

422business.com



Business Advisor

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

phoenixville • pottstown • reading • royersford • spring city • collegeville • limerick



LIMERICK GENERATING STATION



Presorted Standard
U.S. Postage
PAID
Pottstown, PA
Permit No. 95



CHANGE SERVICE
REQUESTED
P.O. Box 334
Pottstown, PA 19464-0334

audubon • norristown • douglassville • king of prussia • oaks • valley forge

1988
2008

Caring for your employees for twenty years.

Our comprehensive health programs protect, promote and restore employee health. By providing quality medical services, we can minimize injury care treatment time and return your employee to work as soon as possible. Depend on our experienced occupational health specialists to care for your employees.

- Work Injury Care
- Nurse Case Manager
- X-ray & Lab Services
- Suturing
- Physical & Occupational Therapy
- Physical Exams
- Physical Capability Screening
- DOT Medical Certification Exams
- Drug & Alcohol Testing
- Drug & Alcohol-Free Workplace Training
- Random Testing Program Mgt/MRO Services
- Immunizations
- TB Skin Testing
- Pulmonary Function Testing
- Respirator Fit Testing
- Hearing & Vision Testing
- OSHA Compliance Support
- Ergonomic Training/Worksite Assessment
- On-Site Occupational Health Services
- Training (CPR/First Aid/AED/Blood Borne Pathogens)
- Travel Medicine Clinic



Occupational Health
of Pottstown Memorial Medical Center
at CarePlex

610-326-2300 • www.pottstownmemorial.com

Tri-County Area Business Campus • 81 Robinson Street, Pottstown
Convenient Hours Monday - Friday

WORK INJURY CARE AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK

Work injuries (non-life threatening) should be treated at CarePlex. After-hour injury care provided by PMMC's Emergency Dept. Employee will be referred to CarePlex for follow-up medical care.



Business Advisor

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

In This Issue | JANUARY 2009



4

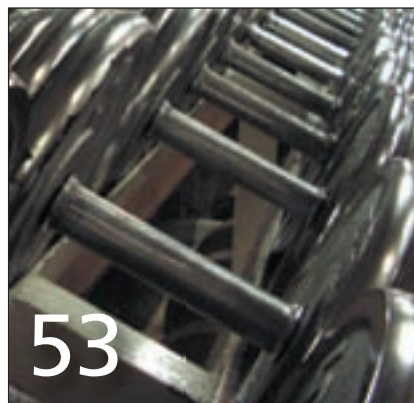
*Limerick Generating Station
supplies more than two million homes
with electricity, and produces it safely...*



29

*Give your kids a head start
on the road to financial
independence and success?*

*Effort is a choice,
luck is chance, but
hard work is invaluable.*



53

Contents

- 4 | Cover Story**
Limerick Generating Station
- 8 | Marketing 101**
Recessionary Spending: Marketing In A Mediocre Market, Or Worse...
- 13 | Buzz Around the Block**
Boyertown And Gilbertsville:
Driven By Community
- 22 | Legal Perspectives**
Work Force Reduction And
The Injured Worker
- 29 | Investment Ideas**
Tips For Teaching Your Kids About Money
- 31 | Make Your Good Life Better**
4 Reasons New Year's Resolutions Fail And What
You Can Do About Them
- 32 | Advertised Services Directory**
What You Are Looking For – At Your Fingertips
- 37 | Business & Marketing Strategies**
Why Do People Fail?
- 39 | TriCounty Area
Chamber of Commerce**
News And Events
- 47 | Tips for Professional and
Personal Success**
Networking: Reconnecting With
Contacts In Your Network!
- 50 | Performing Technically**
Change Your Paradigm!!
- 53 | Business, Health and Fitness**
No Replacement For Hard Work

... AND MORE!

To contact the Route 422 Business Advisor:
phone: 610.323.6253 fax: 610.970.6194
email: 422business@comcast.net
Subscribe online! www.422business.com



Published by: MACnificent Pages,
P.O. Box 334, Pottstown PA 19464-0334
Editor & Publisher – Bill Haley
Advertising Manager – Patti Seigel

www.422business.com

Exelon®

LIMERICK GENERATING STATION

**Generating Clean,
Reliable and Safe
Electricity for Two Million
Homes in the Region**





Exelon Nuclear's Limerick Generating Station, located in Limerick, Pa., supplies more than two million homes with electricity, and produces it cleanly, safely and reliably.

Limerick, emits zero greenhouse gasses in its creation of electricity, helping to reduce the region's carbon footprint. Additionally, all employees at Limerick perform their work with safety at the forefront of their minds and, like all nuclear energy plants, Limerick is designed with numerous layers of safety systems. If a component were to become non-operational, there is a second piece of equipment ready to perform the job.

Reliability is another advantage of nuclear energy. Limerick Unit 1 and Unit 2 are a reliable source of energy for the region. Both units operated at a combined capacity factor of 94.8 percent in 2007. Capacity factor refers to the amount of electricity actually produced compared with the theoretical maximum production. Reliability is especially important as the demand for electricity continues to increase. The Department of Energy predicts the U.S. will need 30 percent more electricity by 2030 to meet increasing demand.

Limerick Generating Station is owned and operated by Exelon Nuclear. Exelon Nuclear owns a total of 10 operating plants in Pennsylvania,

New Jersey and Illinois. The energy company employs 800 individuals at the Limerick facility.

A Strong Commitment to the Environment

Limerick Generating Station overlooks the Schuylkill River, and it uses a portion of the river's water in its operations. That's why improving and restoring the Schuylkill River watershed is so important to the men and women at the station.

Exelon Nuclear has partnered with the Schuylkill River Heritage Area to create the Schuylkill River Restoration Fund. The program supports projects that enhance the quality of water in the Schuylkill River and its tributaries. The Schuylkill River Heritage Area oversees the fund, distributing money annually to non-profit organizations.

Exelon's annual contribution to the fund is based on the amount of water that is not required to be pumped from the Delaware River to support Limerick's cooling water needs as part of the station's award-winning water supply demonstration project. In just three years, Exelon has contributed approximately \$600,000 to the Fund.

At Limerick, a lot of water is used each day for normal plant operations.

(See "Cover Story" on page 7)

For more information call
610.754.7878
www.frederick-mennonite.org

Providing healthy living in a family-friendly environment since 1896.

Our range of services:

- Independent Living
- Assisted Living
- Memory Support Assisted Living
- Skilled Nursing
- Adult Day Care

FREDERICK
Mennonite Community
Route 73 Frederick PA

Live well with us

Rob's Auto Repair

1055 S. Hanover Street,
Pottstown, PA 19465
610-327-1999

www.robsauto.com

Commercial Accounts Welcome!

- Open Monday-Friday 8:00am - 5:00pm
- Early Drop Off and Late Pick Up Available
- Free Ride to Work or Home Within Area
- Guaranteed 12 Months/12,000 Miles

Inspection and Emission
Special \$49.95 + tax*
Regularly \$64.95-\$74.95
Coupon Expires 1/31/09

* Not valid with emission exemption. Includes sticker. Does not include parts and labor need to pass inspections.

Fax: 610-327-9691

Transmission Flush
\$49.95 + Fluid
With Coupon
Regularly \$59.95 + Fluid
Filter and Labor to install filter is extra.
Coupon Expires 1/31/09

email: service@robsauto.com

Gotta-2-Do, LLC

Need help managing your Administrative tasks?

Gotta-2-Do, LLC specializes in partnering with our clients and getting it done!

We offer a wide array of administrative services, so you can focus on your customers and business profitability.

Gotta-2-Do, LLC
Administrative Outsourcing
Phone: 610-469-6054
e-mail: assist@gotta2do.com

Call now to find out how your business can benefit with assistance from Gotta-2-Do, or visit our website for more info at: www.gotta2do.com

AS WE ENTER **ANOTHER YEAR...**



NEW CENTURY BANK

renews our commitment to the communities that we call home.

In times both certain and uncertain, New Century Bank walks with you... the communities, businesses, families and individuals that we have the good fortune to know and whom we continue to partner and support.



GOOD PEOPLE. BETTER BANKERS.™

www.NewCenturyBank.com / 610.933.2000

KIMBERTON ♦ MALVERN ♦ NEWTOWN SQUARE ♦ PHOENIXVILLE ♦ WAYNE

MEMBER
FDIC

© 2009 New Century Bank

COVER STORY

(Continued from page 5)



Water is available from either the Delaware River or the Schuylkill River. The Delaware River is more than 40 miles away and its use requires the station to manage a complex series of pumps, reservoirs, natural creek flows and underground piping to bring water from the Delaware River to the station.

In 2003, Exelon Nuclear implemented a water supply demonstration project at Limerick Generating Station. The project demonstrated the benefits of lessening the withdrawal of water from the Delaware River and utilizing various other sources for the station's cooling water needs.

Working with DRBC, Limerick engineers and environmental experts developed a comprehensive plan to demonstrate that modifying the temperature limit and augmenting the river flow during low river flow periods would not adversely affect the Schuylkill River watershed. The project proposed monitoring the environmental effects for five years before coming to a long-term decision.

The demonstration project allowed Limerick to pump water from the Wadesville Mine and Still Creek reservoir when the temperature or flow limits preclude the use of the Schuylkill River for supplying the plant's cooling water.

From project development through implementation, the effort has received input and feedback from the DRBC, Pennsylvania Department of Environmental Protection, the Fish and Boat Commission, Schuylkill River Greenway Association, and other interested parties.

The demonstration project has been going on for the past five years, and now Limerick has asked the Delaware River Basin Commission (DRBC) if it can continue the project for the long-term.

A Good Neighbor

Limerick employees have been busy volunteering and raising money in the local community. Employees and the station donated over \$150,000 in 2008.

(See "Cover Story" on page 9)

Choosing *the right doctor* is one of the *most important decisions* you'll make.

The Reading Hospital Medical Group Physician Referral Line can help you find the right doctors where and when you need them. Call 610-988-8411 or toll free 1-866-988-8411.

 The Reading Hospital Medical Group
www.rhmg.org

FAMILY MEDICINE | GERIATRIC MEDICINE | INTERNAL MEDICINE | OBSTETRICS AND GYNECOLOGY

PeopleShare

"Providing Great People to Great Companies"

Does Your Staffing Company See Applicants **3** Times?

Why do we do it?
Wouldn't you love the luxury of actually meeting your new hire 3 times prior to start to make sure they really are what you need?
Call PeopleShare today and see how we do it!

Companies face new challenges every day in a constantly changing business environment. Keeping pace requires that all departments are running effectively.

You can count on PeopleShare to provide you with the great people you need.

We provide:

- Administrative Assistants
- Receptionists
- Data Entry Specialists
- Customer Service Reps
- Light Industrial Workers
- Warehouse Workers
- Electronic Assemblers

Whether you need someone for one day, one week or one year, we will customize a solution that fits your needs!

Call!

Pottstown 95 S. Hanover St. (610) 326-0700
King of Prussia 200 N. Warner Road (610) 337-3535
Philadelphia 1601 Market Street (215) 988-0700

www.peopleshareworks.com

MAIN STREET COLLEGEVILLE PROPERTY

Available February 1, 2009

Plenty of off-street parking

7,000 square feet of Office Space
\$8 per square foot triple net lease

Pizzeria/Restaurant Approximately 5,000 square feet
\$12 per square foot triple net lease

Contact Jamie at 610-489-2200
or email jwendel75@aol.com

Locally grown Frazer Fir Christmas Trees

\$5⁰⁰ off purchase of \$25 or more
Not valid with other offers. Expires 12/31/08

\$5⁰⁰ off 5 Yards Mulch Delivered
Not valid with other offers. Expires 12/31/08

Fall Special FREE Delivery on 1/2 Cord or more of Fire Wood
Not valid with other offers. Expires 12/31/08

Wreaths and Pineroping



Mulch • Stone • Sand • Fire Wood • Flowers • Topsoil

SHEP'S YARD
— LANDSCAPE SUPPLY —
SUPPLY • DELIVERY • INSTALLATION

395 Bridge Street, Phoenixville, Pa 19460
Phone: 484-302-9555
MON-SAT 7am - 6pm • SUN 10am - 3pm

YOU HAVE BETTER THINGS TO DO.



LET EXPRESS DATA HANDLE THE DETAILS.

Express Data Systems wants you to experience a better class of payroll servicing, and all of our support services that go along with it. That's why there are no conversion or start-up costs and, even better, we don't use annual contracts or retainers. We deliver exactly what we promise, a full range of payroll services as part of our standard plan from locally owned and operated experts.

express
DATA SYSTEMS, INC.
COMPREHENSIVE PAYROLL PROCESSING

610.495.7166 | WWW.EXPRESSDATASYS.COM

LIBERTY
AMBULANCE

Serving Montgomery, Chester, and Berks Counties




"excellent skills...compassionate care"

Providing

- Ambulance and Wheelchair Van Transfers
- Event Standbys @ Community and Corporate Venues
- CPR and First Aid Training and Certification
- Occupational Safety Surveys; EMT Placement in Corporate Settings

685 South Hanover Street
Pottstown, PA 19465
www.libertyamb.com
1-800-501-5410



RECESSIONARY SPENDING

Marketing in a mediocre market, or worse...



MARKETING 101

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

I've written this column for more than three years now and, in nearly forty columns, have tried to give regional small business owners creative ideas for growing their business. Rediscovering and sharing old marketing bromides and researching and testing cutting edge marketing devices has given me the opportunity to turn theory into practice.

I enjoy identifying a single topic, idea or mechanism and explaining how implementing it might enhance the growth of a business in the *Route 422 Business Advisor* readership, however this month's column is about all of your marketing and the simple directive to invest in marketing your business.

In all economic climates marketing dollars must be considered an investment wherein total marketing dollars – not just the cost of one component or another – are your business' total investment. It's not about saving money now but about investing in the ongoing and future growth of your small business.

None of the market sectors in Southeastern Pennsylvania have been exempt from the economic slowdown

that has put the nation's prosperity on hold but, by maintaining marketing plans and investing in new ones, some companies are moving past sustainability and survival.

A colleague who owns successful businesses and properties in the region recently related to me the troubling times that some other businesses are experiencing. She'd tell about one service business and explain that they never had a website... another had an ineffective sign with no phone number displayed... yet another was sending mixed messages to its target audience with unprofessional marketing.

The problem, the friend went on to explain, is that these businesses have

(See "Marketing 101" on page 10)



H&H SYSTEMS INC

53 Airport Rd. Suite B
Pottstown, PA 19464

**Fire Alarm/Supression Systems
Sprinkler Systems
Fire Extinguishers
Card Access
CCTV
Security Systems**

Rob Hicks
T: 610.495.5688
F: 610.495.5968
rhicks@hhsystems.net

Not Getting Good Service from Your Payroll Service?

What Our Clients say:

**"...I am so very happy with A D;
I can't imagine ever going back..."**

Robin – Manager for Restaurant Group

**"...A D Computer delivers superior
customer service."**

Gale – Administrator for Communications Co.

**"...when the auditor saw that we use
A D Computer, he had an instant
moment of relief."**

Judy – Accountant for Manufacturer

Learn more about how we can provide you
with the service you deserve...

CALL TODAY!

A D computer
Your Payroll Experts

SINCE 1971

Serving businesses like yours.

**Payroll Service Solutions that
Exceed Your Expectations**

1.800.DO.MY.PAY

adcomputer.com

COVER STORY

(Continued from page 7)

For the fifth year, station employees hosted the Annual Limerick Golf Outing and raised \$65,000 that benefited ten local organizations. These organizations include:

- YWCA Tri-County Area
- Meals on Wheels of Family Services in Pottstown
- Pottstown Cluster of Religious Communalities
- Bridge of Hope BuxMont
- Creative Health Services
- Hedwig House of Pottstown
- Salvation Army of Pottstown
- Pottstown Bible Church
- North Coventry Food Pantry
- Pottstown Police Athletic League
- American Cancer Society

"Limerick employees take our station's goal of being a good neighbor to heart," said Limerick Site Vice President Chris Mudrick. "They come together and work hard to raise money for organizations that improve the lives of many in our community."

Limerick was also the platinum sponsor for the Limerick Community Day held on



Sept. 27, 2008. The station donated \$7,500 toward the success of the community event. Station employees also volunteered, hosting a table to educate their neighbors about the plant and how it works.

In addition to the golf outing and community day, Limerick employees organized a fundraiser to benefit Alex's Lemonade Stand. The event raised \$8,000 for the Alex's Lemonade Stand Foundation, which raises money and awareness for pediatric cancer causes, primarily research into new cures and treatments.

"Those of us at Limerick look forward to these community events where we get to come out and meet our neighbors," said Mudrick. "We are anxious for the next event in the area and hope to be a part of its success." 🗑️

RunnWest

www.runnwest.com

WEB DESIGN
LOGO DESIGN
BUSINESS CARDS
PRODUCT LITERATURE
TRADE SHOW BOOTHS
DIRECT MAIL
DISPLAYS
POSTERS
FOLDERS
BROCHURES
POINT-OF-PURCHASE
THEME DEVELOPMENT
CORPORATE IDENTITY

runnwest@live.com

(856) 520-4372

Marketing Solutions for Your Business

Lebow FURNITURE CO.
FRIENDLY RELIABLE SERVICE
FOR OVER 59 YEARS

**NO MONEY DOWN
PAYMENTS
INTEREST
FOR
ONE FULL YEAR***

SUPER HOLIDAY SALE

OVER 65 LIVING ROOM SUITES ON DISPLAY *You'll like it better at Lebow*

**MICROFIBER SOFA
SALE \$599**

OVER 45 BEDROOM SUITES ON DISPLAY

**LOUIS PHILIPPE
BEDROOM SUITE
SALE \$1499**
DRESSER, MIRROR, CHEST, AND BED

**BERKLINE
RECLINER SOFA
SALE \$799**

**MICROFIBER
CHAISE
RECLINER
SALE \$449**

**66" TV CART
SALE \$599**

OPEN MON. & FRI. 9 TO 9
TUES., WED., & THURS. 9 TO 5:30
SAT. 9 TO 5, SUN. 11 TO 4

You'll be amazed by our beautifully decorated showroom.
We have five floors of quality furniture.
You'll find the best furniture value at the lowest prices.
We guarantee it!

Lebow FURNITURE CO.
338 MAIN ST. ROYERSFORD, PA
PHONE 610-948-3600
HTTP://WWW.LEBOWFURNITURE.COM

* See store for details.

MARKETING 101

(Continued from page 8)

been hit so hard that they're not likely to change course. Indeed, businesses on the brink often consider it 'throwing good money after bad' to develop a web site during a recession, to buy a sign in a crisis, to spend more time, energy and money during the worst turn that their business has ever taken.

In a purely rational mindset it seems illogical that the first budget to get slashed in a recession is that of advertising or marketing. If companies were concerned that business is deteriorating why would they remove all lead generation... unless their marketing programs are not delivering leads. The current recession, made official this week, is time for area businesses to gain ground on the competition. While your competitors are cutting advertising and marketing there will be openings created for your offering and brand. Here are five simple steps you can take to market smarter in a sluggish economy:

1. CREATE A STRONGER POSITION

It's time for your company to select a public personality and stick to it. With the aggressive promotion of a positionable identity, your company's brand will be remembered and respected within that position. Are you the best? The cheapest? The fastest? The coolest? Pick one and support it with everything you've got, but remember, you will be sacrificing those positions in opposition to the one you select.

2. DEFINE TARGET MARKETS BETTER

A reduced marketing budget can be more effective when you tightly define your best target market and focus your marketing on them. Stop wasting marketing dollars on leads that are unlikely to go anywhere and spend more on a smaller group of higher percentage targets. This is called a vertical market and, in contrast to a broad demograph-

ic market is easier to touch with infinitely better R.O.I. It's more work and you have to work smarter, but that's what a recession is all about— only the smart will survive.

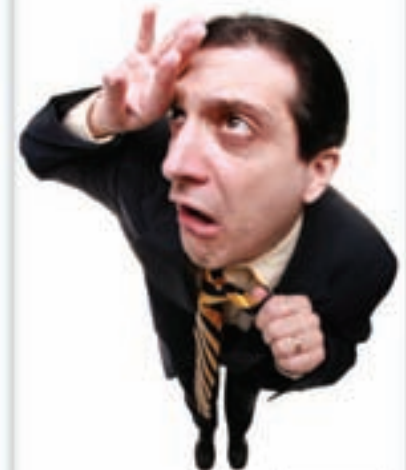
3. MODIFY MESSAGES TO SUPPORT POSITION AND MARKET

OK, you've selected a position and narrowed your target market, now it's time to speak directly to that group with marketing messages that they

(See "Marketing 101" on page 12)

Drop the Drama

Some agencies put on a big show to win clients. Epps is different. We'll simply show you great creative and smart strategies for building your success.



epps
advertising

Drop the drama. Get noticed.
Call 610.489.6211.
eppsadvertising.com

Brian C Goodman CPA
Presents
Business Advisory Reports

In an effort to continually provide you with more valuable services, we've taken the initiative to present your financial statements in a narrative, plain-language report which highlights the areas of your business which are the strongest & those which may need improvement, while outlining an action plan for reaching your financial goals.

519 Main Street
Royersford, Pa 19468
610.489.2844
brian@bcgcpa.com

We help your business grow and be profitable.

We Work For You...

Call 1-866-948-2255



Listings For SALE

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



Amabile's Family Eatery features a restaurant and deli that together seats 64 and is approximately 1,450SF and is presently a thriving business. Convenient on street parking and public parking lots in the rear and across the street. The restaurant is open for breakfast and lunch. In addition there are 3 apartments on the 2nd floor. An efficiency, 1 bedroom and a 2 bedroom, all with month to month leases. Asking price includes real estate and business. Call for income and expenses. **Reduced \$379,000.**

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 \$339,000.**

FOR SALE- (#ZC2075) MAIN ST., Royersford



EXPOSURE- Used as offices in the front; (2) BR apartment in rear. Victorian w/2 story turret, high ceilings, original woodwork and windows, grand foyer w/open turned staircase, enclosed front porch (heated and A/C). The 2 story apartment has kitchen w/cherry cabinets, LR, DR, 2BR, hall bath, powder room, side porch and an enclosed rear porch. Both units have separate elec. and gas meters. Water and sewer are shared. Call for details. **Reduced \$374,900.**

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

FOR SALE- (#ZC2082) 1273 S. Reading Avenue, Boyertown- 11 acres of commercial land in Douglass Township, Berks county. Brick/Metal building. 500AMP service (3 phase), onsite sewage system, electric hot water heater and central air. Building 10,196SF and built in 1935. **PENDING**

FOR SALE- (#ZC2084) 5 SUNNYBROOK RD., Pottstown



Cute renovated 2 story office building situated a stone's throw away from High street. Village commercial district of Lower Pottsgrove. Offstreet parking, newer roof, ideal location for small business or retail store. **\$224,900.**

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

FOR SALE- (#ZC2083) Douglass Twp, Berks County- (3) +/- acre lot in Industrial park with approved land development plan to construct up to 27,000SF of flex space. Owner will also consider constructing the building if a tenant is secured. Call for details \$475,000.

