ask and answer questions related to your industry and just share information with professional contacts.

VIDEO AND AUDIO PODCASTS: Share video and audio broadcasts and make them available to customers, employees and your network. If you own an interior design or landscaping business, why not take video footage of your work to share with the social network! Maybe a video podcast will not work for your topic of

discussion. Audio podcasts are an excellent way to delivery topics related to health issues, business, education and technology.

Helpful Resources Include:

How to Say it: Marketing with New Media by Lena Claxton and Alison Woo

Podcast Solutions: The Complete Guide to Podcasting by Michael W. Geoghegan and Dan Klass

The Truth about Profiting from Social Networking by Patrice-Anne Ruledge

YouTube for Business: Online Video Marketing for Any Business by Michael Miller

Social networking can be profitable to your business in many ways. Just like any marketing campaign, there's a potential for an increase in revenue, reach into new markets but most of all name recognition. You don't need to incorporate all of the social networks out there, but find the one that fits your business environment and work with that until you are comfortable and then add another. 🗑️

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TECHNICALLY SPEAKING

By Bill Swank, Lime Systems

Last month, we discussed three things that you can begin doing today to get your web site noticed by the multitude of users who start their web experience at google.com. The business of Search Engine Optimization (SEO) has sprung up seemingly overnight to help you attract more users to your website. We looked at the beginning of the process by indicating that the process should start with an understanding of who you are trying to reach, work to become an expert in your market through the placement of relevant content on your web site and finally really working to love your web site.

This month, we will take a look at three more little things that are seemingly obvious but not really thought about when it comes to taking a critical look at your website. We'll show you how to take a look at your web site through a critical customer perspective. After all, the goal of any website should be to provide information and motivate the reader to action. For businesses, this would be to buy the product or service and for non-profits it might be to provide funding for a worthy cause.

1) Follow your search words

Begin this process by putting on your critical customer hat and starting at google.com, type in the search words that you feel your customers will use to find your web site. We have found that typically users will type in three or four words to begin a search. When you type in a set of keywords and click the Google search button, notice where your site appears in the

(See "Technically Speaking" on page 53)



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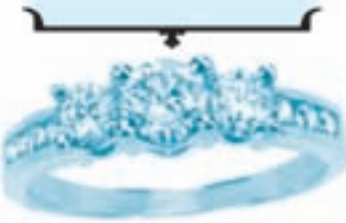
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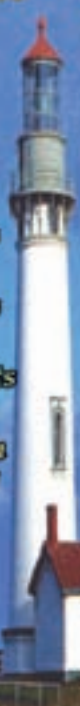
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CRYSTAL WINDOWS OFFER VIEW OF SUSTAINABLE URBAN DESIGN

Manufacturer's Products Part of Design Philadelphia Exhibit of Modular Homes

Crystal Window & Door Systems recently participated in Design Philadelphia, an annual two-week celebration of global architectural design and urban planning in the heart of the city. Design Philadelphia includes exhibits, studio tours, lectures, and other public events covering everything from furniture and textiles for interior design to modular and pre-fabricated home design. This year the theme centered on sustainable, environmentally savvy design, with emphasis on affordability.

Invited to participate along with one of its premier customers, Philadelphia-based installation firm **Emerald Windows**, the challenge for Crystal was to provide fenestration for a demonstration modular home created from metal cargo containers. Crystal donated its Series 8200 aluminum awning windows to the "temporary neighborhood" outdoor exhibition A Clean Break, looking at how affordable, environmentally low-impact, prefabricated structures can be integrated with global urban environments. A Clean Break was curated by **Minima Gallery** with partners including **Habitat For Humanity** and the **Urban Land Institute of Philadelphia**.

"With a rapidly urbanizing world, emerging countries and even developed ones may benefit from exhibits of low-cost, low-impact scalable temporary housing such as this," said **Steve Chen**, Executive Vice President of Crystal Windows. "The organizers of Design Philadelphia were seeking companies whose products and services reflect the focus of the exhibition – good design, good quality, affordable, modern, and very green. Our top grade aluminum window product line definitely fits the bill, and we were excited to be part of this trend setting global design concept event."

The Crystal Series 8200 aluminum window offers a heavy-commercial AAMA rating, a 2-1/4" deep thermally-broken frame and 1" insulating glass for superior energy efficiency. The narrow frame awning window affords maximum glass viewing area and superior ventilation capability. The window is well suited for a wide variety of building applications.