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

Listings For LEASE

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

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

(ZC1026) 1314 E. Philadelphia Avenue, Gilbertsville- Individual office suites on 2nd floor. 1st floor suitable for beauty parlor/barber shop. Competitive Rates!

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

(ZC1039) 355 Circle of Progress, Pottstown- 1770SF office space for LEASE Space includes (3) offices, operations/communications office, outer office, vestibule, kitchenette and (2) bathrooms. Parking for approximately 15 cars on the side of building + a drop off area in front of the building. Many possible uses: Gym, Training/School or general offices. Call today for details.

(ZC1042) 780 Main Street, Royersford- 600SF, 1st floor office. \$15/SF + Utilities. NO CAM.

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

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

(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. Avail. immediately. \$8/SF

(ZC1063) 306 Main Street, Royersford- 406SF commercial space featuring 2 offices w/estroom. Security system w/cameras will stay. Adjacent to municipal parking. \$525/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!

(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.

(ZC1077) Douglass Township, Berks County- (2) warehouse suites consisting of 3285 SF each. Some existing office space in each suite. 14' driven door, 16' ceiling heights, competitive rates, call for details.

(ZC1078) 256 High St., Pottstown- 2,200SF store front. Run your own business. Includes water and sewer. \$1,200/Month + Heat.

(ZC1079) 26 East Philadelphia Avenue, Boyertown- Downtown retail/office space available for lease. Backs up to inner-core parking lot. First floor space. \$675/Month + utilities

A Division of Richard A. Zuber Realty Extending our services to meet your needs.

Call Toll-Free 1-866-948-CALL (1-866-948-2255)

COMFORT INN OF POTTSTOWN VOTED #1 HOTEL

Corporate Rates Available!



Photo by Daniel P. Creighton
Pottstown Mercury



- Free Deluxe Continental Breakfast
- Free Hi-Speed Internet
- Meeting Rooms
- New 32" Flat Screen TV's
- NEWLY RENOVATED

BY CHOICE HOTELS

99 Robinson St., Pottstown, PA

610-326-5000

www.pottstownpacomfortinn.com



Heart Smart AED.com

When Every Second Counts!

**If Sudden Cardiac Arrest strikes,
will your facility be Rescue-Ready?**

Sudden Cardiac Arrest is one of the leading causes of death in the United States – striking an estimated 450,000 individuals each year.

The solution...equipping your business or organization with an Automated External Defibrillator from **Heart Smart AED.com**.

Contact us to learn how easy and affordable it is to deploy an AED in your facility today. Show them that you care – choose to protect them everyday with an AED.



We offer the Zoll AED Plus, Defibtech Lifeline, HeartSine samaritan PAD and the Philips HeartStart Onsite.

Essential equipment for Professional Offices, Schools & Colleges, Health, Fitness and Sports Facilities, Personal Care Facilities and Large Retail Facilities!
We carry replacement supplies and equipment for all brands of AEDs!

www.HeartSmartAED.com

866-699-9605

613 Charles Dr., Gilbertsville, PA 19525

Wholly owned and operated by Silver Solutions, LLC

MARKETING 101

(Continued from page 10)

need to hear. Forget generalities and start to blast messages that speak to the potential customer's main motivation while supporting your singular position. When times turn toward the better you can, once again, focus on brand imaging but for now give the people what they want to support the immediate objectives of sales, visitation or support.

4. REVITALIZE KEY POINTS OF CONTACT

In a recession competition becomes more fierce. Every customer is being fought for with perfect positioning and tenacious targeting supported by meaningful messages. Remember the local company that didn't even have a web presence? How can they expect to survive against competitors who are now revitalizing web sites? Make certain that your site is always current and that it is properly supporting your position and message. Again, it is more work and it needs to be done intelligently but it can be done economically.

5. STAY POSITIVE AND DON'T SELL OUT... YET

It can be tempting to slash prices to increase sales but that should be a last

resort. It's far better to keep a positive outlook from the top down. Ownership must remain positive to employees and employees should spin nothing but honest positivity to potential customers. Marketing is 99% perception and most consumers, even in a recession, would rather deal with a company that is positive and stable than one that is slashing prices and appearing desperate.

Similarly, the recession is caused by consumer's reaction to a perception. When the anchors on 3, 6, 10 and 29 lead off the nightly news with stories like, "Economy in Crisis," it affects the way consumers behave no matter what their current reality is. With a recessionary strategy of perfect positioning and tenacious targeting supported by meaningful messages you can continue to strengthen your brand while boosting current sales. 📦

Todd Palmer is Creative Director at Virtual Farm Creative, Inc., a full service advertising, marketing and multimedia firm specializing in excellent traditional and Internet branding. Read his marketing blog at www.palmslice.com or visit Virtual Farm Creative at www.virtualfarm.com.



**"They say the best
things in life are free.
My business checking
account, for example."**

Free Business Checking from National Penn. At National Penn, we always strive to go beyond the expected. If you own a business and have less than 100 banking transactions* a month, National Penn's Free Business Checking may be the perfect account for your small business and big dreams.

- No minimum balance
- Free online banking and bill payment**
- No-annual fee Business CheckCards

It's easy to open an account. For information, call 1.800.822.3321, visit nationalpenn.com or stop by any community office near you.



* A fee of \$50 per item will be charged for transactions above 100.
** A fee of \$50 per bill payment will be charged after 15.

Member FDIC

Solutions you can Trust.

We've been a trusted advisor to employers throughout the Greater Pottstown area for more than 30 years. From Group Medical and Dental to Life and Disability insurance, we continue to be the place to turn for all your employee benefits needs now with a full range of **banking, insurance and investment solutions** for your business and your life!



VIST INSURANCE
Formerly Fisher Benefits Consulting

5 South Sunnybrook Road
Suite 100
Pottstown, PA
Phone: 610.327.1192
www.VISTfc.com

VIST BANK

VIST CAPITAL MANAGEMENT

VIST INSURANCE

VIST MORTGAGE

VIST Insurance is a PA-licensed insurance agency.

Discover the Beauty of
PHOEBE BERKS VILLAGE

Spacious, newly-designed cottages now under construction!
MODEL COTTAGE OPEN

A Continuing Care Retirement Community

- Handsome, newly-designed cottages
- Bright, spacious apartments
- Excellent dining
- Personal Care
- Skilled nursing care
- Cultural & social activities
- Transportation
- Indoor aquatic & fitness centers
- On-site banking, library, chapel & café



PHOEBE BERKS VILLAGE

One Reading Drive
Wernersville, PA 19565

www.phoebe.org

Please call **610-927-8561**
and arrange for an appointment
while locations are still available.



BOYERTOWN AND GILBERTSVILLE *DRIVEN BY* **COMMUNITY**



"BUZZ AROUND THE BLOCK"

By Jim Jannotti, Staff Writer

Boyertown continues to make progress in its revitalization efforts, drawing desired new businesses into town while sustaining a spirit of community support and involvement.

Just over one year ago, former Main Street Manager Linda Flederbach left that position and Heather Oxenford was tapped to take over. Prior to stepping into the manager role, Oxenford was volunteering with Building a Better Boyertown, the organization, which is overseeing the town's Main Street program.

Driven by Community

From its beginnings, Boyertown's revitalization has been driven by the desires of the community. Heather Oxenford indicates that this will continue. "My approach to the position has been to incorporate the community as much as possible, communicating with them and understanding their wants for their town," she says.

From the start of its involvement with the PA Main Street Program, the

community gave a fairly clear mandate for what they would like to see in terms of new businesses in town. "BBB conducted an extensive survey of the town and their desires," says Oxenford. "Those desires included a coffee shop, which we now have, a book store, deli style eateries, and clothing boutiques."

The coffee house Oxenford mentions is The Hard Bean Café, which opened its Boyertown location in the summer of 2008. Of course, I checked it out almost immediately. The Hard Bean has definitely brought a positive change downtown, with its front porch offering seating outside, good coffee inside, and let's not forget the free-wi-fi. Frequent community gatherings, as well as readings and

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

Constant Watch, LLC



5 Penn Road
Pottstown PA 19464
(610) 495-5565 office
(610) 495-5549 fax

We Specialize in Video Surveillance & Access Systems for both Residential and Commercial Industries.

Additional products include: Monthly Monitoring, Home Theater and Sound Systems, Central Vacuum, Intercom Systems, and Locksmith services.

Providing Sales, Installation and Service
Fully Insured, Certifications: CCTV, PBFAA

**** Please feel free to contact us for a free Security Needs**

Locally Owned and Operated

www.ConstantWatchLLC.com

**Dry and Cold Storage
Office Space Available**

Fully functioning railroad capabilities
and transportation services.

Manufacturing and Production Space On Site.

 **Allentown Refrigerated Terminals**

Two locations: Boyertown and East Greenville

Phone: 215-679-3797 • Fax: 215-679-3722
email: Corey@artcoldstorage.com

THE Handyman Rick Cordon
Home Improver

We can Repair it, Replace it, or Rebuild it

We Specialize in "Honey Do" Lists!

- Free Estimates
- Quality Workmanship, Kitchens
- Bathrooms, Basements, Decks
- Flooring, General Repairs

Gilbertsville, PA
cell 484-716-5827
610-323-0771

"BUZZ AROUND THE BLOCK"

(Continued from page 13)

performances by local artists add a nice dimension as well.

Not so new to town is National Penn Bank, which got its start in Boyertown 135 years ago continues to offer strong support to the revitalization. Regional President Scott Gruber says National Penn has remained solidly behind Building a Better Boyertown in its work. "We have committed 125,000 over a several year period and we're proud to be one of

the major supporters of the organization." But National Penn's support goes deeper than dollars. The time and financial resources we invest in the community. "Our employees invest their time and talent in the community," he adds. "We have a terrific and special culture that encourages our employs to give of themselves."

Regional Manager Chrisann Hoehl agrees. "Throughout our footprint we had over 1,700 volunteer hours [given by National Penn employees]. In the Boyertown community alone we have several hundred employees. One employee volunteered over 500 hours in giving back to the community," she says.

National Penn Bank launched in Boyertown 134 years ago and has grown a strong presence throughout our region. Currently, the bank has 138 offices in eleven counties in Southeastern PA with additional presence in State College, PA, Maryland and Delaware.

Hoehl says that despite their growth, National Penn has been able to maintain the feel of a community bank. "A lot of people still like having a hometown bank. It's that special service and being called by your name when you walk in the door."

It is no surprise that a company that started in Boyertown would take such a view. The spirit of community has always been important here. Richard Zuber of Zuber Realty explains it this way: "I think the thing that is unique in Boyertown is people helping people. The town is community driven and oriented. It goes back to one word: pride. People take pride in the community so they get involved."

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

romantic. hip. relaxed.
and that's just
our chef.



Gracie's
21st century café & catering
eat civilized.

manatawny road ★ pine forge
pa ★ 19548 ★ u.s.a. ★ earth
610-323-4004
www.gracies21stcentury.com

Book **Now** for your
"Very Special Holiday Parties"
(On & Off Premises Catering)

Gift Certificates to **Gracie's** are
instantaneous giftel

**ZAP DIGITAL's
NEW Digital Press**

Quality. Speed. Affordability.

Digital 4-color printing is here!

Colors are **Brighter**
Glossy is **Glossier**
Cardstock is **Heavier**
Speed is **Faster**

Mention this ad
and receive **10% off**
your next color
printing order.
(Offer expires 12-15-08)

26 S. Hanover St. Pottstown PA
www.zapdigitalinc.com 610-326-3500 phone 610-326-5499 fax

 **ZAP DIGITAL**
DESIGN | PRINT | SHIP

**PRIME Office Space in
HISTORIC Downtown Pottstown**



800sq. ft. up to 7,000 sq. ft.
of desirable ground level office
space including private
parking lot, kitchen, rest rooms.

Ideal High Street location. Bus
stop directly in front of building.
Handicapped accessible.
Immediate occupancy.

Call 610-327-0884

NEWLY ELECTED SCORE OFFICERS

Newly elected officers of the Pottstown chapter of SCORE were installed during a meeting held recently. The officers are as follows: Dick Ludwick, Chairman; Dave Prince, Co-Chairman; Carl Landis, Vice Chairman; Tom Harwood, Co-Vice Chairman; Hal Bauman, Secretary; and Hanna Hartman, Treasurer.

SCORE, Service Corps of Retired Executives, is a volunteer organization, which offers workshops and free counseling to existing or start-up businesses. SCORE volunteers have been mentoring businesses in the Pottstown area for over 15 years.

According to co-chairman Dave Prince, a retired senior portfolio manager at Smith Barney, "Under Dick Ludwick's leadership, SCORE has increased membership and the number of counseling sessions. The group has also introduced cyber counseling and an e-newsletter. After meeting many local and national members of SCORE, I have come to the realization that this is the finest non-profit organization in America. The dedicated volunteers of SCORE are here to help anyone carry out his or her dreams of being an entrepreneur."

Meetings are held on the first Monday of each month at the SCORE office in the New York Store Plaza on High Street in Pottstown. To access more information about SCORE, visit its website at www.pottstownscore.org.

SCORE

SMALL BUSINESS WORKSHOP

A workshop series, "How to Start and Operate a Small Business," will be presented from 7:00 to 9:30 pm on the following Monday evenings: January 12, January 19, January 26, and February 2, 2009 at the Pottstown SCORE office in the New York Plaza building at 244 High Street, Suite 101, Pottstown, Pennsylvania.

This workshop series, presented by SCORE, Counselors to America's Small Business, is for those who are considering a business startup as well as those who are currently operating a small business.

The workshop sessions are as follows:

JANUARY 12

Sources of Information, and the Tax and Legal Implications of the different Legal Structures.

JANUARY 19

The Business Plan and The Business Loan.

JANUARY 26

Marketing and Sources of Market Information.

FEBRUARY 2

It's All About Profit.

All classes start at 7:00 PM. Classes dismiss at 9:30 PM. Registration begins at 6:45 PM.

Each session costs \$25 plus \$20 for the course manual. A special price of \$100 is offered for the 4 sessions as a package, which includes the manual.

This has been an extremely popular workshop. Early paid reservations guarantee a seat. For more information, call the SCORE office at 610.327.2673.



GOURMET FRUIT SMOOTHIE & HAWAIIAN COFFEE CATERING!



Add a tropical flavor to your next event with gourmet fruit smoothies and Hawaiian coffees.





MAUI WOWI FRESH FRUIT SMOOTHIES



Want a cool idea for your next party or event? Maui Wowi Smoothies are guaranteed to wow the crowd. Served fresh from our mobile tiki-hut, Maui Wowi Hawaiian is a gourmet, blended-to-order, smoothie made from all-natural fruit purees, non-fat yogurt, banana and ice. Our Hawaiian-shirted servers top each smoothie with a colorful Hawaiian drink umbrella, and voila!

OUR FRESH FRUIT SMOOTHIES CAN BE SERVED WITH OR WITHOUT ALCOHOL



HAWAIIAN COFFEES, HOT KOKO & ESPRESSO DRINKS



MADE WITH REAL HAWAIIAN KONA COFFEE BEANS!

HAWAIIAN BLEND BREWED COFFEES & HOT KOKO WITH RICH GHIRARDELLI CHOCOLATE. The perfect way to warm up the crowd at your next party or meeting.

HAWAIIAN BLEND ESPRESSOS!

Made with real Hawaii Kona coffee beans!





EQUIPMENT & EVENT OPTIONS



Ask about the portable tiki bar or mobile cart. We have equipment perfect for catering or serving crowds at large events.



For more information or to book Maui Wowi Hawaiian Coffees & Smoothies for your next event, please contact:

Michael Perate
610-952-3142
mpmauiwowi@verizon.net
www.awesomesmoothies.com

Corporate Meetings • Holiday Parties • Trade Shows Fundraisers • Company Picnics
 Employee Appreciation Days • Corporate Health Fairs • Sporting Events & Tournaments
 Campus Activities • Fairs, Festivals & Farmer's Markets • Sweet 16's/Graduations



BEKINS
TRANSFER & STORAGE

- FREE ESTIMATES
- LOCAL, LONG DISTANCE & INTERNATIONAL MOVING
- COMPLETE STORAGE SERVICE FOR HOUSEHOLD GOODS
- SPECIAL HANDLING OF ANTIQUES & FINE ART
- FULL PACKING SERVICE
- OFFICE & INDUSTRIAL MOVING
- RECORDS MANAGEMENT
- PACKING MATERIAL SALES

TOLL FREE
800-333-7031
610-495-6200

"BUZZ AROUND THE BLOCK"

(Continued from page 14)

It is the presence of that community spirit that convinced Zuber to open each of his offices around the area. "The five communities we're in are all grass-roots communities where people are helping people," he says. "I'm extremely thankful to all the communities where I am involved for the people who do business with my company; and in turn we provide them with the best possible service."

Zuber is also the Chairman of the Economic Development Committee, part of Building a Better Boyertown. "It took three years to see some impact but now you're seeing steady impact." He mentions a new initiative called the Elm Street Program, similar to the Main Street Program and also sponsored by the state. "The Main Street program has to do with businesses. Now the Elm Street Program allows people to get funds for residential improvements."

But he is quick to point out that there is not one single organization that is bringing about the revitalization. "You have many organizations like the

Lion's Club, Jr. Women's Club, Rotary, the Boyertown YMCA and others. All of these groups have basically made it happen. It's just not one committee or civic organization, it's all of these groups working together to make things happen. And that is very important."

Mr. Zuber has been in business for 35 years. He opened the first office of what was then known as Rehner and Zuber Realty in 1976 in Pottstown, following with an office in Boyertown shortly thereafter. In 1989 the company became Zuber Realty. "I was born and raised in Boyertown," he says. "So it was a natural place to put a branch office... I've been here ever since."

When I ask Keith Reitnauer, another longtime business owner, why he's kept Boyertown Vision Center in town for thirty years, his reason is similar to that given by Mr. Zuber and many other local businesspeople, "The close knit community. I've been here a long time and know most of the people here. It's a great town."

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

How about

the business loan you
need, when you need it.

Don't let our community bank name fool you — we are not a poky little community bank. Not with \$4 billion in assets and the wherewithall to do a \$20 million deal at breakneck speed. That said, we do come with a more hometown vested interest in your success than, say, a big national or super-regional bank. Think we should talk? Go from blip on the radar to big deal in one phone call. 1-888-HNB-2100.

MAKE YOUR GOOD LIFE BETTER

Jeannette Samanen, Ph.D.

Personal Coaching

Career Coaching

610.935.9335

www.achieveyourgoals.com
jeannette@achieveyourgoals.com

 **Harleysville**
NATIONAL BANK

You're going to love this bank.®

50+ offices in eastern PA. Call 1-888-HNB-2100 or visit
www.harleysvillebank.com for locations.

**Alabaster's
Arts & Tea
Tea Cafe and
Artisan Gallery**
...where hospitality
& tea are also an art.
Over 30 types of
tea from around
the world; a varied
menu and one
of a kind gifts
Wed-Thurs 11-6
Friday 11-7
Sat. 11-4
935 E. High Street
Pottstown, PA 19464
484-949-8165
*Exceptional Tea * Great Food*

SOROPTIMIST INTERNATIONAL OF POTTSTOWN OPENS WOMEN'S CAREER CLOTHES CLOSET

Soroptimist International of Pottstown has opened "First Impressions-Women's Career Clothes Closet." This project, a partnership between the Salvation Army and SI of Pottstown, will provide outfits for women in need of business attire for interviews, entering or reentering the workforce, court appearances, college interviews or any other business-related opportunities.

Women in need of business attire can receive vouchers from the following Pottstown organizations: Salvation Army, YMCA, YWCA, Cluster Outreach and the Women's Center of Montgomery County. Women can receive two business outfits to be used for interviews and once they have obtained a job, they can apply for up to five additional outfits.

Along with the clothing, Pottstown Soroptimist provides accessories such as, shoes, scarves, belts, pocketbooks.

Local businesses that are aware of women in need of career clothing can contact Rose at 484.432.5593 to obtain a clothing voucher to be completed by the employer prior to disbursement of clothing.

The "closet" is located at the Salvation Army, 137 King Street, Pottstown. Hours of operation are Tuesdays and Thursdays, 9:00-11:00 AM, 2:00-4:00 PM, and 5:30-7:30 PM



Pictured from left to right: Pottstown Soroptimist members Susan Reinert, Debra Werner, Women's Center of Montgomery County Niki Stansbury, and Pottstown Soroptimist member Lee Forester.

by appointment only. Soroptimist members will be available during the appointment to provide assistance in coordinating the business outfits. For additional information regarding the "closet" or to make an appointment, please contact Rose at 484.432.5593.

Soroptimist International of Pottstown is an international volunteer service organization for women in business, management and the professions. We contribute time and financial support to Pottstown community based projects to improve the lives of women and girls. ☺

PCTV

**Channels 22, 28 & 98
Serving The Tri County Area
for over 26 years!**

Whether you want to reach 300,000 people in the immediate area on Cable or 300 million people and more around the world with our Internet Streaming Services, PCTV has the solution for your business.



**Give us a Call,
it's that Simple!**



Keeping Your name in the Public Eye is important and PCTV allows you to accomplish with this with many cost-effective packages specifically designed to your needs and budget.

610-327-1866 www.pottscommmtv.com

pctvsports@hotmail.com pctv41154@yahoo.com pctvgus@hotmail.com(real estate)

"BUZZ AROUND THE BLOCK"

(Continued from page 16)

David and Kim Graber, owners of Dave's Auto Service, Inc., agree. They've been providing quality automotive service in Boyertown since 2000 and have watched their business grow along with the community. As a family-owned local business with a reputation of excellent service and honesty about work to be done, their client list of domestic and foreign car owners, as well as fleet accounts, continues to grow. "We're proud to be a part of the Boyertown community," the Grabers said.

Gilbertsville Too!

Boyertown Vision Center owner Keith Reitnauer also owns North End Vision Center on High Street on Pottstown. Both are "full service eye care facilities that have optometrists on premises. We do eye exams and we have contact lenses, prescription and non-prescription.

He opened up his Boyertown business in 1978, the Pottstown business launched in 1992. "At both my businesses, I stress top quality customer service. We're locally owned and we

spend our money in the community. We have better trained people that really know the business and because of that our customer service and quality is better." Reitnauer himself grew up locally and currently lives in Gilbertsville.

Also in Gilbertsville, Don Havas brings his extensive Manufacturing Engineering experience to companies throughout the region through his company, Applied Technology & Science Inc. (www.appliedtechnsci.com). "We're an engineering consulting firm that provides manufacturing engineering services to small and mid sized mfg companies. We help identify areas of cost that can be reduced or eliminated."

"The first thing I do for a client is meet with the management team and understand what they think the issues are. We then review the operation and identify opportunities where there are cost losses that can be reduced or eliminated. I'll use technologies such as Six Sigma, or DMAIC (define measure analyze improve control) or Lean Manufacturing to analyze and improve operations." Havas says that the current economic climate is motivating many smaller companies to trim the cost of operations as much as

possible, "in view of the current economic situation, survival depends upon minimizing costs during a time of declining revenues."

Havas says Gilbertsville is convenient to the region's industry. "It is a very central location for servicing companies from Montco, Berks, Chester and Lehigh Counties and sometimes Delaware County. It's central to servicing a broad area wherein there is a lot of manufacturing."

Dr. Lori Gray is happy with the progress the area has made as well. Dr. Gray is the owner of Complete Family Eye Care (www.mycompleteeyecare.com). "We chose Gilbertsville because it was a growing community in need of an eye doctor," she says. "We have had a great experience here. The people of the town as well as other business owners have been very supportive. The chamber of commerce has been great; they are interested in what we're doing and supportive of it. In the future we hope to see continued success, with more businesses opening."

Complete Family Eye Care serves the need for modern eye care, offering

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

See The View Window Cleaning

Homes

Banks

Office Buildings

Hospitals

Restaurants

30 Years in Business!

Also...

Screen Repair

Gutter Cleaning

Storefront Window and New Construction Window Cleaning



www.seetheviewwindowcleaning.com

Residential & Commercial
Serving Montgomery County and surrounding areas

Tel: (610) 718-0234
Fax: (610) 718-0370

IT'S A WORK FORCE.

Comcast Business Class services

Internet is faster than DSL and now comes with PowerBoost®!

Digital Voice gives you unlimited nationwide calling plus international calling capabilities.

TV that offers different packages to keep your employees and your customers informed.

Montgomery county, 1.800.220.4477 Chester county, 1.800.220.4473
Delaware county, 1.800.220.4339 Other counties, 1.800.316.1619

Turn Your Office On™



Industry-leading, 24/7 technical support | 30-day money-back guarantee*

*Services not available in all areas. Video: Business Class TV service includes one cable television outlet. Available for private viewing rooms only and is not intended for public viewing areas such as bars, restaurants, and residential addresses. Digital Voice: Limited package pricing applies only to direct-dial calls to locations in the U.S., certain U.S. territories, and Canada. No separate long distance carrier connection available. Internet: Comcast 6.0 Mbps to 3.0 Mbps standard DSL. PowerBoost provides bursts of download and upload speeds for the first 10MB and 5MB of a file, respectively. Speeds vary and are not guaranteed. Service is subject to Comcast's service agreement. If customer is not completely satisfied within the first thirty days, customer may cancel service and Comcast will issue a refund for service charges actually paid by customer; custom installation and optional service fees excluded. Customer must cancel service within thirty days of activation and return any Comcast provided equipment in good working order. In no event shall the refund exceed \$500.00. Restrictions apply. Call for details. ©2009 Comcast. All rights reserved. 0576

Penn Liberty Bank Delivers Products and Services that Make Banking Easier!

- No Minimum Business Checking
- Check Deposits available the next business day
- Real time cash management at your fingertips
- Courier-on-Call picks up check deposits for FREE
- Deposit Depot allows you to deposit checks from your office
- Affordable merchant services
- SBA Preferred & Express lender gets your loan approved quickly



Blue Bell 472 Norristown Rd. 610-535-4800	Chester Springs 210 Font Rd. 610-535-4830	East Goshen 1301 Paoli Pike 610-535-4850	Limerick 543 North Lewis Rd. 610-535-4880
Malvern 199 Lancaster Ave. 610-535-4820	Paoli 1 W. Lancaster Ave. 610-535-4890	Trooper 2724 Ridge Pike 610-535-4860	Wayne 724 W. Lancaster Ave. Suite 110 • 610-535-4580

WWW.PENNLIBERTYBANK.COM

2008 ANNUAL APPEAL TO FRIENDS OF VILLAGE PRODUCTIONS AND THE TRI-PAC

Thanks to you, the "Miracle on High Street" is a reality! In mid-November we moved into our new home, the Tri-County Performing Arts Center at 245 E. High Street. We are presenting our first production at the Tri-PAC, MIRACLE ON 34TH STREET, December 4th through 21st, and are working hard to meet your requests for more educational offerings and performances throughout the year, for all ages.

But we can't do this without YOUR HELP! We thank you for your support to date, and invite you to join in the success of our 2008 Annual Appeal.

Your support in ANY AMOUNT is critical. If you have contributed to our Capital Campaign, we thank you sincerely. But please consider making a donation to this Annual Appeal as well, to help us sustain and fortify our programming and operations.

What a year this has been! During the last year our programming has included:

- Three Main Stage productions and several Second Stage events including plays, musicals, improv, cabarets, and community concerts;
- A wide variety of educational offerings for children and adults, including drama and musical theater classes and an after-school enrichment program for at-risk youth;
- Continuation of our spectacular Performing Arts Summer Camp;
- Visiting directors and instructors from Seattle, Los Angeles, Philadelphia, and New York;
- Growing relationships with community partners such as Montgomery County Community College, Pottstown School District, the Teleflex Foundation, Jacobs Music Company, Exelon, and other institutions that improve our daily lives.

We have even bigger plans for 2009. Our Main Stage productions this year include MIRACLE ON 34TH STREET (December), the John Guare play, SIX DEGREES OF SEPARATION (March), and the fantastic Broadway musical, THE WIZ (June). Our Collage Series includes AN EVENING OF GERSHWIN (January), LOVE, LIFE AND LAUGHTER (February), the Peter Shaffer play LETTICE AND LOVAGE (April - back by popular demand!), and the world premiere of our professional resident contemporary dance company, Melange (May). In addition, we will be presenting regional artists including the Philly improvisational comedy troupe, THE N-CROWD (January), a vaudeville evening of BRITISH MUSIC HALL for Valentine's Day, the Hill School children's production of ALADDIN (February), and the world premiere cabaret production, BITES FROM THE BIG APPLE featuring Maggie and Mark Moliterno (April).

In addition to these terrific productions, we have wonderful group classes for all ages in acting, improvisation, music, movement, guitar, youth chorus, and private instruction in voice, piano, guitar and acting. And don't forget about our new student performances troupes: The Act I Players (grades 2 through 4), the Intermission Players (grades 5 through 7), the Act II Players (grades 8 through 12), and our new Senior Follies production that is part of our Senior Theater Project.

How do we accomplish all of this you might ask? It with the help and support of our fantastic community of donors and volunteers - PEOPLE LIKE YOU! Your gift will help us cultivate access to the arts for all ages; attract top-notch instructors, directors, and visiting artists; and keep ticket prices and tuition affordable.

Thank you for making a tax-deductible donation during this Annual Appeal. Your gift truly makes a difference to the whole community.

With warmest regards,

Marta Rubin Kiesling, Executive Director

Deborah Stimson-Snow, Artistic Director

Village Productions is a nonprofit 501(c)(3) organization. All contributions to Village Productions are tax-deductible to the fullest extent of the law. The official registration and financial information of Village Productions may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1.800.732-.0999. Registration does not imply endorsement.

There are **ways** to reduce your **Costs** and increase network **productivity.**

We can show you how.

Having extensive experience in **industrial networks**, we can help you in the ever growing technology of **Industrial Ethernet** within control systems and factory automation.

Learn more about our service at kazionetworks.com/value.



Network Design | Analysis | Management | Compliance
www.kazionetworks.com | info@kazionet.com | 484.334.2757



come visit us on the **mountainView**
and take in the **View**

With expansive views of both Chester and Berks counties, MountainView single-family homes offer a way of life that promotes convenience in a countryside setting. Great location and exceptional quality and craftsmanship make the MountainView community a great place to call home.

MOUNTAINVIEW
610.286.0902

Pre-construction pricing starting in the mid \$300,000's sales office | open daily | 12-5 PM
277 MERWOOD DRIVE | MORGANTOWN, PA

Presented by The Hankin Group
Marketed by Engleview Properties, Inc.

www.hankingroup.com
THE HANKIN GROUP™

The \$ucce\$\$ Team

From the experts:



"THINKING BEYOND"

Which one are you?

MUSICIAN

TENNIS PRO



SAVE MONEY

SAVE MONEY

We have saved thousands!

OPTIONS ARE COMING ...

The \$ucce\$\$ Team

Main Office: 513 E. High Street • Pottstown • PA • 19464

610.323.8326 • Success_Team@comcast.net

*Your Building Says
A Lot About You*



1566 & 1610 Medical Dr., Lower Pottsgrove Twp.

For Details Call

Mike Tyrrell

215-646-8660 x25

mtyrrell@parecproperties.com

Competitive Rental Rates

Suites From 1,000 Sq. Ft.

Easy access to Route 422

PENN-AMERICAN

Real Estate Company

A Parec-Cyma Group Affiliate

"BUZZ AROUND THE BLOCK"

(Continued from page 18)

the latest in technology for their patients. "We serve all members of the community. We begin by offering complimentary eye exams for infants aged 6-12 months," says Dr. Gray, who was recently recognized as "Young Optometrist of the Year" for her involvement with the Bucks Montgomery Optometric Society.

"At Complete Family Eye Care, we are committed to providing you with the highest quality care utilizing the latest in technology and instrumentation. Our patient-friendly practice will meet all of your family's visual needs," she says.

Also in Gilbertsville, Rick Cordon, owner of The Handyman Home Improver, is taking advantage growth in the area to build his business. Specializing in "Honey Do" lists, Cordon has found there's an excellent market in Gilbertsville and surrounding areas for his services. "We can repair it, replace it, or rebuild it," he says, reciting his company's advertising slogan. Cordon provides quality workmanship on kitchens, bathrooms, basements, decks, flooring, and general repairs.

Bringing People In

Over on the other side of Boyertown is Boyertown Antiques, which owner Leif Malmberg refers to as "a hidden gem that most local people don't know about." Hidden, perhaps, but not new. Boyertown Antiques has been in the same location, an eight acre farm on Weissstown Road, since it first opened its doors more than forty-five years ago.

Malmberg's father and mother started the business in 1960. Leif grew up around, and with, the business. He took over after his father passed away in 1995. "We're a high-end antique shop, specializing in Pennsylvania Tall Case Clocks. We have a very large inventory, with two-and-a-half buildings full of antiques of all kinds," he says.

Antiques such as those Malmberg has in his inventory may become available to a wider segment of the population because of the economy. "We are open for business and are eager to sell. You can buy right now for prices that you haven't seen for many years. If you're interested in antiques now is the time to be looking at shops like ours," he says.

Boyertown Antiques is still known among serious antique collectors up and down the east coast as 'the place' to find that special piece. And even though his clientele does not primarily come from Boyertown, Malmberg is as supportive of the revitalization effort as any of the merchants on main street. "The main street has certainly changed for the better. The revitalization is being run by a terrific mayor, Marianne Deery, who does a wonderful job bringing people into Boyertown." Deery also operates the Twin Turrets Inn in downtown Boyertown and is herself in the antique business.

"We're very much in favor of the efforts that she's making to revitalize the town," Malmberg adds. "We're bringing people into the area." 🗑️

Betty's Originals

Baskets For ALL Occasions



(610) 287-9010

Delivery & Shipping Services Available

185 Mill Road

Schwenksville, PA 19473



**Looking for
A Quality, Customized Answering
Service with Low Pricing?**

24/7/365 Live Operators

Allendale Answering Service, Inc.

We will create a service that meets your needs!

Contact: Jeff Strano at 610-992-9308

www.kingofprussiamedical.com

EUROPE FOR TWO INCLUDED.

DISCOVER VOLVO OVERSEAS DELIVERY



COLLECT YOUR NEW VOLVO IN THE OLD WORLD

TRUSTWYNN.COM



Take a trip overseas where your custom-built souvenir is part of an unforgettable experience. Along with generous savings, complimentary round trip tickets for two, VIP delivery at the home of Volvo in Sweden, home shipment services and more. Too good to be true? Not with the Volvo Overseas Delivery Program. Enjoy the vacation of a lifetime.

To start planning, call 610-539-1100 x228 and ask for Sandy Mason-Bealer, Overseas Delivery Specialist.

REGISTER NOW FOR JANUARY SESSION TRI-PAC CLASSES

Tri County Performing Arts Center, Pottstown's "Miracle on High Street", located at 245 E. High Street. Has announced its upcoming complement of 2009 classes, which begin the week of January 4th!

Group and private instruction is offered for children and adults of all ages for performance groups, youth chorus, acting, improvisation, music, playwriting, Senior Follies, and more! Private voice, piano, guitar, and acting lessons are also offered.

RESERVE YOUR SPACE - PERFORMING ARTS SUMMER CAMP!

Fourth Year! Now offering THREE Sessions! Full day camp for 5th – 12th graders; half day camp for 1st – 4th graders; Session I: July 7 – 18; Session II: July 21 – August 1; Session III: August 4 – 15.

COME OUT FOR THE SENIOR FOLLIES, April 18th & 19th.

Whether on-stage or off, TRI-PAC has a place for you! Comedy skits, dramatic readings, singing, playing instruments, dancing, writing, sets and costume design, stage managers, props, box office, YOU NAME IT!

WELCOME TO THE TRI-PAC!
P.O. Box 1325, 245 E. High Street
Pottstown, PA 19464
610.970.1199; www.tripac.org.

Developers, Brokers and Retailers . . .

Join the **Philadelphia Premium Outlets®** Limerick, PA For Sale — Prime Acreage Adjacent to the New Outlets



Be a Part of the Most Exciting New Retail Development in SouthEastern, PA!

- Direct Access off the Sanatoga Exit
- Frontage on 422
- Adjacent to Philadelphia Premium Outlets® by Chelsea Property Group (550,000 SF now open)
- All Public Utilities On Site
- Available Sewer Capacity

LFT REALTY GROUP, INC.
"The 422 Corridor Experts"

Contact:

Paul Tornetta
610-834-3030
www.LFTRealty.com



Commercial Properties Offered by Glocker & Co.

On the WEB at www.glocker.com

#9-B - Limerick

On Lightcap Road within 100 feet of Outlets, 6 lot sub-division ranging from 1.8 to 2.9 acres, lots sewered, convenient to Route 422. Prices range from \$325,000 to \$495,000.



#990 - East Vincent Area

3BR stone home with oversized 2 car detached garage 20 x 30 on .69 acres zoned industrial. Great location for office or small business with warehouse. \$425,000.



#992 - Pottstown

Adjacent to Post Office. Commercial building with plenty of parking, 3 offices, great professional location including updated mechanicals, central gas, air conditioning, plenty of storage areas. \$385,000.

#993 - Upper Providence

On old Route 422. Seven acres with sewer and water zoned neighborhood commercial. \$1,600,000.



Glocker & Co.

Commercial and Residential Real Estate

Pottstown
(610) 326-0181

Spring City
(610) 948-3300

Boyertown
(610) 367-2058

WORK FORCE REDUCTION AND THE INJURED WORKER



LEGAL PERSPECTIVES

By Thomas R. Beveridge, Esquire,
Wolf, Baldwin & Associates, P.C..

The changes in our economy over the past few years – most notably, this past year – have forced businesses and individuals to reevaluate and refocus every aspect of their respective existences. As a result of the latest economic downturn, many employers have been forced to examine their existing work force and reduce personnel simply to remain in business. Thorough layoffs, retirements and terminations, employers have reduced the number of employees in their businesses appropriately.

In many instances, employees who are out of work will have the ability to receive some form of alternative income benefits. Many workers will apply for and receive unemployment compensation benefits. More senior employees might retire and draw a pension or receive Social Security benefits. However, when evaluating its existing workforce for reduction, an employer should pay particular attention to those employees who have suffered work related injuries and remain entitled to workers compensation benefits. In many cases, these workers will be entitled to a reinstatement of their workers' compensation wage loss benefits.

An employee who is injured while working in the course and scope of her

employment is entitled to wage loss and medical benefits pursuant to the terms and provisions of the Pennsylvania Workers Compensation Act, "the Act." The amount of wage loss benefits the injured worker receives is determined by calculating her "average weekly wage" (commonly referred to as the "AWW"). The employment status (or in some cases, the mere employability) of an injured worker determines if she will receive total or partial disability wage loss benefits. When an injured worker is unable to work as a result of the work injury, she is considered "totally disabled" and will receive weekly wage loss benefits at the compensation rate of 2/3rds of her AWW (in some case where the AWW is very low, this figure

(See "Legal Perspectives" on page 24)



**Safe,
Sound,
Sensible
Lenders**



Pictured left to right: Joseph Giunta, Jay H. Lowden, H. Steen Woodland, II & David C. Evans

In times of uncertainty, we stand apart.

Call 610-933-1000 Click www.phoenixfed.com Visit a branch near you

Phoenixville 120 Main St. 610-933-1171	Royersford 70 N. Lewis Rd. 610-948-6100	Pikeland 533 Kimberton Rd. 610-935-8301	Collegeville 74 Second Ave. 610-489-6067	Limerick 473 W. Ridge Pk. 610-495-0790
--	---	---	--	--

furnituresoup

Inc.

Furniture Soup
- Experts in **Blended Projects:**
a combination of new, previously enjoyed and remanufactured cubicles, seating, files, & more that "add up" to fit your **budget**

- Interior Design Services
- Space Planning
- New & Pre-Owned Office Furniture & Cubicles
- Delivery & Installation Services

creative

610-926-8700 • www.furnituresoup.com
170 Corporate Drive • Reading, PA 19605
Berk Corporate Center • Rt. 61 - Tuckerton



Collegeville

Fourth Avenue & Chestnut Street



PENN-AMERICAN
Real Estate Company
A Parec-Cyma Group Affiliate

- 7,500 to 15,000 sf available for lease
- Excellent Collegeville Borough Location
- Easy Access To Route 422

For Details Call Mike Tyrrell 215-646-8660 x25
mtyrrell@parecproperties.com

USER SURVEY BEING CONDUCTED ON SCHUYLKILL RIVER TRAIL

*Survey data will help shed light on connection
between trail and local economy*

The Schuylkill River Heritage Area has launched a 12-month Schuylkill River Trail User Survey in an effort to determine who uses the trail and why, as well as their impact on the economies of local communities.

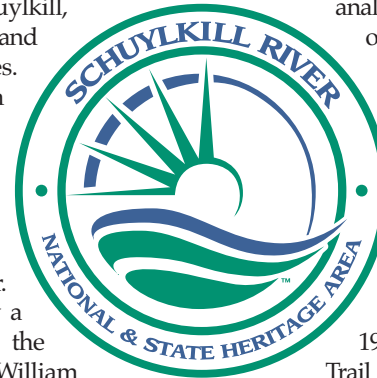
Survey forms are available in transparent boxes at trailheads all along the Schuylkill River Trail, which traverses parts of Schuylkill, Berks, Montgomery and Philadelphia counties. Additional forms can be obtained at businesses that provide goods and services for trail users.

The survey got underway in October. It is being funded by a grant from the Philadelphia-based William Penn Foundation and is being managed by the Rails-to-Trails Conservancy.

The postage paid survey forms are mailed to the Rails-to-Trails Conservancy, which will compile the data and analyze it over the course of one year. The analysis can then be used to direct trail improvements and determine which businesses stand to benefit most by being located near the trail.

However, some data will be used prior to that point. On March 19, the SRHA will host a Trail Towns Conference that aims to help communities along the

(See "Schuylkill River Trail" on page 25)



Downtown Pottstown . . . COOL TOWN!

LIVE MUSIC

Churchill-Artisan Baker & Chocolatier
137 E High Street 610.970.5300
www.myspace.com/churchillsmusic
Singer/Songwriter Series Saturday Afternoons
Poetry at Churchill November 8 at 7 PM—
Emiliano Martin & John Timpane

The Brick House Restaurant
152 E. High Street (High & Hanover Streets)
610.906.3527
www.PottstownBrickHouse.com
Live Music, Comedy Shows
Bands & Acoustic Acts
Tuesday is open-microphone night.
Stop in for complete schedule!
Great Food, Great Atmosphere,
Great Entertainment!



VISUAL AND PERFORMING ARTS

Gallery on High • 254 High Street
610.326.2506 • www.galleryonhigh.org
Exhibits, classes. Works from 75 artists for sale.



MCCC Art Gallery at Pottstown Campus
North Hall, 16 High Street • 610.718.1800 • www.mc3.edu

DADA Art Gallery • 217 E High Street
610-999-0861 • www.jamesenders.bravehost.com
Call or stop in!

Tri-County Performing Arts Center
245 High Street
610.970.1199 • www.villageproductions.org

More than 30 classes offered for all age groups.
Private instruction is available in a number of disciplines,
including voice, guitar, piano and acting. Registration is
now open for all classes. Live performances.