Crystal Window & Door Systems is one of the top 60 manufacturers in North America of replacement and new con-



Crystal Series 8200 aluminum awning windows were part of a recent prefabricated affordable modular home exhibit at Design Philadelphia.

struction vinyl and aluminum window and door products and high-end fenestration systems. Crystal offers a full product line, rapid order-to-delivery times, quality workmanship, innovative product features and outstanding value. Crystal operates sales/distribution offices and subsidiaries in Allentown,

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MCCC RANKED TOP COMMUNITY COLLEGE IN NATION FOR USE OF TECHNOLOGY

Montgomery County Community College has been named the number one technologically-advanced community college in the nation by the **Center for Digital Education** and *Converge magazine*.

The ranking was established based on the 2008 *National Digital Community Colleges Survey*, which examines and assesses how community colleges have progressed in using information technology to deliver services to their students, faculty and staff. Approximately 1,000 community colleges were invited to participate, and winners were grouped into three categories based on student population. The survey examines a variety of areas of technology, including online admissions, student access to transcripts and grades, information security and infrastructure, weather and campus security alerts, and online library capabilities.

According to **Dr. Karen A. Stout**, President, the College has ranked nationally in its use of technology over the past five years because of its commitment to using data to make decisions and

improving student outcomes and success. "The College has a tremendous amount of technology, but without the creativity and innovation on the part of our faculty, even the best technology is just stuff," said Dr. Stout. "By adapting national best practices, we are constantly assessing ourselves, always trying to make our student outcomes better using technology as a tool to focus on teaching and learning."

Faculty members at the College incorporate technology into their everyday classrooms. Eight-five percent of the College's classrooms are equipped with SMART technology, which includes a computer, projector, DVD player, speakers, and a touch SMART board that enables instructors to annotate and store that data on the screen. Faculty members also use clicker and game show technology to ensure that students interact with each other and with the subject matter to improve learning.

In the Student Affairs area, the College has reduced the time students spend standing in line by introducing a paging system similar to those used in restaurants. Students also spend less time waiting for the calls to be answered by the implementation of a call center. Furthermore, the implementation of document imaging software has increased student access to their records for counseling and advising purposes and has eliminated the need to store paper files.

Technology is one component of the College's multi-faceted commitment to sustainability. In 2007, the College joined the national **American College & University Presidents Climate Commitment (ACUPCC)**, which is overseen on the College's campuses by the President's Climate Commitment Advisory Council. As part of the initiative, the College's information technology staff moved 80 percent of its servers to server virtualization, which enables multiple servers to operate from a single machine. This not only reduces the physical footprint in terms of space, but also reduces the amount of air conditioning and power required to operate the infrastructure.

From an administrative perspective, the College enables end-users to have direct access to reporting tools from their

(See "Digital Education" on page 54)

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TECHNICALLY SPEAKING

(Continued from page 50)

results that google.com returns. If your site appears in the first five results, take a bow, you are doing great. If it does not appear at all, you've got some real opportunity for improvement. If your website shows in the listing a look at what appears. Would the words that appear make your customer want to click on your web site? Do your competitors appear higher than you and do you think your customers are clicking on their site instead of yours?

2) Look at your site from a buyer prospective

A few studies have shown that the attention span of the average web user may be in the 10 – 20 second range. This means that an average user will spend between 10 and 20 seconds on your website looking for the information that they came to your site to seek. If they do not find it quickly, they have moved on to the next site and you have lost a potential customer. It is wise to take some time and review your website from your user's perspective. Can they find what they are looking for quickly and easily? Does your website load quickly? Is the site

navigation clear and easy? Is information difficult to find?

3) Remove barriers to purchase

It always amazes me when I review a client site how difficult it is to actually make a purchase or contact the seller of the product or service. Typically, purchases are impulse decisions and if there are barriers to making that purchase, customers are lost. Take a look at your site and determine and remove as many barriers to purchase as possible. Compare your site to hp.com where they make it very easy to purchase when a customer is ready to buy. They use cues like "How to Buy" in as many places as possible to capture the purchase when it is ready to be made. Think about ways to allow your customers to either buy or request information in as many ways as possible, while fitting in with the creative aspect of your web site.

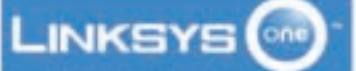
FIVE QUESTIONS

We have put together a small set of questions to help you determine if you would benefit from performing Search Engine Optimization (SEO) on your web site.

- Do you sell a product or service online?
- Do you use your website to attract and retain customers?
- Do you feel that your website should attract more sales?
- Is your web traffic lower than you expect?
- Do you get feedback from customers that they cannot find you on the web?

If you answered yes to 3 of these 5 questions, then it is probably time to seek out a professional partner who can help you wind your way through the Google SEO jungle. Remember there are potentially thousands of customers out there who are looking for your service. All you need to do is use Google to get them to come to your site where you can convert them to buyers. 📁

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




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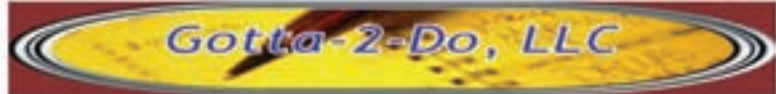
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DIGITAL EDUCATION

(Continued from page 52)

desktop computers rather through the implementation of iStrategy, which eliminates the need for the user to request the data from Information Technology, which then must write and run a query. The College also uses text messaging and email to communicate to students about weather-related and other emergency situations.