REPRESENTING OVER
70 LOCAL ARTISTS

GALLERY EXHIBITS
CUSTOM FRAMING
CLASSES & SUPPLIES

610-326-2506
254 HIGH ST., POTTSTOWN

www.GALLERYONHIGH.ORG



Adding
Pix
Of
Jewelry



bike pottstown



Kayak pottstown



wireless pottstown



bark park pottstown

**THANKS FOR
WELCOMING US
INTO THE COMMUNITY!**



**37 West Ridge Pike
Limerick Crossings
484-369-8580**

COUPON
Buy One Sonic Burger, Get One FREE
SONIC • Limerick Crossings

HEALTH SAVINGS ACCOUNT

ATTENTION:

**Business Owners, Employees, and Individuals
enrolled in a high deductible health plan...**

We now offer Health Savings Accounts which help you to control health care costs and better manage your personal health care expenditures. Contributions to a Health Savings Account (other than those made by an employer) are deductible for federal income tax purposes and distributions used for qualified medical expenses are not subject to federal income tax.

Our Health Savings Account program offers:

- Local service from people you know
- Increased contribution levels on individual and family basis
- Flexible Spending Accounts rollover
- IRA option
- Tiered transaction account – the higher your balance, the more interest you earn
- Starter pack of checks
- Debit card
- Online banking access
- Low annual fee

**For more information or to open your account call
800-FULTON-4 or visit our website at fultonbank.com.**

Fulton Bank
Great Valley Division
LISTENING.

Member FDIC. There is a one-time setup fee and a \$24 annual fee. Interest rates on HSA are variable and may change at any time. Enrollment in an eligible high-deductible health plan is required to establish an HSA. Contribution eligibility based on IRS rules. Consult your tax or legal professional. Bank accepts no responsibility for certifying distributions from your HSA.

LEGAL PERSPECTIVES

(Continued from page 22)

is actually determined by multiplying the AWW by 90%). If the injured worker returns to work with medical restrictions relating to her work injury and her weekly gross wages are less than her AWW, the compensation rate is then reduced by her earnings as follows: $(AWW - \text{weekly gross earnings}) \times 2/3 = \text{"modified" weekly compensation rate}$. Of course, if she returns to work earning wages equal to or greater than her AWW, she will receive no wage loss benefits during that time period. In such a scenario, her entitlement to wage loss benefits is considered "suspended".

The status of an injured worker's entitlement to wage loss benefits may change depending upon the status of her employment and the circumstances relating to the change in such status. Where an injured worker seeks to change her entitlement to wage loss benefits from a suspended or modified status to a total disability status, she must first demonstrate that, through no fault of her own, her earning power is once again adversely affected by the disability, and second, that

the disability which gave rise to the original claim, continues. *Pieper v. Ametek-Thermox Instruments Division*, 584 A.2d 301 (Pa. 1990). Importantly, the injured worker does not have to produce medical evidence to prove that the disability which is related to the original claim continues. Rather, her credible rendition of continuing problems related to the work injury is sufficient. *Latta v. WCAB(Latrobe Die Casting Co.), aka, (Latta II)*, 642 A.2d 1083 (Pa. 1994), see also, *Dillon v. WCAB(Greenwich Collieries)*, 640 A.2d 386 (Pa. 1994)(applying the same principles elaborated in *Pieper* and *Latta II* to injured workers seeking to reinstate total disability wage loss benefits from a modified wage loss rate, as opposed to a suspended status).

So, how does this general rule of law factor into an employer's decision to lay off an injured worker who continues to work in a modified capacity? The Pennsylvania Supreme Court examined this scenario in the case of

(See "Legal Perspectives" on page 26)



A simple, unassuming word that's nonetheless powerful. It connects. Creates a bond. Defines relationships. I'm with her. He's with me. We're with them. With means equals, side by side, looking in the same direction.

At Wachovia Securities, our Financial Advisors are fully invested in the success of their clients. They're with them every step of the way. Yet they're not alone in that philosophy. Which is why it's so appropriate that A.G. Edwards is now with Wachovia Securities. Bringing together 120 years of commitment to clients with the strength of a Fortune 500® company. Together, we'll share the name Wachovia Securities. So, who are you with?



Jim McGuire
Branch Manager
100 Springhouse Drive, Suite 104
Collegeville, PA 19426
(next to Wyeth in Collegeville)
610-831-8822
www.agedwards.com/mcguire



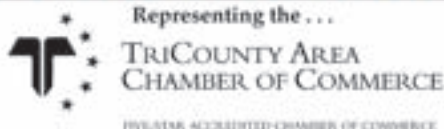
A.G. EDWARDS IS NOW WACHOVIA SECURITIES.

WachoviaSecurities.com

A.G. Edwards is a division of Wachovia Securities, LLC. ©2008 Wachovia Securities, Member NYSE/SIPC, a registered broker-dealer and a separate nonbank affiliate of Wachovia Corporation, Fortune magazine, April 30, 2007 issue. Past performance is no guarantee of future results. Fortune magazine is not affiliated with A.G. Edwards or Wachovia Corporation and does not endorse any product or service they offer. Fortune 500 is a registered trademark of Time Inc. [07353-41]4234-8789



www.dmbinsurance.com



Your Employee Benefits Specialists

Health • Life • Dental • Vision • Long Term Care

- Local Service
- Personalized
- Complete Coverage
- Individual
- Small Business
- Corporation

PPG—Preferred Provider Organization Keystone Point-of-Service HMO—Health Maintenance Organization



David M. Buttarro

956 North Charlotte Street, Pottstown, PA 19464

610.326.0940 (Voice)

610.970.9838 (Fax)

SCHUYLKILL RIVER TRAIL

(Continued from page 23)

Schuylkill River Trail better harness the economic benefits made possible by the trail. Data from the surveys will help support that conference.

Survey respondents answer 26 questions that range from basic information on age, gender and how often they use the trail, to details on what type of activities they engage in while on the trail. The survey also asks about spending habits of trail users, with questions about whether the respondent visited restaurants along the trail or purchased items, such as bikes, associated with trail use.

“Not only will this give us important data about the economic impact of the Schuylkill River Trail, it also will provide valuable information on how to manage the trail, and give useful information to other communities who are trying to build support for trail con-

struction and maintenance,” said Patricia Tomes, program coordinator for the Northeast Regional Office of Rails-to-Trails Conservancy.

The survey will run in concert with an identical survey being conducted on the Perkiomen Trail in Montgomery County.

When complete, the Schuylkill River Trail will stretch the entire length of the 130-mile Schuylkill River, from Philadelphia to Pottsville. Several large sections are already in place, including pieces from Philadelphia to Mont Clare (about 26 miles), Pottstown to Reading (19 miles) and Hamburg to Auburn (7.5 miles) ■

The Schuylkill River National and State Heritage Area is a non-profit organization that uses conservation, education, recreation, tourism, and cultural and historic preservation as tools for community revitalization and economic development.

For more information on the Schuylkill River Trail visit the Schuylkill River Heritage Area website at www.schuylkillriver.org.

BASEMENT SERVICES

“Wet to Dry in the Blink of an Eye” Guaranteed



Waterproofing • Mold/Mildew • Foundation Specialists

We specialize in:

- Waterproofing
- Mold Treatment / Remediation
- Structural Repairs
- New Basement Entrances
- Exterior French Drains
- Floor and Wall Crack Repair
- Humidity Control Systems
- Complete Basement Makeovers

We also offer the following services:

- General Repairs
- Painting
- Coatings
- Trash Removal
- Bilco Doors

Do you have water seepage, a musty odor, peeling paint, mold or mildew, damp spots on walls or floor or even cracked or bowed walls?

If you answered Sometimes or Yes to any of the questions above, you should call us for a free inspection right away.

**Servicing the Tri-State-Area
Call us Toll-Free 877-495-9111**

WATERPROOF YOUR HOME OR BUSINESS

1445 E. Schuylkill Road, Pottstown, PA 19465 • Phone: (610) 495-9111 - Fax: (610) 495-1590

ALBITZ GARAGE, Inc.

"Over 75 years of Customer Satisfaction"

- ◆ Full Service Repair Facility
- ◆ Computerized Diagnostics
- ◆ Routine Maintenance
- ◆ AAA Service Facility
- ◆ Computerized Alignments
- ◆ Service on All A/C Systems
- ◆ PA Inspection / Emission Testing & Repairs

610-326-1438

email: service@albitz.com • www.albitz.com

2827 E. High St., Pottstown, PA

Fleet/Commercial Accounts Welcome!

All major credit cards accepted

Save **Time.** Save **Money.**



Use **JWM Direct Marketing**
for your next bulk mailing.



610.831.9030
www.jwmdirect.com

1,000 Store Buying Power

**Saves You
More.**

Carpet • Hardwood • Vinyl
Tile • Laminate • and more

CHES-MONT CARPET ONE FLOOR & HOME
263 Schuylkill Rd. (Route 23) Phoenixville, PA 19460
610-935-8200



Hampton Inn Plymouth Meeting

2055 Chemical Rd., Plymouth Meeting, PA 19462



Contact Sales for Group Rates:

(610) 567-0900



Conveniently Located Across From The Metroplex

- 2 Meeting Rooms for up to 50 People
- Free High Speed Internet
- Refrigerators & Microwaves Available
- Fitness Room & Business Center
- Outdoor Pool



Cozy
Hampton Bed



Complimentary
Hot Breakfast



100% Satisfaction
Guarantee

LEGAL PERSPECTIVES

(Continued from page 24)

Bethlehem Steel Corp. v. WCAB (Laubach), 760 A.2d 378 (Pa. 2000). In this case, the injured worker had not yet fully recovered from his work injury, but continued to work for his time-of-injury employer in a modified duty position because of his physical restrictions from the work injury. When the plant closed for economic reasons, the injured worker was laid off. The Court held the injured worker was entitled to a reinstatement of his workers' compensation total disability wage loss benefits because – through no fault of his own – he was once again totally disabled, and the physical restrictions related to his work injury continued.

It's important to remember the injured worker in the Bethlehem Steel case was out of work only because of economic reasons. In other words, his loss of earning power (i.e., his wages) did not result from his own conduct or decision. The courts have consistently held that an injured worker is not entitled to a reinstatement of workers compensation wage loss benefits in situations where light or modified duty work was available at the employer; yet the injured worker voluntarily choose not to accept such employment for reasons unrelated to his or her work injury. For instance, in the case of *Campbell v. WCAB(Foemax)*, 707 A.2d 1188 (Pa. Cmwlth. 1998), the injured worker quit his job due to lack of transportation after losing the family car in a divorce. The Court held that his choice to quit working did not justify a reinstatement of his workers' compensation wage loss benefits because his loss of earning power was unrelated to his disability.

The same principle holds true in

cases where the injured worker who is capable of working in a modified capacity voluntarily retires from the labor market. The Pennsylvania Supreme Court examined the issue of a retiring injured worker in the case of *SEPTA v. WCAB (Henderson)*, 669 A.2d 911, (Pa. 1995), concluding workers' compensation wage loss benefits are properly suspended upon an

(See "Legal Perspectives" on page 28)

NOW LEASING



7800+ SQ FT

791 Pike Springs Road (Route 112) Phoenixville, PA 19400

- Open Expansion Construction
- Kitchen Area
- Men's and Women's Rest Rooms
- 7-9 Private Offices / Conference Rooms
- Hard Wood Floors Throughout
- 2 Large Open Areas for Cubicles / Warehouse
- Second Floor Loft Area
- Heat / AC Throughout

Contact:

Mary J. Specht, ABR
Coldwell Banker Hearth Side Realtors

610-420-1618

Office 610-296-4543 x215
mspecht@diamondrealtors.com

Limerick Generating Station... ...easy on the environment!



Limerick Generating Station generates electricity to power more than two million homes with no greenhouse gas emissions.

For more information about Exelon Nuclear, please visit our website at www.ExelonCorp.com.



© 2008 Exelon Corporation.

Exelon
Nuclear



Providing quality Business, Auto, Home, Life & Health coverage to the Tri-County Area since 1994

VLAHOS | DUNN | INSURANCE

We Can Meet All of Your Commercial Insurance Needs

Specializing in these Hard-To-Insure Professions:



Arborist



Sprinkler
Contractors



Pest Control



Fleet & Commercial
Auto Coverage

1954 E. High Street | Suite 3 | Pottstown, PA 19464 | P: 610.326.1010 | F: 610.326.1270

Sirvendol a la Comunidad Hispana

www.vlahosdunn.com

*We're in your
community*



THOMAS M. DUNN, JR.
Vice-President

JAMES W. VLAHOS, JR., CPA
President

DAVE'S AUTO SERVICE INC.

"We Treat Your Car Like Our Own"

- Free Pick Up & Delivery
 - Free Customer Loaner Vehicle
 - FOREIGN & DOMESTIC REPAIRS
 - State Inspections • Emissions
 - ASE Certified Technicians with a total of 30 years experience
 - Visa, MasterCard & Discover Cards Accepted
- Mon.-Fri. 7:30 a.m. - 6:00 p.m.

925 W. Philadelphia Ave. (Rt. 73W) Boyertown, PA 19525
(Across from Gramia's Restaurant)
610-367-1844

The Rose of Omagh

Traditional Irish Instrumental Music
for any occasion

Phone:
610.781.1264

Email: anne@theroseofomagh.com

Web: www.theroseofomagh.com

1678 Briarwood Lane, Pottstown, PA 19464



LEGAL PERSPECTIVES

(Continued from page 26)

injured worker's retirement from employment, unless he can show that he is seeking employment after retirement or that he was forced into retirement because of his work related injury.

The last general category to consider is that in which an injured worker in a modified duty position is terminated because of her own "fault." When an injured worker is discharged as a result of her own misconduct, workers' compensation wage loss benefits will not be reinstated because the

loss of earning power does not result from her work related disability. This concept was explained by the Commonwealth Court in the case of *Virgo v. WCAB(County of Lehigh - Cedarbrook)*, 890 A.2d 13 (Pa. Cmwlth. 2005). In that case, the Court found the employer had credibly demonstrated specific instances of wrongful conduct by the injured worker that justified her termination. These various instances included failing to follow specific instructions, excessive lunch breaks, cell phone use while on-duty, arguing with co-workers, and failing to offer them assistance when needed. Because the termination and resulting loss

of earning power was directly related to her own conduct and not the work related injury, she was not entitled to a reinstatement of her workers' compensation wage loss benefits.

Throughout this article, we've examined some of the various scenarios in which an injured worker may be entitled to a reinstatement of workers' compensation wage loss benefits when he stops working at a modified duty position with his employer. When an employer must layoff, discharge or terminate its injured workers, the determination of whether workers' compensation benefits are likely

to be reinstated can only be determined on a case-by-case analysis of each factual scenario. We encourage you to contact our office in the event you have questions or concerns regarding the issues discussed in this article or any workers' compensation or employment related issues. Our team of attorneys will be happy to assist you. 📧

Thomas R. Beveridge, Esq., is an associate in the Pottstown law firm of Wolf, Baldwin & Associates, P.C.. The firm regularly counsels business and corporate clients, as well as providing representation for injured workers. Mr. Beveridge can be reached by phone at 610.323.7436, or by e-mail at tbv-eridge@wolfbaldwin.com.

Celebrating Our 90th Anniversary



We thank today's staff, as well as all the staff through these Nine Decades, for their dedication, expertise, and kindness to our home care clients and their families.

We also honor our clients and families for their trust in our home care organization.

We've grown so much through the years and provide the most specialized service available in home care. Today we offer the latest technologies available in wound care, IV therapies, home rehabilitation therapies, cardiac heart care, diabetes, maternal child care, and hospice.

Visiting Nurse Association of Pottstown & Vicinity

1963 E. High Street, Pottstown, PA 19464

610-327-5700 www.vnapottstown.org

A United Way Agency. Accredited by Community Health Accreditation Program (CHAP).
Licensed by the Pennsylvania Department of Health. Medicare Certified. Medical Assistant Certified.



Complete Property Maintenance

- Landscaping
- Seasonal Decor



- Snow Removal with Non-Chloride Ice Melters

COVENTRY PROPERTY SERVICES, INC.

Eric Scheib
eric78@verizon.net

141 S. Main Street PO Box 368 • Spring City, PA 19475
Phone: 610-948-8859 • Fax: 610-948-8559

ROYERSFORD • MONTGOMERY COUNTY

Affordable Luxury Along The River



FROM \$209,990

TOWNHOUSE COMMUNITY OF THE YEAR

Large townhomes featuring 5 distinct designs with 3 bedrooms, 2 1/2 baths, attached garage and much more. Just 1.5 miles from Rt. 422, close to 202 and the Turnpike, in the desirable Spring-Ford school district.



610/917-9090
OPEN DAILY 12-5PM

From Royersford exit of 422, take Main St South toward Royersford 1.5 miles to First Ave (traffic light). Turn left onto First Ave, then take first left to sales office directly ahead.

GRANOR PRICE HOMES
www.GranorPrice.com



KLEIN
transportation

We plan FUN employee trips!

Casino tickets from \$26!

- Group Charters
- School Buses
- Daily Casino Buses
- Deluxe Motorcoach, Cruise & Air Tours

Half the fun is getting there!

Douglassville, PA 610.385.6700 or 610.582.4404
www.kleintransportation.com

TIPS FOR TEACHING YOUR KIDS ABOUT MONEY



INVESTMENT IDEAS

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

Among the many responsibilities of adulthood, managing personal finances is one of the most important skills you can learn.

Unfortunately, many of us have had to learn this lesson the hard way, without any formal education on the subject. If you want to help give your kids a head start on the road to financial independence and success, there are many simple tips you can use to get them started early.

This week, in the first of a two-part series, we'll discuss six easy ways to help your younger children learn about the value of money and investing. In the second part, next week, we'll go over another six tips, to make it an even dozen. Here are some ideas for you to consider:

INTRODUCE KIDS TO DOLLARS AND CENTS. Teach your kids how to count change, and help them understand the value of each coin. Explain how to pay for things. For example, if they find a toy at the store that costs \$2.75, show how they would need two \$1 bills plus three quarters to pay for this purchase. You can even let them make

the exchange at the check-out counter.

EXPLAIN THE CONCEPT OF EARNING MONEY. It's important for your children to understand how you earn money when you go to work, and also how that money pays for housing, food and the many fun activities your family enjoys. Explain to them the benefits of having a job, and help them appreciate the reason you leave the house each morning.

RESPECT MONEY. To set a good example for your children, don't discard pennies or small change. Show them how saving even small amounts of

(See "Investment Ideas" on page 30)



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street
Pottstown, PA 19464

Phone (610) 326-2250 Fax (610) 326-0132

- STATE INSPECTION
- AIR-CONDITIONING SERVICE
- GENERAL REPAIRS
- SNOW-PLOWING



Wells & Sons

Chimney Service, Inc.

www.WellsSons.com

69 Congo Road, Gilbertsville, PA 19525

Phone (610) 473-6000

Fax (610) 473-8818

Chimney Sweeping, Re-lining, Caps,
Construction, and Duct Cleaning.

24 Hour Emergency Service.
No dust or soot inside house!



BALLY SAVINGS BANK

323 Main Street (Route 100), Bally PA 19503

**PROUD TO BE INVESTING IN OUR LOCAL
COMMUNITIES FOR 85 YEARS**

MORTGAGES, HOME EQUITY LOANS and LINES,
CONSTRUCTION LOANS

CERTIFICATES OF DEPOSITS and SAVINGS ACCOUNTS

Call for competitive rates or check out our website:

610-845-3353 www.ballysavingsbank.com

Member FDIC

Equal Housing Lender



INVESTMENT IDEAS

(Continued from page 29)

change in a jar can add up to a significant sum. Count it out together every few months, and help them pick out something useful they can spend it on.

GIVE YOUR CHILDREN AN ALLOWANCE. By providing your children with a weekly allowance, you can teach them both how to save money, and also how to spend it wisely. You can also tie their allowance to weekly chores done around

the house, to help them learn the concept of earning their money. It may also be a good idea to pay their allowance in small increments, such as five \$1 bills instead of one \$5 bill. Dividing their money in this way can help them see how they can use a portion of the money to spend on things they want, and also how to save a portion of their earnings as well.

HELP SET SAVINGS GOALS TO WORK TOWARD. If your child wants to purchase a video game or a new item of clothing, work with them to figure out

ways to save for this goal. If the item costs \$20, help them estimate how much of their allowance they will need to save and how long it will take to save that amount. You can also encourage your child to find ways to make some extra money by picking up additional chores around the house.

MATCH THEIR SAVINGS. One way to encourage good habits is by matching a portion of your child's savings. For example, you could contribute an extra 50 cents for each dollar they put away.

Giving them extra incentive can increase their savings more rapidly and teach them good habits at the same time.

These are just a few ideas to get your kids started on the road to savings. 

Wachovia Securities is the trade name used by two separate, registered broker-dealers and nonbank affiliates of Wachovia Corporation providing certain retail securities brokerage services: Wachovia Securities, LLC Member, NYSE/SIPC, and Wachovia Securities Financial Network, LLC (WSFN), Member FINRA/SIPC.

WATERFORD WEDGWOOD Company Store

**This Holiday Season
Save up to 20% with our
Corporate Gift Program!**



Philadelphia Premium Outlets
Sanatoga exit, off Rte 422 in Limerick
610-327-4140 866-912-6362
pottso52@wwwusa.com



If you need client gifts, glasses for the boardroom or want to thank a colleague for a job well done, Waterford products are always worthy of the moment. Let us help you find the perfect item for any occasion!

SUBURBAN CLEANING SERVICE, INC.

"PROFESSIONALS SERVICING PROFESSIONALS"



WINTER SPECIAL

FREE window cleaning estimate AND a five for one sale.

- Get 1 window cleaned for free with the purchased cleaning of 5 windows.

Three for the price of your health— Get carpet extraction in 3 rooms (12x10 or less) for only \$89.99.

- **SAVE** your health by reducing/eliminating allergies to pet odor, pet dander, dust mites, and mildew.
- **SAVE** your carpets by extending their life through dirt/grime removal, spot/stain removal, and scotch guard applications.

10% discount on regularly priced services offered to
Chamber members and/or first time customers.
Many other services available both commercially and residentially.

Don't waste any time! Call 610-689-3771
to schedule a **FREE** consultation today!

Serving Berks, Chester, and Montgomery Counties.

THE DIAMOND CONSULTANT

Gemstones ♦ Design ♦ Appraisals



At first glance, you may not be able to tell what makes one diamond worth more than another. But closer examination and a little knowledge can reveal a lot. We'll show our diamonds loose, so you'll be able to fully appreciate their quality. You'll be able to choose from a wide variety of stones in every price range. Don't be fooled by diamond discounts.

"Bargains" are a dime a dozen, but
Integrity and Personalized Service
is rare.

For An Appointment Email
diamondadvice@aol.com

Since 1955

ADVANCE STAMP

Sign & Graphics

Rubber Stamps • Signs • Labels • Banners

610.539.3000

www.advancestamp.com

Quality Products & Service
3076 W. Ridge Pike, Eagleville, PA 19403

Parkhouse

1602 Black Rock Rd. — Royersford, PA 19408



PROVIDENCE POINTE Skilled Facility 610-792-2326 • Short-term rehab • Respite care • Hospice care • Long-term care • On-site physicians & specialists • Clinics • Beauty & barbershop • Activities • Pharmacy • Laundry service	RIVERVIEW Adult Day Health Services 610-792-2399 • Healthcare by professional nurses • Structured activity and social programs • Delicious hot meals • Physical, speech, & occupational therapy • Bathing & personal grooming	MONTGOMERY MEADOWS Independent Living 610-792-2237 • Studio suites • Traditional suites • Deluxe suites • 24/7 security staff • Library • Pharmacy • Gift shop • Activity room • On-site laundry • Bi-weekly housekeeping • Continental breakfast & lunch
--	--	--


Member of PAHSA, PHCAH, TCCL, & Senior Food Chamber of Commerce

4 REASONS NEW YEAR'S RESOLUTIONS FAIL AND WHAT YOU CAN DO ABOUT THEM

MAKE YOUR GOOD LIFE BETTER

By Jeannette Samamen, Ph.D.



How many times have you made a New Year's resolution that got lost along the way? You start out with great resolve and change your behavior for a while. Before long, however, you're back to your old habits.

Lack of Commitment

Let's face it. Behavior change is hard. What's familiar is always the path of least resistance. Unforeseen challenges arise and throw you off track. Things improve a little and you forget the pain that made you want to change in the first place. Before long you figure that maybe you don't need to follow through after all.

Every January Chris resolved to lose weight. Remembering the holiday food orgy that stretched back to Thanksgiving, he promised himself that he would diet.

He would start off all right, but by mid-January Chris began tiring of salads. He felt tempted by his favorite cheesecake. By February he found himself back in his old habits.

There are many reasons why New Year's resolutions fail. If you embark on your behavior change program aware of these challenges and, even more important, of what you can do to prevent them from derailing you, you empower yourself to succeed.

Chris never really believed himself when he promised to lose weight. He lacked commitment. He'd been heavy since college and most of his family suffered from overweight. Underneath, he figured that being

Here are four common pitfalls, and what you can do to avoid them.

(See "Make Your Good Life Better" on page 32)

Rhoads Limousine Service, Inc.

Call Us or Visit our Website to See How We Can Serve Your Transportation Needs . . .

www.rhoadslimos.com

TOLL FREE 800.528.3569

610.404.4600

Fax: 610.404.4906

96 Weaverstown Lane, Douglassville, PA 19518

Additional Services we offer

- 24-Hour service • Airport service
- Corporate accounts available

All Vehicles Are Non-smoking, Fully Insured.

We accept credit cards—Visa, Mastercard, American Express, Discover



TOLL FREE 800.528.3569

www.rhoadslimos.com

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.

ADVERTISED SERVICES
DIRECTORY

ATTORNEYS
O'DONNELL, WEISS & MATTEI, PC
AUTOMOTIVE / SERVICE
ALBITZ GARAGE
ALL STAR CAR WASH & AUTO DETAILING
BLAST FROM THE PAST STREET RODS, INC.
DAVE'S AUTO SERVICE
EMBODY'S SUNOCO
JIM WYNN VOLKSWAGON VOLVO
ROB'S AUTO REPAIR
AUTOMOTIVE / TRANSPORT
KLEIN TRANSPORTATION
RHOADS LIMOUSINE SERVICE, INC.
AUTOMOTIVE / TRUCK EQUIPMENT & REPAIR
C.P.S. SERVICES
BANKING / FINANCES
BALLY SAVINGS BANK
FULTON BANK
HARLEYSVILLE NATIONAL BANK
NATIONAL PENN BANK
NEW CENTURY BANK
PENN LIBERTY BANK
PHOENIXVILLE FEDERAL BANK & TRUST
SUSQUEHANNA BANK
BUILDING & PROPERTY MAINTENANCE
COVENTRY PROPERTY SERVICES, INC.
SEE THE VIEW WINDOW CLEANING
SUBURBAN CLEANING SERVICE, INC.
BUSINESS SOLUTIONS
ADVANCE STAMP
ALLENDALE ANSWERING SERVICE
BRIAN C. GOODMAN CPA
GOTTA-2-DO, LLC
JWM DIRECT
PEOPLESARE STAFFING
RWJ CONSULTING GROUP LLC
SIGNED, SEALED, DELIVERED
THE SUCCESS TEAM
ZAP DIGITAL
CONTRACTOR/HOME SERVICES
HANDYMAN HOME IMPROVEMENTS
WELLS & SONS CHIMNEY SERVICE, INC.
CONTRACTOR/LANDSCAPE SUPPLIES
SHEP'S YARD
EDUCATION / CONTINUING EDUCATION
ALVERNIA COLLEGE
MCCC WEST CAMPUS
ENERGY / FUEL
EXELON NUCLEAR
SHANER PROPANE
FINANCIAL SERVICES
MAIN LINE FINANCIAL ADVISORS, LLC
VIST INSURANCE
WACHOVIA SECURITIES/A.G. EDWARDS
FLOORING/CARPETS
CRISMAN HARDWOOD FLOORING CO., INC.
FRANKLIN FLOORING
FOOD / RESTAURANTS
ALABASTER'S ARTS & TEA
FUNKY LIL' KITCHEN
GRACIE'S 21ST CENTURY CAFE
SONIC
FURNISHINGS / INTERIORS
BOYERTOWN ANTIQUES
CHESMONT CARPET ONE
FURNITURE SOUP
GRACEFULLY FRAMED
LEBOW FURNITURE
NEWMAN GALLERIES
HEALTH / HEALTHCARE
COMPLETE FAMILY EYECARE
HEART SMART AED.COM
MAIN LINE HEALTH
NORTH END VISION CENTER
PERFORMANCE SPINE AND SPORTS PHYSICIANS
PIMMC/CAREPLEX
READING HOSPITAL MEDICAL GROUP
REPRODUCTIVE SCIENCE INSTITUTE
VNA OF POTTSTOWN & VICINITY
INSURANCE
EVANS, HAUSEMAN & RICHARD, INC.
INSURANCE / HEALTHCARE
DMB INSURANCE
VLAHOS DUNN INSURANCE

(Continued on page 34)

Business/Corporate Packages Available
with Private Lanes and Room!
Team Work and Morale Boosters
Corporate and Holiday Parties
LIMERICK BOWL
bowling, billiards & lounge
A CHIB Company
New Light & Sound System!
653 West Ridge Pike
Limerick, PA 19468
www.limerickbowl.com
Phone (610) 495-7143
Fax (610) 495-1049

SHANER PROPANE
610/326-1970
FAX 610/326-6691
3000 E. High Street • Pottstown, PA 19464-3145

rwj Consulting Group L.L.C.
"Let's make it happen!"
"Coaching is a journey of professional and personal exploration."
We focus on IMPROVING your professional, personal and business growth in the areas of:
•Presentation and Speaking Skills
•Career Transition
•New Business Development
•Change
•Goal Setting
•Work/ Life Balance
•Training Programs and Workshops
•Custom Sessions
Begin your journey today!
Contact us at 267-254-6800 or visit us at www.rwjconsultinggroup.com

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.
PLACE YOUR AD IN OUR NEXT ISSUE!
Call (610) 323-6253

Come experience a unique website design firm.
Full website design
Local in-house web hosting
Email and internet marketing
eCommerce site development
custom web based application development
Kinetic Web Solutions
www.kineticweb.com/422

MAKE YOUR GOOD LIFE BETTER

(Continued from page 31)

overweight wasn't so bad, after all.
He got a wake-up call, though, when his father received a diagnosis of adult onset diabetes. When a weight-related disease hit close to home, Chris realized it could happen to him. For the first time in his life, he felt motivated enough to fully commit to a program of self-care for the health and well being of his body.
Chris became expert in the dangers of overweight, learning about its contribution not only to diabetes, but to heart disease and even cancer. He realized how much he wanted to be around to watch his young daughter grow up. His father's illness reminded him that he did not have forever.
This time Chris felt determined to succeed. He followed through with his new commitment by hiring a life coach.
When you identify something in your life that you want to improve you are taking the first step toward behavior change. You need a deep level of commitment, though, to keep on track. Only strong commitment can help you through the temptations to regress and periods of discouragement, which undermine success. You create the necessary commitment by developing a thorough knowledge of the situation.
First clarify the values that underlie your decision to change. Really affirm why success matters to you.
Now focus on the benefits you will enjoy once you have successfully transformed your behavior. Visualize how you will feel and how others will view you when you succeed. Become aware, too, of any costs involved in changing. For instance, you may need to spend less time with friends who encourage your problem behavior.
Next, become an expert on the costs of staying right where you are as well as the benefits. The costs may be obvious. No matter how high cost your problem behavior is, however, there are some benefits involved or you wouldn't be doing it. How you make do without these benefits will be
(See "Make Your Good Life Better" on page 34)



Signed.Sealed.Delivered.

Mailing Services Made Simple

Since 1989 **SSD, Inc.** has been providing full lettershop services to local and national businesses. From universities to hospitals to banks and everything in between, we offer complete in-house fulfillment services.

Including:

- CASS/PAVE postal presorting with on-line NCOA updating
- High speed ink jet addressing with in-line single or multi-wafer sealing and/or live stamping
- Cut sheet laser mail merging, folding and inserting services, sealing and metering
- Complete hand assembly team for complex or non-machinable projects

Voice 610-539-5100

Fax 610-539-0552

www.ssdmail.com

ADVERTISED SERVICES DIRECTORY

(Continued from page 32)

LODGING	
COMFORT INN POTTSTOWN	12
HAMPTON INN PLYMOUTH MEETING	26
MARKETING / ADVERTISING ARTS	
EPSS ADVERTISING	10
INK & ESSENCE	35
KINETIC WEB SOLUTIONS	32
POTTSTOWN COMMUNITY TV	17
STYLISH IMAGES PHOTOGRAPHY	36
VIRTUAL FARM CREATIVE	60
MOVING & STORAGE	
BEKINS TRANSFER AND STORAGE	16
PAYROLL SERVICES / BOOKKEEPING SERVICES	
A D COMPUTER	9
EXPRESS DATA SYSTEMS, INC.	8
PERSONAL COACHING/CAREER COACHING	
JEANNETTE SAMANEN, PH.D.	16
REAL ESTATE / FOR SALE/LEASE	
AFFINITY PROPERTY MANAGEMENT	52
COLDWELL BANKER HEARTHSIDE	26
COLLEGEVILLE PROPERTY	7
GLOCKER AND CO. INC.	22
HANKIN GROUP	19
LFT REALTY/PAUL TORNETTA	21
OFFICE SPACE DOWNTOWN POTTSTOWN	14
PENN AMERICAN: COLLEGEVILLE	23
PENN AMERICAN: POTTSTOWN	20
WILLEMS & HERMAN DEVELOPMENT GROUP	50
ZUBER COMMERCIAL REALTORS	11
REAL ESTATE / NEW HOMES	
GRANOR PRICE HOMES/RIVERWALK	29
RECREATION / ENTERTAINMENT	
DOWNTOWN POTTSTOWN	23
GALLERY ON HIGH IN POTTSTOWN	23
SUNNYBROOK BALLROOM	38
THE ROSE OF OMAGH	28
REFRESHMENTS/CONCESSIONS	
MAUI WOWI GOURMET FRUIT SMOOTHIES	15
REFRIGERATION SERVICES	
ALLENTOWN REFRIGERATED TERMINALS	14
RETAIL / SHOPPING / FASHION	
BETTY'S ORIGINALS	20
PLAZA & COURT AT KING OF PRUSSIA	47
THE DIAMOND CONSULTANT	30
THREE PEAS IN A POD	47
WATERFORD WEDGEWOOD COMPANY STORE	30
RETIREMENT COMMUNITY /INDEPENDENT LIVING	
FREDERICK MENNONITE COMMUNITY	5
MEADOWOOD RETIREMENT COMMUNITY	48
PARKHOUSE	31
PHOEBE BERKS VILLAGE	13
SECURITY / FIRE PREVENTION	
H&H SYSTEMS	8
SPECIAL SERVICES	
LIBERTY AMBULANCE	8
SPORTS / RECREATION / CLUB	
LIMERICK BOWL	32
SPRING FORD COUNTRY CLUB	34
STORAGE FACILITIES	
B&S SELF STORAGE	38
TECHNOLOGY	
AD NET SERVICES	52
CONSTANT WATCH, LLC	14
LIME SYSTEMS	50
RUNNWEST	9
TECHNOLOGY/COMMUNICATIONS	
COMCAST	18
KAZIO NETWORKS	19
VERIZON WIRELESS	49
WATERPROOFING SERVICES	
BASEMENT SERVICES 911	25

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



HOURS:
M, T, Th, F 10-6
Wed. 10-1
Sat. 10-1

North End Vision Center

Eye Exams
Contact Lenses • Eye Glasses
Industrial Safety Glasses
Sports Goggles

Keith Reitnauer, Optician

1401 E. High Street
Pottstown, PA 19464

(610) 323-4225



Come give us a try . . .

The 396-yard par 4 No. 3 is one of nine holes affected by water

We want you to be our guest at Montgomery County's hidden gem . . . Spring Ford Country Club . . . and see for yourself how good a membership can be.

Established in 1924, Spring Ford Country Club is a member-owned club with an exciting new perspective

To find out more, visit us at springfordcc.org or call Craig Komatz at 610.948.0580



The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, for the TriCounty Area Chamber of Commerce, 152 High St, Ste 360, Pottstown, PA 19464, and is mailed free to more than 10,000 qualified business owners and operators throughout the Route 422 Business Corridor. Copyright © 2009 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the TriCounty Area Chamber of Commerce, the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The TriCounty Area Chamber of Commerce and the Route 422 Business Advisor do not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the TriCounty Area Chamber of Commerce, the magazine or MACnificent Pages.

All ads are non-cancelable. ERRORS—It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's and the TriCounty Area Chamber of Commerce's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.

MAKE YOUR GOOD LIFE BETTER

(Continued from page 32)

an essential part of your behavior change strategy.

Once you have made a thorough study of all aspects of the situation, write it all down. Then, whenever you waver, return to what you have written to remind you of your commitment.

Create a phrase, which expresses your commitment. Then repeat it to yourself daily and any time you are tempted to lapse.

First thing every morning and right before he went to bed Chris repeated his phrase, “Self-care is my top priority.” He also used it any time he felt tempted to indulge.

Lack of Planning

Together Chris and his coach designed a realistic program of healthy eating, different from the crash diets he had attempted in the past. He could comfortably maintain this system over time and enjoyed a slow but steady weight loss.

From his careful analysis Chris learned that much of his inappropriate eating was stress-related. An important part of his plan included alternative ways of handling his stress, such as relaxation exercises.

By March Chris noticed real progress.

Embarking on a behavior change program without careful planning is like taking off for a trip without maps or reservations. You may know where you want to go, but without knowing how to get there, you make it a lot harder to actually reach your destination.

Make sure your plan contains small, doable steps. The most common mistake people make when designing a behavior change plan is demanding too much of themselves all at once. You will feel overwhelmed if the tasks you set out to accomplish are unrealistic. You can more easily maintain progress that is slow and steady.

Use the analysis you made of the costs of changing and the benefits of staying the same. Build strategies into your plan to deal with these situations and the potential challenges they create.

Think of your plan as an experiment. As you implement it, you will learn what works and what needs adjustment. When you encounter problems don't give up. Revise your plan on the basis of your experience. By modifying your plan in response to any challenges that arise, you will avoid the discouragement that can keep you from achieving your goal.

Discouragement

Initially Chris stuck with his program and lost weight steadily. By March, however, he arrived at a plateau where his weight stabilized. Discouraged by lack of progress, he gave into temptation once in a while and ate a greasy pizza or a rich dessert. Significantly, every time he did this, he reminded himself of his commitment and got back on track the next day.

Chris had his wife take a photo of him at the outset of his weight-loss program and each month thereafter. Any time he despaired of making any progress, he looked back over his pictures. They told a powerful story that provided the encouragement Chris needed.

As Chris became accustomed to healthy eating, doing the right thing no longer seemed like such a big deal. He found it harder to appreciate his successes. Chris's coach helped him to focus on his successes,

EVANS, HAUSEMAN & RICHARD, INC.

**Working with Business Clients
in Southeastern PA
For Over 75 years**

**"ONE SOURCE FOR
INOVATIVE SOLUTIONS"**

**General Liability, Property,
Workers Comp, Employee Benefits**

**343 E. HIGH ST
POTTSTOWN, PA 19464
(610) 323-2201**

WWW.POTTSTOWNINSURANCE.COM

no matter how small, and value his progress, even when it seemed slow.

Discouragement undermines any behavior change program. You feel disappointed about your lack of progress so you work less hard at your program. Your lack of dedication leads to lapses, which make you feel even less like trying. This vicious circle can lead to failure if you let it.

Setbacks are inevitable. Do not allow a lapse to become a relapse. Every time you get off track, the quicker you get back on track, the more likely you will continue on the path to success.

It can be difficult to notice progress when change occurs slowly over time. Create ways to track the progress that results from small changes over time. Take pictures at regular intervals or create a chart to measure your gains. Then, refer to these reminders when you get discouraged.

Celebrate any success, no matter how small. When progress seems slow, focus on the small gains you are making to counter any discouragement which arises. Reaffirm your commitment regularly.

Lack of Support

Exercise proved to be a big challenge for Chris. When his weight hit a plateau, exercise became necessary to raise his metabo-

lism and help him burn more calories. Getting himself moving was hard, though.

Chris joined the YMCA. After a few weeks he found it increasingly difficult to get to the gym for his workout. Before long he fell back into inactivity.

One day at work, Chris noticed some co-workers striding through the corridors. He learned that this group got together every day at noon to walk. In good weather they walked around the office park. On bad days they walked the corridors. They never missed a day.

Chris decided to join them. He found it much easier to exercise with others. On those days that he didn't really feel like it, he got up and walked with the group anyway. He felt embarrassed not to participate and didn't want to let them down.

Attempting significant behavior change alone is a recipe for failure. Friends, family or a life coach cheer you on when you're doing well. They provide perspective and encouragement when setbacks arise. Involve others in your behavior change program to create a support system that will help insure success.

Establish a system of accountability. If you know that you need to report your progress — or lack thereof — to someone else, whether a coach or a friend, you are more likely to follow through.

You're A Professional Look Like It.

Polos, sport shirts,
sweats, hats jackets,
tees, and much more.

You work hard to build your business. You're good at what you do and proud of your many achievements. But you only get one chance at a first impression. Don't miss an important chance to let people know how good you really are.

**Custom Printed Business
Clothing Makes A Very
Big Difference!**

**We'll Give
You \$25⁰⁰**

toward any new order of
25 or more pieces.

And as always...
FREE pickup and delivery in
the tri-county area.

**ie ink and
essence**
it's all about your image
241 E. High St.
Pottstown, PA **610-970-6378**
NOW - Across from the New York Plaza



Come

Visit our showroom and see
our expanded line of Celtic,
Christian and humorous
designs and pick up some-
thing unique to wear this
summer.

Create a mutual support group with others who share your goals. You will learn from the experiences of others and benefit from giving and receiving support. Group members keep one another on track.

By June Chris felt certain that he would achieve his goals. His healthy eating habits felt normal to him. He enjoyed his regular midday walks so much, he couldn't imagine doing without them. Most of all, pride in his achievement made him confident he would succeed.

When January rolled around, Chris celebrated the fact that he didn't need to worry

about losing weight any more. Now he turned his attention to clearing out the clutter in his office. Based on his success with weight loss, as he made this New Year's resolution Chris felt confident that he would succeed.

Like Chris, if you establish a strong commitment, plan carefully, stick with your program through periods of discouragement and involve others in helping you succeed, you will realize your New Year's resolutions. You, too, will enjoy the satisfaction of making your good life better! 🍷



**CRISMAN HARDWOOD
FLOORING CO. INC.**

Wholesale Distributor of Quality Flooring Products
Hardwood • Laminate • Ceramic • Natural Stone • Supplies

Located directly behind the Premium Outlets
181 Possum Hollow Rd., Suite B • Pottstown, PA 19464

Showroom Open
to the Public

Contractors Pro Shop
Open to the Trades

EXPECT THE UNEXPECTED
610-948-3701 • Fax 610-948-3895 • 800-336-6602

www.crismanhardwood.com



128 E. Schuylkill Road,
Pottstown, PA 19465

484-524-8520

Hours
Mon thru Sat 8 a.m. to 5 p.m.
Sun 9 a.m. to 3 p.m.

Corporate Fleet Accounts
Gift Cards
Coupon Booklets

Make great gifts!



EXPRESS SERVICE LANE

Basic Wash

Pre-wash
Wash
Dry

Deluxe Wash

Basic wash
Undercarriage wash
Clear Coat Wax

Premium Wash

Deluxe Wash
Triple Foam Polish

FULL SERVICE LANE

Full Service Wash

Vacuum
Interior Windows
Premium Wash
Tire Shine
Door Jamb

DETAILING SERVICES

Express Exterior
Interior
Exterior
Full Detail

All Star E-Z Wash

One price . . . One payment per month

*(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.



Stylish Images photography

Are you trusting Your Business' image to
poor snapshots?

We fix bad photography with Great Portraits.....Call Today!