Other technology highlights include the Library's use of Web 2.0 technologies, such as twitter, blogging and facebook, to engage students in the research process, and 100 percent wireless Internet access on both of the College's campuses.

"I would like to extend sincere congratulations to the College's entire information technology team for developing an IT infrastructure that supports faculty creativity, student learning and innovation," said **Celeste Schwartz**, Vice President of Information Technology. "Also, kudos are due to the entire technology user community—including faculty, support staff and administrators—for taking advantage of the tools supplied by IT to transform the College's

classroom and online learning environments and to make student services more accessible via technology."

Montgomery County Community College has received four previous awards from the Center for Digital Education. In 2003, the College's website (www.mc3.edu) was named one of the top two sites in higher education in the country, and in 2004 and 2005 and 2007, the College was ranked in the top five suburban community colleges in the nation for its use of technology. 🏠

Montgomery County Community College has two conveniently located campuses in Blue Bell and Pottstown, with additional learning locations in Willow Grove, Conshohocken and Norristown. With a 16:1 student-faculty ratio, the College boasts a nationally recognized, award-winning faculty committed to working closely together with students in the learning process. The College's comprehensive curriculum includes 82 associate degree/certificate programs in 48 areas of study, including eight complete degrees offered entirely online, and specialized workforce development and continuing education programs, all of which leverage the College's nationally ranked use of innovative technology.



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7TH ANNUAL "A TASTE OF PHOENIXVILLE"

The 7th Annual "A Taste of Phoenixville" is scheduled for January 22, 2009, from 6:30-9:00 PM at Phoenixville Country Club, 355 Country Club Road, Phoenixville, PA 19460. This event will benefit the **Good Samaritan Shelter**. The theme for this year's event is "Go For the Green."

"A Taste of Phoenixville" is the Good Samaritan Shelter's major fundraiser attended by more than 250 people who love great food and fun entertainment while supporting a worthy cause. This event features hors d'oeuvres, mini entrees, side dishes and desserts provided by some of our area's finest restaurants, caterers and food purveyors as well as silent and live auctions. 2008 participants included **Robert Ryan's Columbia Station** (our host for 6 years), **Thai L'Elephant**, **The Columbia Hotel Bar and Grille**, **Foresta's Country Market**, **Molly Maguires**, **Majolica**, **Iron Hill Brewery**, **Aquilante Gourmet Buffets**, **Sly Fox Brewery**, **Eliza's Bakery**, **The Bakery at Chester Springs**, **Wegman's Market**, **Jay Wang Sushi**, **Montesano Brothers Italian Specialties**, **Bridgeside Deli and Grille**, **Sugartown Smoked Specialties**, **Hill's Seafood Market** (Exton).

Live auction items will include a weekend

at a private home in the Poconos including golf or skiing, one week's vacation at a private home in the Outer Banks, N.C., a tour of the Chester County Countryside in a 1913 Buick Touring Car followed by brunch at the **Kimberton Inn**. The silent auction will be filled with restaurant gift certificates, spa gift certificates, floral arrangements, **Phoenixville Area YMCA** family indoor membership, gift baskets, art, antiques and more.

Live music will be performed by **Greg and Linda Hytha**, and their band, "Rhapsody."

After 6 terrific years at Robert Ryan's Columbia Station, we are moving to the Phoenixville Country Club so that we can accommodate more people. Robert Ryan is a valued member of our committee and will continue to work closely on this event.

All proceeds benefit the ongoing work and ministry of the Good Samaritan Shelter, which is to provide emergency and transitional housing for homeless men while addressing the specific causes of their homelessness and lending a helping hand to build a new life.

For tickets to attend "A Taste of Phoenixville" or for more information about the shelter call the Good Samaritan Shelter Office at 610.933.9305. 📞

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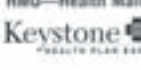
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THE BUSINESS OF WEIGHT LOSS



BUSINESS, HEALTH AND FITNESS

By Jeffrey S. Harrison, CSCS, NSCA-CPT, ACE-AHFS
General Manager, Pottstown Health Club
www.phcfit.com

The end of a year is upon us, and the promise and excitement of another year looms soon there after. Whether it's time to enjoy the fruits of a year's hard work, give thanks for continued good health, or just spend time with those who mean the most to you, it isn't any wonder why some call it the most wonderful time of the year. But even in this festive season, we must not lose sight that every day is a gift and continually learn to appreciate the fact that our health is largely a factor of the choices we make. That being said, my gift to you this year is knowledge; knowledge for yourself, your friends, your colleagues, or anyone else you feel would benefit from making a successful run in the business of weight loss.