Business and Commercial Portraiture * Weddings * Families
Seniors * Sports Action * Same Day Digital Portraits and Events
Photos for: Business Cards, Annual Reports, Websites and Newsletters

Visit us: www.stylishimages.com

Why settle for this



When you can get these:



Bill Walker
HSA for America



610-792-9956

WHY DO PEOPLE FAIL?



BUSINESS & MARKETING STRATEGIES

By John Patania, JLG Business Consulting

If you have read enough articles and books or listened to the many self-help experts out there you will find consistent factors as to why people fail. We could be talking about many different kinds of failures. Certainly business failures but also failures in many other endeavors such as weight loss, improved health, relationships and so on. The two common denominators that I have observed with any failure seems to be the lack of planning and the lack of taking correct actions to achieve that plan.

I meet with business owners and many other business people on a daily basis. I am constantly amazed as to how many people don't have a business plan. I'm not talking about a 100-page document that addresses everything from the competition to a five-year financial projection. I'm talking about a simple vision of what the business will look like a year out, or three years out or even five years out. As Stephen Covey talks about in his book titled *The Seven Habits of Highly Effective People*.... "you must start with the end in mind." When I meet with business owners many times I ask this question... "what is your business going to look like when it's finished?" That usually creates a look on their face that says.... "what in the world are you talking about?" As a business owner or anyone in and around business you must have a plan. You need to understand exactly what it is you want to accomplish

and when you will accomplish it. You also need to share this with many of those around you. They can be the ones that help you get there. I always like to first look at the big picture a number of years out. Then break it down into shorter-term goals and objectives within a year and then within the next 90 days. Taking your plan to a shorter term and smaller objectives will make the process seem a lot less daunting.

Once you have a plan you need to take the correct actions to achieve it. A plan is useless unless it is acted upon. This is the second common denominator that leads to failure. That is, the lack of taking the correct actions that will lead you to your objectives. Notice I said "correct" actions. Many people take action but it is the wrong action. Jim Rohn who is a business speaker and author explains why people fail very simply.

(See "Business & Marketing Strategies" on page 38)

THE WAY WE SEE OPPORTUNITIES FOR GROWTH ...



*Exciting. Promising.
A time to work together.*

From when you're just starting out to when you're starting another big expansion, you can bank on us. People who know and care about your business needs. People who will be there with knowledge, advice and answers when you need them. A partner who brings strong financial resources to do business today – and to build it long-term. That's business with Susquehanna. Where what counts isn't just dollar amounts, but what you can count on from us.



susquehanna.net / 800.311.3182

Susquehanna Bank

Member FDIC

\$13 billion in assets / 3,400 people in 4 states
235 branches and growing / Focused on service



Franklin Flooring, Inc. Commercial Flooring Contractor

Specializing in Quality
High Performance Flooring
Carpet, Vinyl, Ceramic, Hardwood

(610) 495-9200

or 1-866-FRANKLN

www.franklinflooring.net
Serving the Tri-State area since 1995



www.BandSSStorage.com

Inside & Outside Storage - U Lock
Boxes & Moving Supplies
Unit Sizes - From Closet to Garage
Fenced - Lighted - Safe - Secure
Controlled Gate Access
24-Hour Surveillance
Computerized Gate Access
All Major credit Cards - No Deposits



Two Locations

Douglassville

604 Ben Franklin Hwy.

Rt 422 & Hillview Rd.

610-385-7200

Pottstown

175 S. Pleasantview

(Behind K Mart)

610-970-9902

C.P.S. Services

Heavy Truck and Equipment Repair
State Inspection — Service & Roadcalls

Karl Terstappen

karl781@verizon.net

141 S. Main Street PO Box 369 • Spring City, PA 19476

Office: 610-948-9680 Fax: 610-948-8559

BUSINESS & MARKETING STRATEGIES

(Continued from page 37)

He says "failure is nothing more than a few errors in judgment repeated every day." He goes on to explain why people make errors in judgment every day. Basically it is because there is no immediate consequence. People will eat the wrong foods every day that don't result in immediate problems. Quite the opposite, it creates a sense of immediate satisfaction. People will smoke a pack or more a day with no immediate con-

sequences. But in both of these examples the long term health affects can be dramatic. In business the actions you are taking today will determine the results you get in the future. And yet so many don't consider the future and consequently don't know exactly what actions they need to take in order to get there. Why is that? I believe that most are so wrapped up in what has to happen today they fail to consider the future. The old adage "work ON your business not just IN it" comes to mind.

Armed with this information it becomes clear as to what you need to

do in order to achieve success. First you must plan. I would suggest a yearly cycle that is visited every 90 days. Once the plan is in place determine the actions necessary to achieve the objectives. Take the opposite approach to Jim Rohm's definition of failure. What correct actions can you take on a daily basis that will propel you to success? Ingrain those in your daily routine. Also determine any actions that you are performing that are in direct conflict with your objectives. Have the discipline to discontinue these.

In the end, the formula for success

and the avoidance of failure is not that complicated. Yet many of us don't do the things that are necessary and worse make the daily errors in judgment that lead to failure. Don't be one of those people. Prepare your plan and take the correct actions. The results will be amazing. 📦

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.

Sunny Brook

Treat your Employees to one Great Time.
Special Chamber Member Corporate Rates
Call 484-624-5186 or visit our website....

www.sunnybrookballroom/corporate.html



BEATLEMANIA NOW is not just a Beatles Tribute Band - **BEATLEMANIA NOW** is the most entertaining, authentic, and elaborate, Beatles Tribute Show performing today!

Make Our New Year's Party Your New Year's Party!



The Sunnybrook Ballroom is Alive & Back ! Ring in the New Year in the Sunnybrook Tradition. Enjoy Beatlemania Now In Concert then dance the night away with The Bill Koss Combo!





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.

IMMEDIATE PAST CHAIRMAN OF THE BOARD

Fred C. Reim, Jr.,
Regional President, Harleysville National Bank

SOLICITOR

Richard D. Linderman, Esq., *O'Donnell, Weiss & Mattei, P.C.*

SECRETARY

P. Timothy Phelps, *President, TCACC*

BOARD OF DIRECTORS

Todd Alderfer, *National Penn Bank*

Richard Almquist, *The Wolfington Companies*

Brad Borneman, *The Body-Borneman Companies*

Terese Brittingham, *Keller Williams Realty Group*

Jim Cafone, *Wyeth Pharmaceuticals*

Warren J. Constantine, Jr.,
Continental Concrete Products, Inc.

Marianne Deery, *The Twin Turrets Inn*

Ross DeSimone,

Corporate Psychological Resource Center

D. Scott Detar, *Maillie, Falconiero & Co., LLP*

David R. Dougherty, *The Hill School*

Joe Dufner, *D & E Communications, Inc.*

Dr. Myra Forrest, *Owen J. Roberts School District*

David K. Leinbach, *Kaiser Construction Co., Inc.*

Richard D. Lewis, *The Lewis Group*

Stephen S. Longacre, *The Longacre Co.*

Ray Lopez, *Borough of Pottstown*

Steven MacLauchlan,
Pottstown Memorial Medical Center

Rod Martin, *Martin Stone Quarries*

Al Matarazzo, *Main Line Financial Advisors*

Chris Mudrick, *Exelon Nuclear*

Bradley Okoniewski, *Cabot Supermetals*

Andy Paravis, *North Coventry Township*

Fred C. Reim, Jr., *Harleysville National Bank*

John P. Sartor, P.E., *Gilmore & Associates, Inc.*

Baran Schultz, *Schultz Technology Solutions, LLC*

Dr. Karen A. Stout,

Montgomery County Community College

PRESIDENT'S MESSAGE

Dear Chamber Members,



Being the first article of the year, the stock market teetering on growth and a new legislative body being sworn in for both Washington and in Harrisburg, the situation becomes that much more complex. As we enter into the New Year, there are three topics that I have and will be spending some significant time on: regional rail, "Employee Free Choice Act" legislation, and regional economic development.

The TriCounty Area Chamber is actively working on the return of passenger regional rail service. Through the Montgomery County Planning Commission, Leo Bagley has been engineering a master plan for Route 422 that focuses on the future maintenance and construction of one of the most significant economic development corridors in south-east Pennsylvania. Included in this master plan is a component for regional rail. Through this process, significant dialogue has been generated between the Montgomery County Planning Commission, the Delaware Valley Regional Planning Commission, the CEO Council for Growth, Berks and Chester Counties, chambers, state and federal legislators as well as the private sector. As with all projects, the issue and priorities come to funding. The Chamber continues to advocate for the most cost effective process to quickly bring this much needed service back to our region. 2009 will be a critical year in bringing this extensive and expensive initiative back.

The Chamber is also actively working on raising awareness about the effects of H.R. 800/S. 1041, the "Employee Free Choice Act", as it is expected to be reintroduced and considered in the early part of the 111th Congress. Based upon the leadership and expertise that the U.S. Chamber brings, this is a significant bill that could impact many of the businesses within our region. The U.S. Chamber of Commerce strongly opposes the "Employee Free Choice Act" and believes this bill would undermine long standing principles of workplace democracy and fairness while resulting in employees having less ability to determine if they wish to be represented by a union. The bill consists of

three provisions: elimination of Secret Ballot, writing contracts through government imposed arbitration, and unreasonable and one-sided penalty expansion. The Chamber's Government Affairs Committee believes that the "Employee Free Choice Act" would have a particularly devastating impact on small employers. As positions on this act become established, more information and request for action will be posted on the chamber website and communicated through emails and newsletters.

The third initiative the Chamber has been actively working on, is raising the awareness of economic development, with a focus on Pottstown. Through the Chamber's Regional Planning Committee and PAID, Inc., the Chamber has been actively working with the Borough of Pottstown, surrounding municipalities and counties, economic development corporation, and private investors to raise the awareness and stability that would create growth within the region. Through smart growth and planning tactics, the tri-county area has excellent opportunities for rebirth.

The TriCounty Area Chamber continues to work on behalf of its members to promote these opportunities within our region. We are listening to you and solicit your input as we position the region. No matter who is in Harrisburg or Washington, no matter how the stock market is performing, or whether this is the first or last article of the year, the tri-county area continues to grow. The business community must actively work together to create the prosperity.

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., Jan. 8
7 – 9 AM
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 Investors Trust Company, will provide the members 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 Bank and 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 **"The Art of Networking"** 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

Thurs., Jan. 15
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., Jan. 20
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.

Wed., Jan. 21

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 per Non-member

Inclement Weather Date: Wednesday, January 28, 2009.

***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.

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.

Tues., Jan. 27

MEMBERSHIP MIXER

The Gallery School of Pottstown, Inc., 254 E. High Street, Pottstown

Networking Program

Come mingle with your fellow Chamber Members at **The Gallery School of Pottstown, Inc.** for an evening full of demonstrations by several of the school's artists. Artists will feature different types of artwork, pottery, glass, beading, watercolor painting, and more. Experience the world of art in the Pottstown community. The Gallery School of Pottstown, Inc. is a non-profit community art school that offers a wide variety of programs for all ages such as: classes, workshops, an after-school program for children in the community, and more.

No Charge, members only.

SAVE THESE DATES:

Tues., Feb. 10
11:30 AM – 1:30 PM

WOMEN OF THE WORKFORCE LUNCHEON (WOW)

Cutillo's Restaurant, 2688 E. High Street, Pottstown

Nancy L. Hohns and Marcia Fortley of The Anderson Group, a strategic brand marketing and communications firm, will present "Personal Branding: Creating, Building, and Marketing the Power of the Professional You!" Learn how to brand yourself to create a sense of professional power and influence in your everyday life. You will gain knowledge, insight, tips and take-away's that you can begin to use right now.

Co-sponsored by Klein Transportation and Family Caregivers Network, Inc.

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

Tues., Feb. 24

MEMBERSHIP MIXER

Creative Health Services, Inc., 11 Robinson Street, Pottstown

Networking Program

No Charge, members only.

Fri., Feb. 27
7:30 – 9 AM

PANCAKES & POLITICS BREAKFAST

Precision Polymer Products, Inc., 815 South Street, Pottstown

Sponsored by: Exelon Nuclear

\$10 per Member – members only event

tricityareachamber.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 –
tricityareachamber.com**

In case of inclement weather, visit tricityareachamber.com; call 610.326.5158 / 610.326.2900; or listen to WPAZ 1370 AM for cancellation notification.



JOIN THE CHAMBER TODAY!

Contact Susan Burnett, Membership Director at 610.326.2900, or email: susan@tricityareachamber.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.

Kulp Plumbing and Water Conditioning, LLC
627 Clayhor Avenue
Collegeville, PA 19426
(610.489.0407)

Plumbing Contractors, Water Conditioning Equipment/Service, Kitchen & Bath Designs/Remodeling
Kulp Plumbing and Water Conditioning, a family owned business located in Collegeville, PA, specializes in well pumps and tanks, hot water heaters, sump pumps, water softeners, and kitchen and bathroom renovations. There is no job too small!

Sago Graphics, LTD
265 West High Street
Pottstown, PA 19464
(215.541.5308)

Signs / Banners / Flags, Graphic Design, Advertising Specialties, Screen Printing
www.sagographics.com

A full service graphics printing company offers service, quality, and speed at very competitive pricing. Wide format graphics are a specialty with a 60" wide laminator providing protective coverings for graphics. The on-site design staff is available to design graphics from concept to production.

Welsh Subaru of Limerick
105 West Ridge Pike
Limerick, PA 19468
(800.753.3123)

Auto Dealers-New/Used, Auto Repairs/Service, Auto Parts
www.welshsubaru.com

This Subaru dealership offers new Subaru sales, used cars, finance, leasing, service department, parts department, and vehicle accessories.

Whitegate Contracting Company
244 Old Philadelphia Pike
Douglassville, PA 19518
(610.323.4471)

Remodeling/Renovations/Repairs, Kitchen & Bath Design/Remodeling, Handyman Services, Building Contractors
The Whitegate Contracting Company specializes in residential and light commercial remodeling and renovation projects. Every project is approached with high levels of customer care and communication, outstanding craftsmanship, and a keen sense of design and appropriate application.

BECOME COMPLIANT TODAY! FEATURED MEMBER BENEFIT OF THE MONTH

With the start of a new year, make it a point to become compliant with OSHA regulations! Visit the Chamber's website, tricountyareachamber.com and click on the OSHA Compliance Store – "Are you compliant?" icon on the homepage for all your OSHA regulation needs.

Over the past few months, the TriCounty Area Chamber of Commerce's partnership with MyOSHASTore.com has successfully provided chamber member businesses the opportunity to purchase a range of compliance products such as labor law posters, first aid products, exit signs, and training manuals through our OSHA Compliance Store. The Chamber encourages members to visit the site to review the products and services available and will inform the membership of any mandatory regulation standards and OSHA policy updates in the future as provided to them by managing partner, MyOSHASTore.com.

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

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

5 Years

Furniture
Soup, Inc.

15 Years

A&L Handles, Inc.
Pottstown Little League
Sovereign Bank

20 Years

National Penn Bank
Upper Pottsgrove
Township

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

AdVantage
Promotional
Advertising
Aerosoles
Appraisal
Services Group
Bally Block Company

Beech Street
Associates, LLP
BCM Engineers
Boenning &
Scattergood, Inc.

Boyertown
Publishing Co.
ByTheZip.com
Directory, Inc.
Carl W. Landis,
Certified
Financial Planner
Carol for Heart
Carroll Engineering
Corporation
Complete
Graphics, Inc.

Coldwell Banker Landis
Homesale Services
County Lines
Magazine
(Valleydel Publications)
Five Star
International, LLC
Fortune Hi-Tech
Marketing
Friendly's Restaurant
Governor's Veterans'
Outreach &
Assistance Center

Healing Yoga
Herbein +
Company, Inc.
Independence
Planning Group
IPS Laser Express
J.C. Ehrlich Co., Inc.
J&T Technologies, Inc.
Longhorn Steakhouse
Ludgate Engineering
Corporation
Malvern Federal
Savings Bank

Mayer Pollock
Steel Corporation
McCabe
Auto Supply, Inc.
Montgomery County
PA CareerLink
North End
Vision Center
Orchard Ridge Apts. –
High Associates
Pearl Exhibit Group
Penn Airways, Inc.
PeopleShare, Inc.
Reliable Paper &
Janitorial Supplies
Sigel Insurance Group

Snap Fitness
Sovereign Bank
Spring-Ford Area
School District
Tri-County Toyota
Waste Management
of PA
Zion's United Church
of Christ



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:

Alabaster's contact phone number has changed. Their contact phone number is 484.949.8165 and their fax number is 484.624.3982.

Valley Forge Convention & Visitors Bureau has moved. Their new address is 1000 First Avenue, Suite 101, King of Prussia, PA 19406. Phone numbers have remained the same.

Sustainable Solutions Corporation has moved. Their new address is 155 Railroad Plaza, Suite 203, Royersford, PA 19468. Their contact phone number is 610-569-1047 and their fax number is 610-569-1040.

Ribbon Cutting Events

CHAMBER CELEBRATES NEW OFFICE FOR **RICHARD A. ZUBER INSURANCE AGENCY, SANATOGA, PA**

The official opening of the new office of Richard A. Zuber Insurance Agency, 2117 East High Street, Sanatoga, PA, was celebrated with Chamber

Ambassadors, staff, owners and a township official. Pictured cutting the ribbon (left to right) are: Chamber Ambassador, Janet Flack, Keller Williams Realty Group; Chamber Ambassador, Betsy Chapman, Village Productions; Chamber Ambassador, Peggy Brendlinger, Tri County Area Federal Credit Union; Zuber Insurance agent, Colette Moyer; Zuber Rental agent, Paula Babb; Zuber Insurance manager, JoCarol Zuber, CIC; Chamber Ambassador, Jackie Gofus, Janney Montgomery Scott, LLC; Rich Zuber, owner of Zuber Insurance Agency; Lower Pottsgrove Township Manager, Rodney Hawthorne; and Chamber Ambassador, Tim Forester, The Hill School.



Officials and Dignitaries Celebrate **HARLEYSVILLE NATIONAL BANK'S NEW EAST END OFFICE**

The Harleyville National Bank's new East End office officially opened Wednesday, November 19, 2008, at 1500 East High Street, Pottstown, PA. Participating in the official ribbon cutting (from left to right) are: Ray Lopez, Pottstown Borough Manager; Jody Rhoads, Pottstown Borough Councilman; Stan Fonder, President and CEO of SMJ Contracting (builders of the new branch); Fred C. Reim, Jr., Regional President, Harleyville National Bank; Terri Lampe, Pottstown Economic Development Director; Aimee Britt, Branch Manager, Harleyville National Bank East End Office; Brad Okoniewski, Chairman, TriCounty Area Chamber of Commerce; and David Garner, President, Pottstown Borough Council.



COMMUNITY HEALTH AND DENTAL OPENS DOORS with CHAMBER RIBBON CUTTING

The TriCounty Area Chamber of Commerce Ambassadors participated with dignitaries, elected officials, board members, and staff to celebrate the grand opening of the new facilities for Community Health and Dental, 11 Robinson Street, Suite 100, Pottstown, PA. Poised in the center of the photo with the scissors is Mary Ann Dailey, President of the Board of Directors of Community Health and Dental.

MEMBER BENEFIT

WINTER Ski CONSIGNMENT TICKETS

Discounted tickets to **Blue Mountain** and **Jack Frost/Big Boulder** are available for all Chamber Members. Don't forget that all employees of a Chamber Member company are also Chamber Members and can take advantage of these great discounts. Other discounted tickets available at the Chamber office include: **Carmike** and **Regal** movie theaters, and **Adventure Aquarium**.

NOVEMBER WOW

POST-ELECTION WOMEN OF THE WORKFORCE LUNCHEON FEATURED SENATOR CONNIE WILLIAMS

Senator Connie Williams of Pennsylvania's 17th Senatorial District presented "Women's Leadership: The Presidential Election 2008" to those who attended the post-election Women of the Workforce Luncheon held at Lakeside Inn on November 6. Her discussions of women and politics after the election captivated this predominately female audience.

The event was co-sponsored by Nationwide: The Weigner Agency and United Healthcare.





NOVEMBER MEMBERSHIP BREAKFAST

*The event was co-sponsored by
Salvation Army of Boyertown,
Salvation Army of Pottstown and
United Healthcare.*

Madonna declares this election year as "perhaps a game-changing period in American history"

One of Pennsylvania's foremost specialists on presidential politics, Dr. G. Terry Madonna, Director of the Center for Politics and Public Affairs at Franklin and Marshall College, pictured above speaking at the TriCounty Area Chamber's November Membership Breakfast as he gave an analysis of this year's election and declared the 2008 election year "perhaps a game-changing period in American history".



New Chamber Members Welcomed at November Breakfast

The TriCounty Area Chamber of Commerce welcomed the following new members at the membership breakfast, November 13, 2008, at The Elks Lodge, Pottstown, PA. Pictured from left to right are: Deborah C. Zenquis, Independent Associates of Pre-Paid Legal Services, Inc.; Jim Shankweiler, Liberty Ambulance; Karl Klotzbach, Collateral Recovery Systems, LLC; and Jennifer Thoms and Mary Newnam of Gotta-2-Do, LLC.

**SAVE
THE DATE**

2009 ANNUAL DINNER

**Wednesday,
April 8, 2009**

**Grand Ballroom at
RiverCrest Golf Club &
Preserve, Phoenixville**



***It's sure to be
a homerun!***

Visit
tricountyareachamber.com
or call the Chamber office at
610.326.2900 for more information.

REGIONAL BUSINESS CARD EXCHANGE AT LAKESIDE INN

Special thanks to the Presenting Sponsor, **Verizon** and Venue Host, **The Lakeside Inn** for hosting the November 13 Regional Business Card Exchange.

Hundreds of members from Perkiomen Valley Chamber of Commerce, Phoenixville Regional Chamber of Commerce, Spring-Ford Chamber of Commerce, TriCounty Area Chamber of Commerce, and Upper Perkiomen Valley Chamber of Commerce packed the venue for a successful night of networking.

Pictured left to right, Amy Purcell, Perkiomen Valley Chamber; Bradley Okoniewski, Cabot Supermetals, Chairman of the Board for TriCounty Area Chamber; Trevor Hart, Harleysville National Bank, Chairman-Elect of the Board for Perkiomen Valley Chamber; Dan Reavy, Director of External Affairs for Verizon - Presenting Sponsor of the event; Barry Handler, Verizon Wireless, Royersford; Debbie Dorsey, Verizon; Lisa McCarry, Verizon; Laura Ross, Verizon; Tim Phelps, President of TriCounty Chamber; Luanne B. Stauffer, Upper Perkiomen Valley Chamber; Jim Ginnetti, XPO Business Equipment, Chairman of the Board for Spring-Ford Chamber; Patti Miller, The Lakeside Inn - Venue Host of the event; and Charles Benz, Phoenixville Federal Bank & Trust, President of the Board for Phoenixville Chamber.



TCACC PRESIDENT, TIM PHELPS, NOMINATED AS A MEMBER OF THE PENNSYLVANIA EARLY LEARNING INVESTMENT COMMISSION

TriCounty Area Chamber of Commerce President, Tim Phelps, was sworn into office as a member of Governor Edward G. Rendell's Pennsylvania Early Learning Investment Commission in Harrisburg, PA in late October. Phelps was nominated to the Pennsylvania Early Learning Investment Commission as a representative of the Pottstown Business Community because of the Pottstown Early Action for Kindergarten Readiness Initiative, otherwise known as PEAK.

In late September, Governor Edward G. Rendell had announced that the state of Pennsylvania would help expand its early childhood education programs through the creation of two new state panels: the Pennsylvania Early Learning Council and the Pennsylvania Early Learning Investment Commission. The panels were formed to not only increase awareness about the importance of early childhood education but also, to encourage the involvement of business and civic leaders such as Phelps.

"Tim's appointment to the Pennsylvania Early Learning Investment Commission recognizes his leadership in both the business and education community. Tim and the Chamber are important partners to Pottstown School District as we work in the community to have a high quality educational system that begins at birth and extends through higher education. We look forward to Tim's work with businesses

and other organizations to emphasize the importance of a quality early learning system in building and supporting the local work force," shared Mary Rieck, PEAK Coordinator.

As stated on their website, "the PEAK initiative was created to focus on improving school readiness and to serve as a vehicle for community revitalization through community outreach, family engagement, quality improvement, health and wellness and kindergarten transition." Funding for the PEAK initiative is provided by Pennsylvania-Pre-K Counts, United Way of Southeastern Pennsylvania, Pottstown Area Health & Wellness Foundation, Montgomery County Foundation and Children's Trust Fund. The Pottstown School District and the PEAK Initiative focus on building partnerships with early education facilities and other agencies throughout the Pottstown community.

"It is an honor to serve on such a prestigious commission with business leaders from across the Commonwealth," said Chamber President, Tim Phelps. "As a great resource for Pottstown, PEAK is a cutting edge initiative in the state. This Pre-K initiative is a workforce development issue for the employer, the employees, and the children of our community. Our children are our future workforce. By creating a strong educational foundation, this workforce development resource ties into the mission of the TriCounty Chamber of Commerce's education initiatives."

SPECIAL THANKS

CHAMBER BLOOD DRIVE DONORS

Special thanks to the Chamber Members that participated in the **November 13 Miller-Keystone Blood Drive** sponsored by the TriCounty Area Chamber.



RESUMES

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

1-Human Resources professional

1-Administrative

TCACC MARKETING TIPS

MARKETING 101

On behalf of the Chamber Staff and Board of Directors, thank you to all of our Chamber Members for your support in 2008. We look forward to an exciting year in 2009! Remember to **Be Seen.**

Be Heard. Belong.

BE SEEN. Start off the New Year by attending the Chamber's Annual Economic Forecast Membership Breakfast on January 8 at The Lakeside Inn. You need to know what to expect this coming year. Also, don't forget about the 24th Annual Boyertown Area Progress Dinner on Wednesday, January 21st at La Massaria at Bella Vista Golf Course. We will be highlighting all of the exciting things happening in Boyertown. Look at the Calendar of Events on page 38 for all of the Chamber's events this month. For more information or to register, log onto tricountyareachamber.com.

BE HEARD. Wondering how you can get time on the microphone at our next Chamber event?

Become a sponsor. Not only are the sponsors of Chamber events featured on all marketing pieces both in print and online, but even more valuable, they receive a few minutes of **face time on the microphone at the event to tell the membership about their business**, upcoming events, and more. For more information on sponsorship opportunities available, call 610.326.2900 or visit tricountyareachamber.com.

BELONG. Over 800 businesses in the Tri-County Area belong to the TriCounty Area Chamber of Commerce.

Is your business taking full advantage of your chamber membership? Log onto tricountyareachamber.com for more information on how your business can become more involved and ways to get the return on your membership investment.

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: 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" show to showcase your company or an upcoming event, contact Susan Burnett at the Chamber office at 610.326.2900.

NEWSMAGAZINE INSERTS

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.

MEET OUR CHAMBER INTERN – MARIE RIETH

Marie Rieth is currently a senior at Albright College. She is studying International Business and will be graduating with a Bachelors of Science degree. After graduation, she plans on furthering her education by studying Mandarin Chinese and Photography. At Albright, Marie is a member of the badminton team, and she has made the Dean's List quite a few times since becoming a student at Albright, in 2005.

Although she was born in Germany, she has spent the majority of her life in the Montgomery County area of Pennsylvania and is a 2005 graduate of Pottsgrove High School. When Marie is

not in school, she likes spending time with her family and friends. She is on a bowling league and works part time at Target in Royersford. She is also the Vice President of a non-profit organization, Community Self Help and Relief Corporation, a member of the TriCounty Area Chamber of Commerce. The Community Self Help and Relief Corporation reaches out to the community by helping the veterans, returning soldiers and disabled who may need help with medical equipment, such as wheelchairs.

Marie has chosen to intern with the TriCounty Area Chamber of Commerce

because she wanted to have more hands on experience that may not necessarily be found in the classroom. She wants to learn all that she can so that one day she can open her own business; as one day, she hopes to work with businesses, government, and lawyers in interpreting and translating the Chinese language.

While interning at the TriCounty Area Chamber of Commerce, she has learned a lot about the business world and has had a chance to discover more of what she would like to do after college while working on numerous projects at the Chamber. For instance, there are a number of promotional and educational events that take

place. She has learned what the Chamber is all about, what they do, and how valuable they are to our community. Marie has been able to work on updating the Industrial Directory and the Chamber's section in the 422 Business Advisor. These projects have helped Marie come to learn that organization is highly important when dealing with hundreds of businesses, and that communication is even more vital. Marie has been able to network with a number of Chamber members while working on a tourism project. Additionally, she participates with volunteers who assist the Chamber on the monthly newsmagazine stuffing.

BEHIND THE SCENES AT THE TRICOUNTY AREA CHAMBER

THE EMPLOYEE FREE CHOICE ACT?

A secret ballot election overseen by the National Labor Relations Board (NLRB) is the most common current method for determining whether or not employees want to form a union. This process protects the interests of both the employee and employer by ensuring that both sides have an opportunity to make their case. In addition, a secret ballot allows employees to make a decision free of coercion and intimidation from both the union organizers and their employer.

There is an effort in Washington to promote legislation titled the "Employee Free Choice Act" that has the potential to expose more small businesses to union campaigns, and also make them more vulnerable to union organizing tactics. According to the US Chamber of Commerce, of the 2,649 union representation elections conducted by the NLRB in 2005, more than 20 percent involved bargaining units of fewer than 10 employees and a full 70 percent involved bargaining units of fewer than 50 employees. Moreover, current procedures allow for most elections to be held within 56 days. A quick and fair process helps small businesses that can not afford expensive drawn out stalling techniques that this bill will allow for union organizers.

The Employee Free Choice Act would allow unions to target even the smallest companies, the very backbone of the economy. Thus, the TriCounty Area Chamber of Commerce urges our federal legislators to oppose this or similar legislation, and to preserve secret ballot elections for the purposes of establishing unions. Please feel free to contact the Chamber for more information on this legislation or on ways you can reach out to your elected officials to voice your opposition.

Richard Almquist and David Leimbach, Co-Chairs of the Governmental Affairs Committee for the TriCounty Area Chamber of Commerce

Local School District Recognized as a Leader in Geothermal Heating and Cooling!

Amongst the TriCounty Chamber of Commerce members is a leader in the implementation and operation of Geothermal Heating and Cooling technology. It is The Spring-Ford Area School District which is the public school district for Limerick and Upper Providence Townships as well as the boroughs of Spring City and Royersford. The Spring-Ford School district is applying geothermal heating and cooling technology at four of its school facilities thereby reducing air pollution and reliance upon foreign energy, all while saving money for its taxpayers.

From what this writer can determine it appears that The Spring-Ford Area School District is probably the largest implementer of Geothermal Heating and Cooling Systems in Pennsylvania, if not the Country. For its efforts the school district has received awards from the American Council of Engineering Companies of Pennsylvania and the American Council of Engineering Companies of the United States for its efforts to implement Geothermal Heating and Cooling technologies at buildings within its district.

IMPLEMENTATION OF MULTIPLE GEOTHERMAL SYSTEMS

Currently, four of the district's schools are using geothermal heating and cooling technologies. They are: **Upper Providence Elementary School** (100,000 sf) – 4 years; **Spring-Ford Intermediate School 5-7 Building** (330,000 sf) – 4 years; **Spring-Ford 9th Grade Center** (133,000 sf) – 2 years; and, **Evans Elementary School** (90,000 sf) – 2 Years.

AN EXAMPLE OF GEOTHERMAL HEATING AND COOLING

The Spring-Ford Intermediate School 5-7 Building utilizes the largest geothermal heating and cooling system within the district. The geothermal well field, located under athletic fields, consists of four hundred-ninety-one (491) 350-foot deep bore holes. The boreholes are located on 20 foot centers. Each borehole contains piping that loops down to the bottom of the borehole. When operating, water is pumped in a continuous, closed loop through the well field to the HVAC system for the school building. The boreholes are spaced 20 feet apart to avoid problems with heat dissipation during the summer. Expertise in designing the well field is required because an improperly designed well field can cause the heat pumps to malfunction if the ground temperature is too high. Heat pumps operate effectively when the ground temperature is between 440F and 750F.

Records for 2004-2005 school year reveal that the utility cost per square foot for the high school (300,000 s.f. electric/natural gas heating and cooling system) was \$2.21 per square foot, but only \$1.41 for the new intermediate school – an operational savings of 36%. For this site, the overall cost of the geothermal system was roughly \$1,700,000. The cost of a conventional system was estimated to be \$2,000,000. This is unique since typically geothermal systems are more expensive than conventional systems.

QUESTIONS AND ANSWERS

I thank Dr. Marsha Hurda D. Ed of The Spring-Ford School District for connecting me with Mr. David Hersch of Schiller and Hersch Associates of Orelan PA (215-886-8947). They are consulting engineers and experts in implementing geothermal technologies. Schiller and Hersch Associates designed and oversaw the application of the geothermal heating and cooling technology at Spring-Ford.

(See "Geothermal Q&A" on page 46)

GEOTHERMAL Q&A

(Continued from page 45)

The following are questions I asked of Mr Hersh.

Question: In simple terms how do geothermal systems work?

Answer: Geothermal uses the ground as a heat sink by either drilling a vertical hole or running a horizontal line six feet or more below grade. The ground temperature remains between 48 and 62 degrees F winter to summer. If water is circulated in a pipe, buried beneath the ground, and attached to a heat pump, the heat pump can either extract heat from the water (to provide heat) or give up heat to the water (to provide air conditioning).

Question: It is my impression that the district's heating systems are rather large. Do you have any idea if the district is unique in the size of its geothermal heating and cooling systems?

Answer: The Spring-Ford Intermediate School remains one of the largest geothermal projects in the state, and possibly the country. The area taken up by the system is approximately 4 acres which faces Route 422. It is beneath the athletic fields. The other buildings have a much smaller footprint that would be average for the type of building. In any case, the geothermal system takes up quite a bit of real estate.

Question: Any estimate on how long it takes to pay for a system in comparison to the cost savings?

Answer: Geothermal projects that we are doing today pay back in the range of 7 to 10 years.

Question: Any difficulties implementing this technology?

Answer: This is not as simple as drilling a few holes and running water through piping. Geothermal design involves drilling a test well and performing a 36 hour test to determine the conductivity factor (heat transfer rate) of the ground. This will vary based on the geology of the site and varies from site to site. The system is only as good as the design and we have seen problem systems due to improper preparation and installation. We provide geothermal design for other engineers and contractors around the country. Properly designed, geothermal is very efficient for those buildings that require both heating and cooling.

SUMMARY

The benefits of geothermal heating and cooling systems are being realized by The Spring-Ford Area School District. Of great importance is that the Spring-Ford Area School District's utilization of geothermal heating and cooling is saving the district and its taxpayer's money. While saving money, the district's geothermal systems have reduced the district's air emissions, from burning fossil fuels, at four of its schools. Also, the district has reduced its dependency on fossil fuels. I recommend evaluating the use geothermal heating and cooling technologies for any new facilities you make in the future.

Brian Loughnane P.G., Senior Hydrogeologist, Synergy Environmental Inc., 155 Railroad Plaza, 1st Floor, Royersford, PA 19468

DROP IN GAS PRICE IS NOT PERMANENT

The cost of filling up at the pump appears to be declining. In the past year the peak price of a gallon of gasoline essentially was double its current price. This incredible swing exemplifies how volatile the fossil fuels market can be. Currently, the price paid for a gallon of gas is lower than recent averages, but is still high when compared against historical averages. The reason for the steadily increasing cost in fuel is a lesson in economics. The demand for fuel is continually rising, while the supply of fuel is steadily diminishing. The reason the supply is diminishing: fossil fuels are not a renewable source of energy.

If the sudden spike of fuel taught US drivers anything, it was that efficiency is the key to reducing costs, and ultimately reducing demand. Recently, there has been concern over the American automobile industry's ability to compete with foreign manufacturers' higher fuel efficient vehicles. A lot of talk surrounds the CAFÉ Standards. CAFÉ stands for Corporate Average Fuel Efficiency. Simply put the average fuel efficiency an automobile manufacturer is able to achieve with from all product lines. It is no mystery that foreign manufacturers have surpassed the American auto industry with fuel efficiency. Competition over higher fuel efficiency is driving the auto industry, but there is a greater competition in the industry, and that is to manufacture vehicles that do not operate on petroleum based fuels.

When gasoline prices were peaking during the summer, the debate over alternative fuels also peaked. Using an alternative to gasoline was on the mind of every American. Suddenly there was a strong interest in finding another method to power our vehicles. As quickly as the price of fuel has dropped, so has the attention on alternative fuels. The issue is no longer making headlines, and certainly has taken a backseat in the minds of most Americans. President Elect Barack Obama has referred to this phenomenon as "shock and trance." When the price of fuel spiked, Americans were shocked it could go so high, and stunned by the lack of options. As the price has dropped, we have entered a trance-like state of complacency, forgetting the unbelievable peak.

It is the "shock and trance" that will diminish our enthusiasm for alternative fuels. The time to innovate, and retool has passed. The pursuit of alternative methods to power our automobiles must remain in the forefront of the national debate. Our automobiles are inextricably linked to our economic growth. If the American auto industry is unable to compete with foreign manufacturers developing vehicles powered by alternative fuels, the detrimental effects will be far reaching throughout the American economy. The need for alternative fuel vehicles must be matched with the infrastructure to supply the required fuel to the driver. Neglecting to improve the fuel delivery infrastructure negates all innovations the auto industry produces.

We are years away from seeing a viable alternative omnipresent in our country, both in vehicles and fuel delivery infrastructure. The lack of alternatives is no excuse for maintaining the same driving habits. American drivers must face the fact that a reduction in the consumption of fossil fuels is a necessity to bridge the gap towards alternatives. Fortunately there are many

ways to adjust without purchasing a more fuel efficient vehicle; the easiest step to take is to continue to reduce the amount of miles driven. In the past two years Americans have, as a whole, reduced the amount of miles driven. Something that has never occurred in the over one hundred years we have been driving. Many American automobiles are "flex fuel" vehicles. A "flex fuel" vehicle is capable of using ethanol for fuel. The prevalence of ethanol fueling locations is increasing as more and more cars are capable of using the fuel. A low cost method to reducing demand for fuel is to start walking more, or riding a bike. A large percentage of automobile trips are less than 5 miles, these trips can be easily replaced by walking and biking. Lastly, reevaluate commuting options, and begin taking transit, or carpooling to reduce demand for fuel. All of these methods will reduce the demand for fossil fuels, and actually save you money.

The price of gasoline will climb and undoubtedly surpass historic peaks. Eliminating the automobile is not an option, changing its power source is. Change will take time. In the interim, Americans cannot afford to caught in the "shock and trance" cycle and neglect this very important issue.

Shayne Trimbell works as a project coordinator with GVF Transportation. To reach Shayne by email: sttrimbell@gvftma.com, or by phone: 610635.3559.



NETWORKING: Reconnecting With Contacts in Your Network!



TIPS FOR PROFESSIONAL AND PERSONAL SUCCESS

By Reggie Waller, Business and Personal Coach

In a previous column installment titled "Make a True Connection: Networking for Personal and Professional Success!", the message focused on networking with an emphasis on making a connection with a person and taking it beyond the business card. This month, the focus is on "reconnecting with contacts in your network." Reconnecting with contacts is like taking your car in for routine maintenance. It's good to make it a part of your routine plan whether it's monthly, quarterly or yearly, but it's something you need to do. With the current conditions of the economy, some individuals have relied heavily on their existing network and others had to start from scratch.

Reconnecting with your network can bring many benefits to your professional relationship. Let's focus on the Why, How and When:

Why reconnect with your professional contacts?

1. Get a status. See what has changed (i.e. revenues, business expansion, etc.)
2. Share industry news and updates.
3. Grow your business.
4. Build a lasting relationship.

How to reconnect with your professional contacts?

There are many ways that you can reconnect with your contacts. Only you would know the best methods based on prior conversations. Don't limit yourself on the ways you network and reconnect with your contacts. Here are some ways for you to be strategic and recharge that connection:

SOCIAL NETWORKS – Send a message through LinkedIn, Facebook or any

(See "Tips for Success" on page 49)

Three Peas



In A Pod

Florist & Gifts

442 N Lewis Rd
Royersford, PA 19468
610-948-7190
www.threepesflowers.com

Hours:
Mon - Fri 9-6 Saturday 9-5

Unique gifts • Holiday decorations • Party centerpieces
Flower arrangements • Plants • Fruit, snack & gift baskets
We sell Webkinz and accessories



*Meadowood -
Classic Retirement Living,
Traditional Everyday Value.*



Looking for security and value? Now is the time to take advantage of the value and security true life-care at Meadowood offers. Call us today at (610)584-1000 to learn more.



Life at Meadowood offers you the freedom to do what you want - and the security to enjoy it!

Meadowood, Montgomery County's most desirable retirement neighborhood, truly offers the best of everything. Not only do you have access to museums, restaurants and cultural events - you have access to a wide array of programs designed to bring balance to your mind, body and spirit. Combine that with the value of a true life-care community and you have a combo that is hard to beat!

Tradition. Security. Value. In today's economic climate finding all of these things is rare. Finding them in a beautiful park-like setting is a bonus!

Call us to arrange an appointment to see for yourself.

Call today! (610)584-1000.

or email to: marketing@mwood.org

Meadowood

3205 Skippack Pike Worcester, PA 19490

Phone: (610) 548-1000

Visit us at www.meadowood.net



Performance Spine and Sports Physicians

**Gregory J. Chapis MD, Christopher C. Dankmyer MD,
William G. Cano MD, Thomas R. Haley, DO**

1603 E High St., Pottstown, PA 19464

www.performancespine.com

To schedule an appointment please call (610) 970-4700



Board-certified Physiatrists specializing in non-surgical pain management of musculoskeletal conditions

- Minimally invasive disc procedures
- EMG/ nerve conduction studies
- Ultrasound-guided injections
- Fluoroscopically-guided epidurals
- Neck and back pain
- Work injuries
- All procedures outpatient, most of them on premises
- Most insurances accepted

We are located in Pottstown (across the street from Pottstown Memorial Medical Center). We also have offices at 824 South Main Street, Phoenixville and at 2 Lawnton Road, East Norriton.

TIPS FOR SUCCESS

(Continued from page 47)

other social network. Social networks also allow you to give an update of things you are working on and literature you may be reading.

EMAIL – Send an email with those contacts you communicate with via email. Send a quick email to see how things are going with them especially with the current economic conditions. Who knows, they may require your help or the help of someone within your network.

PHONE CALL – Another method that is rarely used. It is always nice to talk and hear a voice on the other end of the phone.

LUNCH/ FACE TO FACE MEETING – A cup of coffee or a bit to eat, a nice informal way to reconnect and share news with your contacts.

PERSONAL LETTER/ NOTE CARD – This method is seldom used. Even though electronic communications reach our audience much faster, a handwritten message displays that there was some thought put behind the message.

HOLIDAY PARTIES – What better way to reconnect with your contacts. If you are hesitant on going to several holiday

parties, why not be the host of your own Holiday “Reconnecting Network” Party.

HOLIDAY CARDS – “Tis the season.” Share a card of warm wishes during the holidays and include a personal message.

When to reconnect with your professional contacts?

When you’re building your network, being patient and preparing for the next time is significant. It’s never too early or too late to build a healthy network. Don’t wait until you need something from your network. “Be proactive, not reactive when networking!”

As you see, reconnecting with your professional contacts can happen for any reason, any time and any place. Don’t let too much time go by or key factors take place before your reconnect. Remember, just as you take your car in for routine maintenance; make sure you set a goal of staying connected with your professional contacts.

Reggie Waller is the President of RWJ Consulting Group, LLC, a provider of business and personal coaching, consulting and training services to business and individuals. For additional information call 267.254.6800 or visit www.rwjconsultinggroup.com.



Gracefully Framed
CUSTOM PICTURE FRAMING
Needleart Supplies • Gifts • Antiques • Etc.