The number one resolution people make every year is to lose weight. As a result, weight loss is a billion-dollar a year industry. The reason: everyone is looking for the quick fix when it comes to losing weight and never appreciating the fact that losing weight takes time. It's a surefire and costly path to failure. Everyone wants to burn body

fat yet few people truly understand how our bodies do that. What better gift than by sharing with you just how that happens.

Stored body fat is the last thing our bodies will use as fuel. The whole reason we store extra calories is to have a back up or reserve of energy. The only

(See "Health and Fitness" on page 58)

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With a starting price of \$250,000, interest has been so strong that more than half of the twenty-four residential units have already been reserved.

With homeowners increasingly concerned about energy bills – as well as global warming and American's dependency on foreign oil – Kimberton Village Green will use solar and geothermal technology, and advanced construction techniques, to provide beautiful and healthy homes that have minimal impact on the planet's resources.

In addition to its unique approach to heating and cooling bills, Kimberton Village Green will be built to the highest standards of green construction. The project will be LEED Platinum certified, and will employ environmentally-friendly approaches to handling storm water runoff, landscaping and lighting. Parking is located underground, maximizing green space, and the building is built around a green courtyard featuring native landscaping. The project will also make wide use of non-toxic building materials, reducing the fumes that typically off-gas from conventional building materials. That offgassing can be a hidden health hazard in new homes, particularly for people suffering from asthma, allergies, or chemical or environmental sensitivities.

The development will incorporate a host of features that will allow people to reduce their impact on the planet – and their energy bills. Smart home technology will let residents see how they're using energy in their homes, and ports for plug-in hybrid cars will be available in the garage.

Located on Prizer Road in the bucolic Chester Country village of Kimberton, just twenty miles outside Philadelphia, Kimberton Village Green is located a short walk from shopping, restaurants and a park. This one-of-a-kind development offers people a unique opportunity to live in a home that makes a difference... to their wallets, and to the planet. 🏡

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HEALTH AND FITNESS

(Continued from page 56)

way body fat can be effectively used as fuel is if blood sugar is stable (consistent, balanced nutrition) and the body is using more fuel (physical activity) than is being supplied. Plain and simple, but this phenomenon is what keeps most people from burning fat. A perfect example of this misunderstanding is the individual who claims to eat very little and still does not lose any weight. The reason is because they have unstable blood sugar, and/or they exercise at the same level of intensity all the time. Remember that the two most important factors when it comes to burning fat are stable blood sugar and regular, consistent physical activity. Let's examine these two factors more closely.

Blood sugar levels are directly affected by meal frequency and food choices. Eating small, balanced meals/snacks every 2-3 hours is one way to help stabilize blood sugar. Small frequent feedings force your body to adapt to having food, which will keep blood sugar fairly stable. This makes it less likely for your meals to

be stored as fat. What you eat also plays a big part in blood sugar levels. Most people are totally unaware as to what blood sugar is or what it does in your body. For example, juice increases blood sugar quickly, forcing it to skyrocket as opposed to vegetables, which burn at a much slower rate. Avoiding foods containing large amounts of sugar such as soda, juice, candy, ice cream, table sugar, and other refined foods is a great start. Unstable blood sugar is something that can do serious damage to your body in addition to increasing body fat levels, such as hormonal discrepancies and Type II Diabetes. An easy way to stay on track is to ask yourself before every meal or snack "what will I be doing for the next few hours?" If you are going to be at work and not that active then your body doesn't need a lot of calories. Don't forget that any extra calories that don't get used will be stored as fat!

Activity level is the other major factor that prevents a lot of people from making



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any progress. Most would agree that they need to exercise more, but they're confused on how or what to do. Exercise, more specifically physical activity, is anything beyond normal day-to-day physical activity (walking from your car to the office door doesn't count) and is absolutely necessary. It doesn't need to be time consuming and it doesn't need to be technical. It just needs to be consistent and effective. Take a really hard look at your past and if exercise hasn't worked, it's not the exercise at fault.

So what does this all mean? Eat small, balanced meals or snacks and stay active!

Not exactly earth shattering news or perhaps what you knew already, but just imagine what that means if over the course of a few weeks or months if you were able to stick to it. One last point: the human body is only capable of metabolizing 1-2 pounds of fat per week. This information is exactly what stands between most people and their success in the business of weight loss — they expect too much, too soon for so little effort. Nothing fancy, just smart and dedicated work with no gimmicks. Share the knowledge, and have yourself a healthy and fit 2009! 🍷

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