610-473-8826
112 E. Philadelphia Avenue
Boyertown, PA 19512

Gift Certificates Available

We offer Museum Quality Framing

- Computerized Mat Cutting
- Original Artwork Prints, Etc.
- Sports Memorabilia
- Weddings
- Diplomas
- Needlework

Online: gracefullyframed.com

Commercial Accounts Welcomed



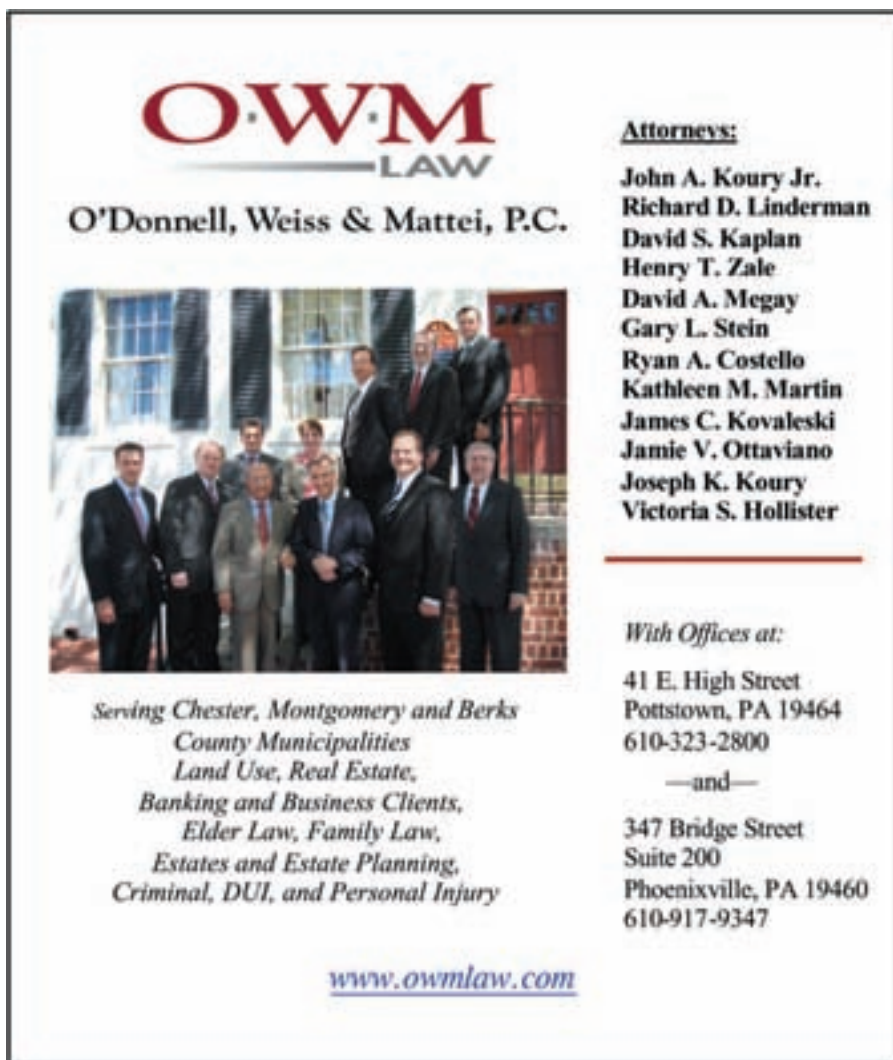
Zoom Wireless (Phoenixville)

Serving all your **Wireless** and **Data** Needs

GREAT PHONES • GREAT PRICES

251 Schuylkill Road
Phoenixville PA 19460
Ph:610-415-9195

*Our Smartphones (incl. Post. Univ. Sec. 401k) and Tablets & 4G LTE network charges (incl. quarterly) 1% Regulatory & 70% Administrative/Service... & others for areas) are not taxes (state: 1-800-884-1888); gov't taxes & our surcharges could add 4% - 38% (or more) to larger for Area) to your bill. Activation fee: \$25 (\$25 for secondary Family SharePlan lines w/ 2 yr. Agmt). IMPORTANT CONSUMER INFORMATION: Subject to Customer Agmt, Calling Plan, (state form) & credit approval. Up to \$175 early termination fee. Sub to 4G LTE after activation & \$1.99/MB (incl. Mobile Web add). Offers & coverage, varying by service, not available everywhere. Network details & coverage maps at zoom.com. Rights 1/21/11 - 1/31/11 are 10-11. Limited time offer. If applicable. Offer ends 1/31/11. © 2011 Verizon Wireless.



O.W.M. LAW
O'Donnell, Weiss & Mattei, P.C.

Attorneys:
John A. Koury Jr.
Richard D. Linderman
David S. Kaplan
Henry T. Zale
David A. Megay
Gary L. Stein
Ryan A. Costello
Kathleen M. Martin
James C. Kovaleski
Jamie V. Ottaviano
Joseph K. Koury
Victoria S. Hollister

With Offices at:
41 E. High Street
Pottstown, PA 19464
610-323-2800
—and—
347 Bridge Street
Suite 200
Phoenixville, PA 19460
610-917-9347

Serving Chester, Montgomery and Berks County Municipalities
Land Use, Real Estate,
Banking and Business Clients,
Elder Law, Family Law,
Estates and Estate Planning,
Criminal, DUI, and Personal Injury

www.owmlaw.com

**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.*

 **"Your Vision is Our Focus"**

COMPLETE FAMILY EYECARE
www.MyCompleteEyecare.com

- Eye Exams for the Entire Family
- Contact Lens Exams
- Full Optical Onsite
- Contact Lenses
- Sports Glasses
- Safety Glasses
- Flexible Weekend and Evening Hours

Business Hours
Monday: 8AM-8PM
Tuesday: 8AM-6PM
Wednesday: 7AM-5PM
Thursday: 8AM-8PM
Friday: 8AM-4PM
Saturday: 8AM-12PM
Sunday: Closed

Dr. Lori Gray
Complete Family Eyecare
1806 Swamp Pike, Suite 400
Gilbertsville, PA 19525
610-323-4445

Exeter Ridge Corporate Center

WHERE QUALITY AND LOCATION MEET TO FORM THE PREMIER EAST-SIDE ADDRESS

Rich in Technology

Class A office building / Prominent east-side location
Energy efficient systems / Hilltop location with spectacular views
Premier office suites up to 28,000 SF / State of the art technology
Complimentary space planning available / Fiber optics

Call 610-775-1400 or visit www.ExeterRidge.com for more information.

Blast From the Past
Street Rods, Inc.



Bill Borneman 610-327-4366
2965 E. High Street Pottstown, PA 19464

A FULL SERVICE SHOP FOR THE CAR ENTHUSIAST

**CUSTOM WHEELS
CAR & TRUCK ACCESSORIES**

- STREET RODS • CUSTOMS • MUSCLE CARS
- TRUCKS • ANTIQUES

FULL & PARTIAL RESTORATIONS

CHECK OUT OUR NEW RETAIL STORE
2965 E. High Street, Pottstown, PA
Bill Borneman 610-327-4366

www.blastfromthepastrods.com

CHANGE YOUR PARADIGM!!



PERFORMING TECHNICALLY

By Bill Swank, Lime Systems

One of my favorite quotes and very appropriate for today is by Albert Einstein who said, "The definition of insanity is doing the same thing over and over again and expecting different results." Think about it, does this apply to how you manage your business? How you manage your business technology? No one will debate the fact that the economic world is very different today that it was in the beginning of October. Different times call for different activities that generate different results.

If you are a business executive or business owner it is imperative that you think about your business in a very strategic way and to begin driving towards a paradigm shift as quick as possible in the way that your business uses technology from what it was in the past to what it needs to be in the future. Technology, and specifically the use of technology, needs to be a key productivity tool to the success of any business. By technology we are not simply talking about workstations, applications, web sites and the like, but rather making sure that technology use is aligned with the go forward plan of your business. Being sure that technology usage is aligned squarely with the productivity and cost gains that your business needs to complete in this new world order. Will you embrace the changes that you need to make or will you do the same thing

over and over again, rejecting the changing times and the technological change that needs to occur?

We have noticed that business executives have two main barriers that serve as stumbling blocks to their successful adoption of performance enhancing technology. One is the resistance to change and the second is the resistance to the potential cost of making the change.

The "If It Ain't Broke Then Don't Fix It!" Fallacy

It is broken - Guaranteed. It was broken with the sudden market shift that we have all experienced towards the last part of this year. If you feel that it's not broken you're in denial. The question really centers around what your new go forward business strategy will be and how your technology aligns

(See "Performing Technically" on page 52)

Boyertown Antiques



Owners: Leif and Kathryn Malmberg
Hours: Monday thru Saturday, 9 a.m. to 4 p.m.

1283 Weisstown Road
Boyertown, PA 19512-8944

Telephone
(610) 367-2452

How do you stay targeted on your bottom line?

Juice your technology.

- Strategic
- Results Driven
- Performance Based
- Bottom Line Focused



A New Twist on Technology

(610) 828-6100 • info@limesystems.com

Plymouth Meeting, PA

PERFORMING TECHNICALLY

(Continued from page 50)

with that specific strategy. What is the specific plan to reduce your costs, grow your profits and increase your customer base? Are there new technologies that you should be looking at that will help you address the needs of your customers in ways that were not possible even a few years ago? Are there ways to do things differently that will result in cost, time or productivity efficiencies? There are companies that have already realigned their strategy and are seeking help to align their technology to that new strategy. Those will be the ones to thrive during the upcoming months and the successful ones will see opportunity ahead.

The "Change is Expensive" Fallacy

Unprofitable change is the expensive part; doing nothing is also expensive; change in and of itself is not expensive. Imagine for a moment if you could help your employees do a task more efficiently. Depending upon the task that is accomplished and the frequency with which it is completed you would receive benefit from that change. It is important to make the right changes the right way so that change becomes profitable. Think about new ideas, fresh faces, look to innovate. Shake it up and examine they way that you do most everything. Align it to your new strategy and work with a team who can bring those changes and ideas to the table in ways that increase performance.

The real question to be thinking about is the cost of not adopting change. Will your customers go to someone who is more efficient? Who takes care of them better? Who innovates better than your company? All of

these are possibilities to those who think that change is bad.

How long could your company compete if you are not as efficient as your competition? If you choose to stay with the same activities that you did before, expecting a different result, you will have succumbed to the "insanity".

So how do you start? Start by developing and refining your business strategy and then look for a company who can help you align your technology to that strategy. By beginning this process, you are certain to have a better set of tools to address both the near term and long term future then you had before. It is time worth spending. Start today to change your paradigm to win better, become more focused on your opportunities and align your technology for efficiency and profitability.

With this month's column, we have begun to focus on ways to intelligently and successfully apply technology to increase both company and individual performance. By making your team more efficient and focusing on ways that can happen, we realize that the overall company performance can also be increased. In future articles we will focus on the things that can be done to take technology from a liability to an asset. We hope that you will join us as we bring some exciting new ideas to the table.

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 has been on the forefront of the practice of successfully aligning technology to business performance for companies from Global Fortune 10 to Main Street.



Introducing
**Alvernia University's
Online MBA Program!**
Classes start January 20th

TRY FOR THAT NEXT-PROMOTION EDUCATION

Alvernia University is proud to announce the launch of the Online MBA Program! The two year program provides a stellar curriculum, dedicated professors, and the flexibility to get you that 'Dream-Job' education.

Program features:

- Online format (75%) supplemented by four weekends of on campus seminars
- Flexible learning environment for busy individuals
- Online orientation, course registration & library resources
- Small class sizes allowing for more mentoring and support
- Mirror program to the established, reputable, ACBSP accredited on-campus MBA

540 Upland Avenue, Reading, PA 19611
610-796-8228 • www.alvernia.edu/graduate/onlineMBA

ALVERNIA
ONLINE

funky lil' kitchen
**MODERN AMERICAN
BYOB Restaurant**
Tuesday-Saturday 5:00-9:00
reservations recommended!
232 King Street, Pottstown, Pa • 610.326.7400 • www.funkylilkitchen.com

AdNet Services, Inc.
1-800-398-9630
610-845-3483
info@adnetservicesinc.com
www.adnetservicesinc.com

We provide you with the latest technologies, including:
ASP and Database Programming • Flash Presentations
Streaming Audio/Video • Secure Server • E-mail • CGI Scripts
Web Server Co-Hosting • JavaScript • Graphics & Animation

In addition to web development services, AdNet Services, Inc. offers a full range of computer consulting, sales, and service for your personal and small business needs.

Based in Berks County, Pennsylvania, AdNet Services, Inc. provides computer consulting, sales, and service as well as network installation and management.

We also provide website design, development, and hosting. Our trained professional designers and web programmers are available to help you create a website that will meet your needs. From a small informational site to a large e-commerce site, we can outfit your business for the 21st century.

Choosing AdNet Services, Inc. will give your business the ability to advertise to millions of people at an affordable price!

Our artistic web designers will create the perfect web page design for your personal or business needs — with the creative touch you're looking for.

AdNet Services, Inc. can help bring the world to your door. Call toll-free for a no obligation consultation.
6 Baldy Hill Road, Boyertown, PA 19512

NO REPLACEMENT FOR HARD WORK



BUSINESS, HEALTH AND FITNESS

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

Here we go again. A year has passed, a new one begins and all the hope and promise it conjures up gets everyone excited about the possibilities that only a fresh start can bring.

New goals are made, bars are raised, and the belief that somehow this year is going to be different emotionally fires us up. But ask yourself this question. Is another year really going to make a difference? Are you really prepared to make a change or is it going to be the same thing next year – all talk, no action, nothing accomplished? The one constant that is missing for most, is irreplaceable, and anyone who has ever accomplished anything worthwhile will tell you, how they achieved success. Plain and simple hard work.

A few months ago I received an interesting e-mail from a blog I subscribe. The author of the blog, Seth Godin, a bestselling author, entrepreneur and self-professed agent of change questioned whether effort was a myth. He pointed out that our society, as is reinforced through the media, believes that success is merely a product of luck – who you know and whether you get “picked.” Politicians and beauty queens who get by on a smile and a wink; lottery winners who turn a lifetime of lousy jobs into one big payday; sports stars who are born with skills we could never hope to acquire; Hollywood celebrities with the talent of being in the right place at the right time; failed CEOs with \$40 million buyouts;

etc. Effort, therefore, is perceived as futile and only for the unlucky. What’s the use of putting forth effort if luck is what we assume it takes to succeed? Is effort really a myth or is it all about luck? “The thing about luck, Godin goes on to say, is that we’re all already lucky - lucky that we weren’t born during the black plague or in a country with no freedom; that we’ve got access to highly-leveraged tools and terrific opportunities.” And while luck can come from different points of view, from the guy hit by a bus to the one who wins the lottery, the only constant directly related to success is effort. Godin describes this as the key to the paradox of effort: “While luck may

(See “Health and Fitness” on page 54)

MAIN LINE FINANCIAL ADVISORS, LLC

The Gift of Guidance

You Deserve **More!**

More Experienced, **More** Knowledgeable,
More Personal, **More** Dedicated,
More Reliable

Without question, small businesses are the backbone of the U.S economy, representing nearly 99% of all employers. We recognize the value the small business sector brings not only to the U.S economy as a whole, but in particular, the local community. We understand and specialize in providing small business owners and entrepreneurs the wide array of accounting and financial services they need to make their business and personal goals become reality.

Tax Planning & Compliance
Business Succession Planning
Planning & Administration
Retirement Planning

Accounting & Bookkeeping Services
Entity Selection & Formation
Business/Management Consulting
Investment Advisory Services

211 East High Street
Pottstown, PA 19464

123 North Narberth Ave.
Narberth, PA 19072

629A Swedesford Road
Malvern, PA 19355

800.266.6532

Visit us on the web at **www.mlfa.com**

Securities Offered Through: PSC Securities Corporation, a Registered Broker/Dealer, Member FINRA/SIPC
Advisory Services Offered Through: Main Line Financial Advisors, LLC

Portrait of a Rental Property Owner.



Look Familiar?
We Can Give You a Hand.

Paying out more than you're taking in? Make your life easier-and your investment more valuable.

HIRE AFFINITY AND SAVE!

25%-50% off

the leasing fee for acquiring new tenants

1st month FREE

for properties with existing tenants

ENJOY A NEW LEASE ON LIFE-WITH AFFINITY!

Superior screening • Video taped inspections
Property maintenance • Computerized accounting

Affinity
Property Management

221 High Street • Pottstown, PA 19464

Phone: 484.624.3338 www.affinitypm.net

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



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

For Brown Printing, the right time might be 10 pm for the 3rd shift. The right training programs could be as diverse as Welding, English as a Second Language, Supervisory Training or Business Writing – all customized and delivered at the customer's site by the Center for Workforce Development (CWD) to accommodate their 24-hour shift needs.



For customized employee training programs at your site, contact Brook Hunt in the CWD at 215-641-6331 or email at bhunt@mc3.edu.

**Montgomery County
Community College**

Blue Bell | Pottstown
mc3.edu/cwd

Elise Phillips

Contemporary Pennsylvania Impressionist



Elise Phillips

"Resting, St. David's Church"

Oil, 30" x 40"

NEWMAN GALLERIES

A Tradition in Art Since 1865

1625 WALNUT STREET, PHILADELPHIA, PA 19103

PHONE: 215-563-1779 EMAIL: INFO@NEWMANGALLERIES1865.COM

WEB: WWW.NEWMANGALLERIES1865.COM

HEALTH AND FITNESS

(Continued from page 53)

be more appealing than effort, you don't get to choose luck. Effort, on the other hand, is totally available, all the time." What separates effort from effort with results? Hard work.

Godin points out that "harder working" people do better than other people most of the time. This phenomenon exists all the time with regards to exercise. Plain and simple, those who work hard see the most results. Just showing up, going through the motions, making excuses for why the effort was not made, lead to mediocre if not poor results. The small percentage who are "lucky" enough to have a high metabolism appear to put forth less effort, but that's not a reason for anyone else to think that their effort is a winless battle. In business, the hardest working salesperson is generally the most successful.

They work hard to develop their skill; grow their list of contacts; do all the things that everyone else is not; deliver more than expected. Even in professional athletics, those who appear to have natural talent will tell you that they still work hard at their trade. They have to – everyone at the professional level has the talent. In every aspect of life, there is an example of what hard work can do. There's simply no denying it.

So you have to honestly ask yourself, "Do I work hard? Do I work to my potential? Or do I just like to think that I am, only to be in the same place, doing the same thing, getting the same results?" Effort is a choice, luck is chance, but hard work is invaluable. No one finishes last when they put forth the effort to work hard.

HOPE for INFERTILITY



WE MAKE MIRACLES HAPPEN

Your biological clock is ticking. Most women over the age of 35 have heard those words before. The Reproductive Science Institute (RSI) of Suburban Philadelphia may be able to help you figure this out. Fertility declines as women age, however, the rate at which this happens varies from woman to woman. We can't stop the clock, but we have techniques that may help you work around it.

ABOUT REPRODUCTIVE SCIENCE INSTITUTE

Established in 1991, RSI specializes in male and female infertility and reproductive endocrinology. Our team of reproductive endocrinologists put RSI at the forefront of fertility care. The RSI team is well versed in all aspects of infertility, including polycystic ovarian syndrome, miscarriages, tubal obstruction, endometriosis, uterine abnormalities and other reproductive organ disorders. We deliver the highest quality medical care with respect and compassion and offer an individualized, confidential approach combined with state of the art technology. RSI has the expertise to take you through every step of the process, from both diagnosis and treatment to conception. We're committed to making miracles happen for you.

NEW STATE-OF-THE-ART FACILITY

RSI has recently moved into a new facility that includes an Ambulatory Surgery Center licensed by the Pennsylvania Department of Health and accredited by The Joint Commission. Our CAP Accredited Laboratory has enabled us to significantly exceed national pregnancy rates. We are conveniently located to Routes 202, 422, and the Pennsylvania Turnpike. If needed, hotel accommodations are within walking distance.

- COMPREHENSIVE FERTILITY EVALUATION
- OVULATION INDUCTION
- IN-VITRO FERTILIZATION (IVF)
- EGG DONOR & SURROGACY PROGRAMS
- FAMILY BALANCING
- RECURRENT PREGNANCY LOSS
- PREIMPLANTATION GENETIC DIAGNOSIS (PGD)
- MALE INFERTILITY DIAGNOSIS & TREATMENT
- CRYOPRESERVATION SERVICES

2 CONVENIENT LOCATIONS:

945 CHESTERBROOK BLVD.
WAYNE, PA 19087
610-981-6000

1340 PENN AVENUE
WYOMISSING, PA 19610
610-373-4271

REPRODUCTIVE SCIENCE INSTITUTE
610-981-6000 • www.RSInfertility.com • 610-373-4271

Main Line HealthCare - We offer a world of OCCUPATIONAL and TRAVEL HEALTH SERVICES

The Occupational and Travel Health Center of Main Line Health offers travelers and employers a wide range of services designed to certify the health of employees and new hires for work, as well as to safely prepare you for international and domestic travel.



Physical Exams—post offer, certification, and medical surveillance exams

Drug Testing—DOT and non-DOT programs, program administration

Workers' Compensation-Injury & Illness Care

Executive Physicals

Travel Medicine

Customized Onsite Services:

- Annual Influenza (flu) vaccinations
- Cholesterol testing and blood pressure measurements
- Workplace training and education programs (examples: bloodborne pathogens, working safely at the computer, travel health)

Main Line HealthCare Occupational and Travel Health Centers

MAIN LINE HEALTH
CENTER - COLLEGEVILLE
Occupational & Travel Health Services
599 Arcola Road
Collegeville, PA 19426
610-648-1293

PAOLI HOSPITAL
Occupational & Travel Health Services
Paoli Pointe Medical Building
11 Industrial Blvd., Suite 103
Paoli, PA 19301
610-648-1293

LANKENAU HOSPITAL
Occupational Health Services
100 E. Lancaster Avenue
Medical Office Building South,
Suite 317
Wynnewood, PA 19096
610-645-2881

Main Line HealthCare

Visit our website at www.mainlinehealth.org/occtravel

SUPERFRIENDS of MARKETING



You need a communications partner who defends your image, protects your position and tirelessly fights for your future in the marketplace!

VFC is a dynamic team of talented creative professionals... strategists, copy writers, programmers and commercial artists prepared and determined to battle all of the challenges facing your company!

where ideas grow!
www.virtualfarm.com | 877 GROW ART

